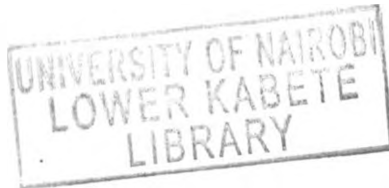


**THE INFLUENCE OF REFERENCE GROUPS ON CONSUMER  
CHOICE: THE CASE OF TOILET SOAPS IN NAIROBI**

**Presented by:**

**CHARLES MBUI**



A research project in partial fulfilment of Master of Business Administration, Department of Business Administration, School of Business, University of Nairobi

2011

## Declaration

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

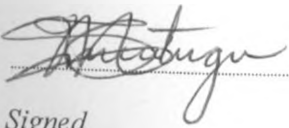


.....  
*Signed*

Charles Mbui

D61/P/7123/2006

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



.....  
*Signed*

Mr. Tom Mutugu

## Acknowledgements

I would like to acknowledge God's hand in this process for through Him, this has been ticked as an answered prayer for this year. Truly, He is the author of both knowledge and wisdom, evident in this project.

Secondly, my supervisor, Mr. Tom Mutugu, who has been an inspiration and a constant guide in this journey. I would like to mention that without him, the project would have probably passed but without the many practical aspects he inspired as key in marketing.

Also revealed in these early pages is my mum, Agnes Wanjiru Mbui, who did not spare both the rod and her meagre resources to ensure that we get the best education. I say, "Thank you", and may God bless you as you bring up others to the same excellence despite the fact that they are not your own.

Lastly, I thank my clique of friends lead by my wife who within a short notice agreed to be my research assistants in dispensing questionnaires and data collection. Look at what we can do together!

## Dedication

To God, Lilian and our three kids.

To Roy whose fatherly attention was often sacrificed in his tender first year of life at the altar of course work and who triggered this idea; and to our twins, Alisa and Nat, who were part of the project workload. Finally to Lilian whose forerunning and support has made all our dreams plan-able.

## Abstract

In Kenya, many manufacturers of toilet soap brands have resulted to very heavy advertising in reaction to increased competition that has seen rival manufacturers increase their marketing spends to win customer loyalty, taking up most of the television commercial spots. This has been through the use of advertising with various sets of models, reference groups and appeals. However, there has not been an independent research to find out how effective each of these reference groups have been in these huge marketing campaigns. This descriptive study therefore sought to investigate the influence of reference groups in the consumer's choice, case of toilet soaps in Nairobi. Two major estates in Nairobi were chosen as representative of the middle income earners and questionnaires were issued to collect primary data that was later analysed for the concepts.

The research found out that it was the products attributes that influenced consumers more than the employed reference group models or appeals. Many respondents preferred their current brands because of the fragrance, relaxing effect, its availability, germ bursting abilities and pricing. Of the reference groups, the immediate family influenced consumers most in their choice of toilet soap followed by medical experts and a satisfied user's appeal.

The least influencing reference group were the celebrities followed by other groups like work mates and soap company employees.

Lastly, the research also observed that many respondents were consumers of more than one brand and that many of them had recently moved to their current brands indicating that this is market that rewards marketers in their efforts to win loyalty.

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# CHAPTER ONE: INTRODUCTION

## 1.1. Background

The Kenyan market has witnessed the increase of more and more local artists and celebrities acting in commercials or as company spokesperson, giving testimonials or endorsement of different products and / or services. The local media has given its subjective account of how these incorporations have been beneficial to these artists in the form of huge monetary rewards and fame in their industry. They have joined a wide host of other models and other opinion leaders mainly in the promotion of fast moving consumer goods (FMCG) and services like mobile telephony services, foods, drinks and cosmetic products more so, the toilet soaps.

As Kotler (2003) would note, FMCG are consumed quickly in one or few uses and thus the appropriate strategy is to make them available in many locations, charge a small mark-up and advertise heavily to induce trial and build preference. In Kenya, the largest advertisers are in the FMCG industries and this study focused on part of it, the influence of reference groups; the case of toilet soaps.

### 1.1.1. The Concept of Reference Groups

Taylor et al (1969) report that even though it is supported by common sense, studies have revealed the empirical evidence that a large percentage of individual purchasing cues come from intergroup involvement and that this influence would vary with the ego involvement

that the individual may feel with each group. The individual however constructs his pattern of preferences from several reference groups.

Schiffman and Kanuk (2007) define a reference group as any person or group that serves as a point of comparison (or reference) for an individual in forming either general or specific values, attitudes, or a specific guide for behaviour. They note that from a marketing perspective, reference groups are groups that serve as frames of reference for individuals in their purchase or consumption decisions. Ideally, each of these groups is not restrictive in its membership or size nor does it require the consumer to identify with it for the influence to occur. Examples of reference groups include; friendship groups, shopping groups, work groups, virtual groups or communities and consumer action groups. They also define the reference group that influence general values or behaviour as normative reference groups while those that influence specific attitudes as comparative reference groups. Another form of classification is by Batra, Myers and Aaker (1996) who state that reference groups could be those: used as standards of comparison for self appraisal; those considered to be informative experts; or those used as a source of norms, standards and attitudes.

Assael (2004) defines a reference group as any group with which an individual identifies such that he or she tends to use the group as a standard for self evaluation and as a source of personal values and goals, that is, a group that serves as a referent point for the individual in the formation of beliefs, attitudes and behaviour. Such groups provide consumers with a means to compare and evaluate their own attitudes and purchasing behaviour. Churchill and Peter (1995) suggest that in most cases, the reference groups do not tell the consumer what to do; rather, the consumer is influenced by respect for the group's opinion or concern for the group members' feelings.

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McCarthy et al (1993) define reference groups as the people to whom an individual looks when forming attitudes about a particular topic. They further note that people have several reference groups for different topics. Some they meet face to face and others they wish just to imitate. Kotler (2003) however notes that reference groups consist of all the groups that have a direct (face to face) or indirect influence on the person's attitude or behaviour. Either case, people will take values from these reference groups and make buying decisions based on what the group might accept.

Kibera and Waruingi (1988) define a reference group as a model for an individual's behaviour in that they act as a frame of reference for decision making. This is mainly in two ways; by reason of being in a group, you buy a product because the other members of the group have it or just by the reason of wanting to belong into that group.

Wright (2006) describes reference groups as the groups people identify and refer to in order to evaluate and regulate their beliefs, opinions and actions. Like peer groups as a whole, reference groups are crucial for the marketing of products and services especially as people grow older from childhood, teenage and adulthood because they get more selective as they set in their ways. Proctor (1996) also notes that marketers try to identify the reference groups of their target customers and make use of opinions reflected by such groups in their marketing communications.

Hawkins et al (1989) define a reference group as one whose presumed perspectives or values are being used by an individual as the basis for his current behaviour. They note that attraction to the group is often a more determinant factor of influence than it is for membership which would explain the case of aspiration reference group.

Block et al (1979) also noted that although the impact of the group has long been recognised, confidence in the ability of the group theory to explain consumer attitudes and behaviour had

however been shaken by reporting of contradictory evidence. For instance, members of a particular group may have similar preference for automobiles but not for clothing. Confidence has nonetheless been reinforced by future developments in reference group theory.

### **1.1.2. The Concept of Consumer Choice**

The concept of consumer choice is defined by the process in which consumers make their purchase decisions. According to Assael (2004), the process by which consumers make purchasing decisions must be understood to develop strategic applications. He further notes that consumer purchase decision making is not a single process and will vary depending on the product or service being considered. For example, deciding to buy a car is more important and complex decision making than deciding to buy toothpaste. In complex decision making, consumers evaluate brands in a detailed and comprehensive manner. More information is sought and more brands are evaluated than in other types of buying decisions.

Ofwona (2007) notes that an aroused consumer will be inclined to search for more information and the sources could include personal (for example family, friends and opinion leaders), commercial (for example websites, salespeople and advertisements) and experimental (handling, examining or using the product). According to him, the most effective ones are personal and public sources.

Mburu (2001) states that there are two factors that are useful in explaining how consumers decide namely: the extent of their involvement in the brand purchase and the perception of any differences between competing brands. He notes that generally the more involved the consumer is in brand selection amongst all the brands being considered, the longer will be the decision making process.

### 1.1.3. Toilet Soap Industry in Nairobi

According to a recent research conducted by the Water and Sanitation Program on behalf of Ministry of Public Health and Sanitation in Kenya, 97% of Kenya's households have accessibility to some form of soap. It further found out that bar soaps have a 58% usage that cut across all the social economic classes with heavier usage in rural and urban poor areas mainly because of their multiple applications and low household budgets. The other 42 % use toilet soaps which are used mainly by middle income earners and liquid soaps which have more usage in the upper class.

Making their speech at a recent re-launch of one of the brands, researchers at one international marketing research firm, AC Nielsen, noted that a significant segment of the marketing efforts are aimed at tightening the major players grip on the fast growing medicated and multipurpose soaps segments of the market. Unlike in the past and what is traditionally known that toilet soaps are consumed privately thus require little influence on the buyer's choice, competition has moved marketers to spend huge budgets in advertising and marketing campaigns to influence consumers to buy their brands. Unilever Ltd, for instance, rolled out a fifty million shilling budget to re-position its new-look Lifebuoy that is now targeting a much younger consumer with active lifestyles including women in 2010.

According to AC Nielsen, the top manufacturers, whose products remain popular with the older generation, have changed tack and are now targeting school-going children with hand washing campaigns, aimed at positioning the brands among the younger generation that will form the next consumer base in the next 10 years. In recent months, nearly all the players in the toilet soaps market have also introduced new products to broaden their reach and reduce dependence on single brands. Positioning of the medicated soap brands as the ultimate germ-

busters is also seen as critical to promoting frequent usage of soap in emerging markets such as Africa where overall sanitation and supply of clean water remains a challenge.

As shown in Table 1, the main brands of toilet soaps in Kenya include: Imperial Leather, Geisha, Lux, Protex, Dettol, Nivea, Dove, Fa, Lifebuoy and Pure & Natural soaps.

Brand	Package (grams)	Current Price (Kshs)	Manufacturer
Imperial Leather	85	48	PZ Cussons
Imperial Leather	200	103	PZ Cussons
Lux	100	45	Unilever
Geisha	125	40	Unilever
Geisha	250	75	Unilever
Pure & Natural	125	70	Bidco
Dettol	100	83	Reckitt Benkiser
Dettol	200	155	Reckitt Benkiser
Protex	100	80	Proctor & Gamble
Lifebuoy	85	57	Unilever
Dove	100	89	Unilever
Dove	135	115	Unilever
Carex	100	75	Janitorial Products
Nivea	90	45	Biersedolf E.A.
Fa	100	40	Henkel

Table 1: Some of the Toilet Soap brands showing the pricing at Uchumi Supermarkets on 15th August 2011

Some other brands like Ushindi, Sunlight and Nuru are advertised as multipurpose toilet soaps. The main players in the industry include: Unilever, PZ Cussons, Bidco, Reckitt Benkiser, Proctor & Gamble and Beiersdorf EA.

## 1.2. The Research Problem

According to the 2009 population census provisional results, Kenya has a population size of 38.6 million. An estimated 97% of these have accessibility to some form of soap and 42% of the users are said to be users of toilet soap especially in the main towns and cities. Whilst the main players have instructed research on the brands' market share; and the government on



incidences of general soap usage, no documented research has been done on the role of reference groups in influencing the consumer purchase decision on the 15 million people toilet soap market. As the main players employ the services of assorted models in huge marketing campaigns with the hope of reaping from their popularity, it is important to know which of these reference group categories play the highest role and thus, worth investing more on.

The role of reference group on consumer behaviour has in the past been a rare research area and the closest study that had been done was an investigation into the influence of reference groups in consumer's choice of petroleum services amongst University of Nairobi fraternity users by Moseti G.M. (2004). However, with subsequent market changes in the petroleum industry, moving it from being cartel like to a government price controlled one, the main players rarely roll out elaborate marketing plans as compared to the toilet soap industry, under study, where stiff competition determines who has more grip of the market and thus the role of reference groups would be more relevant.

Previously, there have been several studies done on the concept of consumer choice such as Ofwona (2007), Mulei (2005), Adede (2004) and Mburu (2001). All these studies have been done on brand determinants on consumer choice on such products as telephone services, laundry detergents, milk brands and soft drinks respectively. Again, and to the best knowledge and search of the researcher, there had not been a study on the role of reference groups in the consumer choice or purchasing decision making.

This study therefore investigated the influence of reference groups in the consumer's choice, case of toilet soaps in Nairobi.

### **1.3. The Research Objective**

This research had one main objective, namely; to determine the extent of influence of reference groups in a consumer's choice; the case of toilet soaps.

### **1.4. Importance of the Study**

The main beneficiaries of the study are the marketing decision makers in the toilet soap industry and by extension in the other related products in the cosmetic line industry, for instance, lotions and beauty industries. Key of these decision makers are the soaps' brand managers who will now have a better appreciation of the extent of reference groups' influence in regulating their sales. This knowledge will also be important for all marketing consultants who include advertising agencies, account executives, creative heads, writers and beginners in public relations. Finally, the researcher acknowledges the contribution of this project to the body of knowledge in the marketing field that will benefit future researchers and curious marketing readers.

## CHAPTER TWO: LITERATURE REVIEW

### 2.1. Introduction

Blackwell et al, (2006) note that group influences begin in childhood, affecting consumer beliefs as well as how consumers respond to other media. The influences start from the first grouping, the family of birth also known as the family of orientation. Kotler and Keller (2009) suggest that children and teens wield considerable influence over family choices with children as early as two years being familiar with brand logos they can identify from the television sets and are able to make suggestive demands to the parents.

Reference groups are such an important concept in marketing that marketers try to identify the reference groups of their target customers and make use of opinions reflected by such groups in their marketing communications. Assael (2004) notes that if the group is sufficiently visible and cohesive, it may influence marketers and hence the marketing strategy.

The importance of the concept is highlighted by Wentz and Eyrick (1970) in that first for marketers, the firms products will not be widely accepted if it conflicts with the behaviour pattern of reference groups and secondly, members of reference group are an important medium of communication in the diffusion of knowledge.

This chapter delves further into what is known of the concepts of: first, consumer choice in purchase decision making and: secondly, of reference groups as well as the importance of these two concepts to marketers.

### 2.1.1. Consumer Choice

Schiffman and Kanuk (2007) suggest three processes in which a consumer makes his or her purchase decisions as shown in Fig 1. The process involves need recognition usually when the consumer is faced with a problem. The second part of the process is where the consumer is involved in pre purchase search. They note that the consumer perceives a need that might be satisfied by purchase and consumption of a product. The consumer may recollect from past experience for a repeated need or if the need is new, search amongst available brands. The third step involves evaluation of alternative brands. Schiffman and Kanuk (2007) note that when evaluating potential alternatives, consumers tend to use two sets of information: (1) a list of brands or models from which they plan to make their selection and (2), the criteria they will use to evaluate each brand. They further add making the ultimate selection from a sample of all possible brands is a human characteristic that helps simplify decision making process. Assael (2004) also indicates that as a result of information processing, consumers use past and current information to associate brands they are aware of with their desired benefits. Consumers prefer the brands they expect will give the most satisfaction on the benefits they seek.

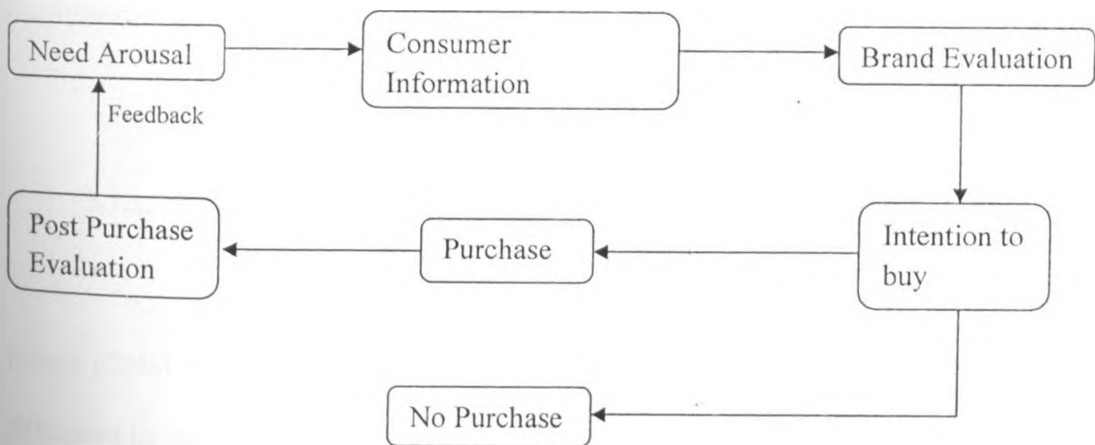


Figure 1 Consumer Purchase Decision Making Process, Adopted from Assael (2004) pg 43

Schiffman and Kanuk (2007) suggest that the criteria consumers use to evaluate the alternative products that constitute their evoked sets (brands being considered) usually are expressed in terms of important product attributes. Keller and Kotler (2006) nonetheless note that the total cost of any product must include the buyer's time, energy and psychic costs. Thus, the marketer will need to add value by reducing these none monetary costs because they are an important aspect besides the price and product attributes. Assael (2004) observes that the outcome of brand evaluation is an intension to buy or not to buy. Consumers will intend to purchase those products achieving the highest level of expected satisfaction.

According to Schiffman and Kanuk (2007), purchase behaviour for a low cost, non durable product may be influenced by a manufacturer's coupon and may actually be a trial purchase; if the customer is satisfied, he or she may repeat the purchase. The trial is the exploratory phase of purchase behaviour in which the consumer evaluates the product through direct use. A repeat purchase usually signifies adoption. For a relatively durable product, the purchase is more likely to signify adoption. After people make a carefully considered decision or analysis, and then a commitment, they have a tendency to defend and reinforce that position consistently regardless of how right or wrong it was (Keller and Kotler, 2006). They are likely to hold or remain loyal to their initial decisions even if they have ample reason to be dissatisfied.

### 2.1.2. Reference Groups

Wright (2006) reports that research indicate that we are all, to a lesser or greater degree, influenced by the multitude of things that happened to us when we were growing up coupled with external influences from other people and the environment. Blythe (2006) observes that

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most people prefer to fit in with the group, to a greater or lesser extent, either through politeness or through a desire not to be left out of things. Particularly with groups of friends, people will go along with the crowd on a great many issues and will tend to adopt the groups' norms regarding behaviour and attitudes.

As Wentz et al (1970) noted, an individual is most often a member of numerous groups and plays a different role in each one. A doctor may be a chief surgeon, a head of a household and a member of a school board. Each role carries a different expected behaviour pattern and a reference group associated with it. The ensuing part of this chapter examines in more details other literature on reference groups in the form of: their various classification criteria, how they influence individuals, the factors that facilitate the influence and finally a discussion into the major reference and appeal groups.

## **2.2. Classification of Reference Groups**

Schiffman and Kanuk (2007) note that referents a person might use in evaluating his or her own behaviour or attitudes vary from one individual to several family members, to a broader kinship or from a voluntary association to a social class, a profession, an ethnic group, a community, an age category, or even a nation of a culture. The major societal reference groups can be presented as shown in Fig. 2 to consist of family, friends, social class, various sub cultures (for example teenage or the senior "gray" adults), one's own culture and other cultures which form part of the classification groupings.

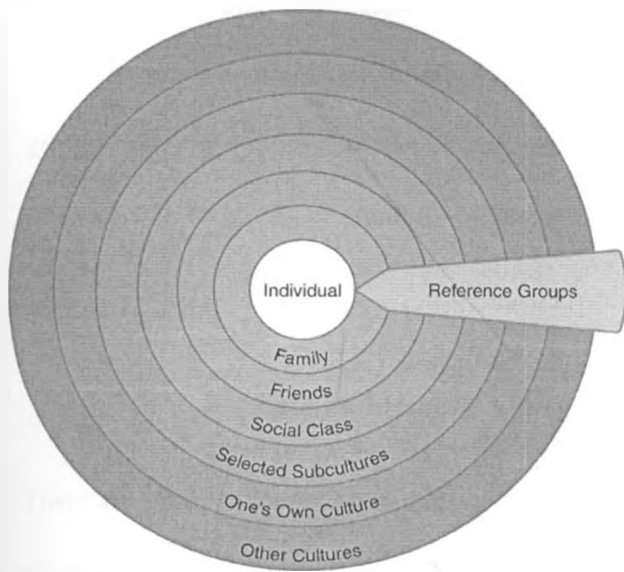


Figure 2 Major Consumer Reference Groups. Adapted from Schiffman & Kanuk (2007), pg 313

Like most other scholars, Blackwell et al, (2006) discuss seven classes of reference groups which include: primary groups verses secondary groups, formal groups verses informal groups, membership groups verses aspiration groups, dissociative groups and virtual groups.

### 2.2.1. Primary Verses Secondary Groups

Kotler (2003) notes that groups with a direct influence are called **primary groups** such as family, friends, neighbours and co-workers with whom the individual interacts fairly continuously and informally. Primary groups offer the greatest influence and impact and a social aggregation that is sufficiently intimate to permit and facilitate unrestricted direct interaction. Since there exists cohesiveness, members' exhibit marked similarities in beliefs and behaviours which have exhibit very strong influence on consumer choices especially with the family.



**Secondary groups** on the other hand have a direct interaction but it is more sporadic, less comprehensive and less influential in shaping thought and behaviour as compared to primary groups. They are more formal and require less continuous interaction. Such groups include professional, religious, community organisations and trade unions.

### 2.2.2. Formal and Informal Groups

There are groups that are characterised by a defined structure, often written, and a known list of member together with requirements for membership. These are classified as **formal groups** and will have regular meetings where minutes are taken. They include religious groups, trade unions and professional associations.

**Informal groups** on the other hand are less formal with a loose structure and are likely to be based on friendship or interest. Though their norms can be stringent, they seldom appear in writing but the effect on behaviour can be strong if individuals are motivated by social acceptance. Examples here include work groups and shopping groups. According to Tison and Ensor (2001), recent research seems to indicate that poor people are more influenced by informal reference groups while wealthier people are more influenced by formal groups.

### 2.2.3. Membership, Aspiration and Dissociative Groups

Blackwell et al (2006) also enlist **membership and aspiration groups**. Membership groups include those groups where there is a formal registration of members or where members have achieved formal acceptance status in the group. These groups can include family, religious, sororities and societies. Members acknowledge being members of the group having consistent attitudes and behaviours of the overall group.

**Aspiration groups** on the other hand are where the individual exhibits a desire to adopt the norms, values and behaviours of others with whom the individual aspires to associate. These could be such groups as athletes, musical artists, successful business people, and accomplished religious or political leaders. As Adcock et al (2001) note, there is an implied association, however unrealistic in owning the same brand as a favourite athlete star. The importance of this can be judged, at least in part, by the keenness with which manufacturers wish to sponsor these public heroes.

In contrast, there are **dissociative groups** which are those that the individual tries to avoid by the nature of their bad influence or by development of the individual. For instance, a teenage strives to dissociate with any product that is perceived to be of smaller children in avowal of growing up. Blythe (2006) reckons that this can have a negative effect on behaviour as the person avoids certain products or behaviour rather than be mistaken for somebody from the dissociative group.

#### 2.2.4. Virtual and Contrived Groups

The newest group is the **virtual group** which has evolved through chat rooms and other associations on the internet as virtual communities rather than geographic (Schiffman and Kanuk, 2007). Many people now have friends in Facebook, followers on Twitter and chat colleagues on the internet who they don't not necessarily meet physically but can be of great influence to them.

Wright (2006) suggests another group known as **contrived group** which is formed for a specific purpose, usually formal with objectives and rules. They are ad hoc and emerge

spontaneously to achieve a certain goal and usually disband or are suspended once the goal has been achieved.

### 2.3. How reference groups influence individuals

There are four major ways of reference group influence are discussed by Blackwell et al (2006). One way is that it creates socialisation of individuals. For example, going shopping with friends is one way of learning what others perceive as important and appropriate through their choices and interactions during the exercise. This process permits an individual to know what behaviour is likely to result in stability for both the individual and the group.

Another way is that it helps in developing and evaluating one's self concept. People protect and modify their self concept by their interactions with others in the reference groups. What we think of ourselves is influenced in our social interactions by the reaction of others whose values we share or opinions we respect. One form is through consumption of the products we consume which we communicate meaning to others when we buy and consume them. Thus, our clothing, transportation, cosmetic choices and even career choices make statements about us and our behaviours and lifestyles are the presentation of ourselves or at least our idealised view of ourselves to our reference group. Conversely, testimonials from respected celebrities can be very effective if the self that is projected by the referenced person in the testimonial is consistent with the idealised self of the consumer in the target audience.

It also provides a benchmark for comparing oneself to others. Most people have a need to evaluate themselves by comparing themselves to others. Hence how healthy, successful or wealthy the person is often depends on how they fare when they compare themselves to peers

or others in the reference group. They use reference groups as benchmarks or yardsticks to measure their own behaviour, opinion, abilities and possessions.

Blackwell et al (2006) finally note that reference groups offer other individuals a device for obtaining compliance with norms in a society. The desire of an individual to fit in with a reference group often leads to conformity which is a change in beliefs or actions based on real or perceived group pressures. Sometimes a consumer makes a conscious effort to emulate the behaviours of others in the group or to be identified with the group's behaviour to receive a reward, often social acceptance, and other times, the group is more subtle not requiring individual effort.

### **2.3.1. Conducive factors for influence to occur**

Assael (2004) observes that the nature of influence a group exerts on an individual's purchasing behaviour depends on: his / her attitude towards the group, nature of the group and nature of the product. A buyer's purchasing behaviour is more likely to be influenced by the group if he or she views the group as a credible source of information about the product, values their views and accepts the rewards and sanctions meted out by the group depending on the choices that he makes. Solomon et al (2010) refer to this as informational influence. However, a person who has first hand information is less likely to be influenced than a person who does not as Schiffman and Kanuk (2007) note.

Influence of reference groups is most likely where the products are visually visible and verbally conspicuous such as clothes, perfumed cosmetics and furniture or where the products are exclusive such as those connoting status. This is also expressed well by Bearden

and Etzel (1982) in the diagram below which suggest strong brands for publicly consumed products whether necessities or luxuries. In an interesting twist according to Amaldoss and Jain (2008), marketers of such luxury goods need to carefully balance two important social forces: one the desire of leaders to distinguish themselves from followers and two the countervailing desire of followers to assimilate with leaders. In their paper, they examine the theoretical implications of these social forces for firm prices, product design, and target consumer selection and show that the presence of reference group effects can motivate firms to add costly features, which provide limited or no functional benefit to consumers. Furthermore, reference group effects can induce product proliferation on one hand and motivate firms to offer limited editions on the other hand. They found that offering a limited edition can increase sales and profits. In some cases, reference group effects can even lead to a buying frenzy especially where the following is without question for instance where the product's information is technical to assimilate.

		Publicly Consumed	
		Weak reference group influence (-)	Strong reference group influence (+)
Necessity	Strong reference group influence (+)	Influence: Weak product and strong brand	Influence: Strong product and brand
	Weak reference group influence (-)	Influence: Weak product and brand	Influence: Strong product and weak brand
		Privately Consumed	
		Luxury	

Figure 3: The Determinants of Reference Group Influence, Adapted from Bearden & Etzel (1982)

The reference group influence will also depend on how cohesive the members of the group are, that is, if the members have similar norms and values, how often they interact - in that the more frequently they do, the more they offer opportunities for the influence to occur. In addition, distinctive and exclusive membership offers more value and thus influence as groups that are perceived as attractive and powerful.

Solomon et al (2010) list utilitarian and value expressive influences as other factors that a buyer may wish to express. Utilitarian is where the consumer buys so that they satisfy expectations of the group members like the family and peer groups.

Value expressive influence is where the consumer consumes a product in the hope that it will enhance the image others have on them especially in reference to those they look up, for instance, good parent, an athlete and successful business man.

In addition to the factors already mentioned, Adcock et al (2001) note that the impact of reference groups on an individual buying decision will depend to some extent on the degree of risk perceived. This factor is also likely to affect the way by which the buying decision is reached. Nonetheless, the reference group will not exert influence on every buying decision. Even in circumstances where the group influence comes into play, the consumer will be influenced by other variables such as product characteristics, standard of judgement and conflicting influences from other groups with considerable levels of influence; Blythe (2006).

#### **2.4. The Major Consumer Related Reference Groups and Appeals**

Schiffman and Kanuk (2007) suggest the major group as those of friendship, shopping, work, consumer action, brand communities and virtual groups. The family and the individual's

subculture and culture are also noted to be of the highest influence in individual's purchase decision. On the other hand, reference group appeals are used very effectively by some advertisers in promoting their product because they subtly induce the prospective consumer to identify with the pictured user of the product. The reference group appeals mostly used in marketing are celebrities, experts, opinion leaders, the common man, the executive and employee spokesperson and the trade spokes-character.

Baker & Churchill (1977) observe that the effectiveness of the role model in modelling behaviour will depend on the personal characteristics of the role model. Attractive models will be imitated more than unattractive ones, successful looking models are given more credence than unsuccessful looking ones and a model who is perceived as being similar to the observer is more likely to be emulated.

Schiffman and Kanuk (2007) indicate that appeals by celebrities and other similar reference groups can be a powerful force in creating interest of actions with regard to purchasing of a product based on admiration (of an athlete), on aspiration (of a celebrity or a way of life), on empathy (with a person or situation) or on recognition (of a person, real or stereotype, or of a situation). In some cases, the consumer may think "if he uses it, it must be good" or "if I use it, I'll be like her" or "he has the same problem that I have, if I use it, I'll be like him".

#### **2.4.1. The Family**

Perhaps the most important and influential of the primary groups is the family as Kotler & Keller (2009) note. The family of orientation or birth gives influence on life's basics, religion, politics, self ambition, worth and love. A more direct influence on the everyday buying behaviour of adults is the family of procreation, that is, the spouse and kids. Marketers are interested in the roles, behaviour and influence of family members that affect

purchasing for a variety of products. Schiffman and Kanuk (2007) suggest that the roles of family members in the context of influencing purchase decisions keep changing as the members transition with age or as the family progresses with time as shown in Fig 4.

ROLE	DESCRIPTION
Influencers	Family member(s) who provide information to other members about a product or service
Gatekeepers	Family member(s) who control the flow of information about a product or service into the family
Deciders	Family member(s) with the power to determine unilaterally or jointly whether to shop for, purchase, use, consume, or dispose of a specific product or service
Buyers	Family member(s) who make the actual purchase of a particular product or service
Preparers	Family member(s) who transform the product into a form suitable for consumption by other family members
Users	Family member(s) who use or consume a particular product or service
Maintainers	Family member(s) who service or repair the product so that it will provide continued satisfaction.
Disposers	Family member(s) who initiate or carry out the disposal or discontinuation of a particular product or service

Figure 4 The Eight Roles in the Family Decision Making Process. Schiffman and Kanuk (2007) pg 339

Children and teens wield considerable influence over family purchases by direct hints, requests and demands. In the research done by the Water and Sanitation Program, women make most purchase decisions on the type of toilet soap that the family uses.

Still within the context of family, as might be expected, Adcock et al (2001) note the degree to which a buying decision is made by either husband or wife as individuals or shared between the partners has been shown to depend on the type of product involved. For example, cleaning products are in the wife's domain whereas gardening tools and insurance are in husband's domain.



### 2.4.2. Subcultures

Assael (2004) defines subcultures as groups with norms and values that distinguish them from the culture as a whole. They can be defined by age, religion affiliations or ethnic identity. For instance, common values amongst teenagers that set them apart from an adult dominated society can define a teen subculture. Members of a subculture frequently buy the same brands and products, shop in the same shops or even read the same newspapers.

According to Assael (2004), the influence of a subcultures on consumer behaviour depends on several factors namely: Sub cultural distinctiveness, Sub cultural homogeneity and Sub cultural exclusion. Sub cultural distinctiveness refers to the degree to which a subculture seeks to maintain a separate identity. The greater is the group's distinctiveness, the greater will be the influence and a good example is people of one ethnic group who are distinct by use of their language. Sub cultural homogeneity refers to the extent at which their values are homogeneous. Where there is homogeneity of values in a subculture, greater influence is mostly observed in such groups as strong family and religious ties. Lastly is sub cultural exclusion where at times, subcultures have sought exclusion from society or have been excluded by society. Exclusion tends to strengthen the influence of subcultures on consumer behaviour. In Kenya for example, the exclusion of the poor and the marginalised has provided a viable market for multipurpose brands of soap to be used both as a detergent and as toilet soap. Examples of such brands are Nuru, Ushindi and Sunlight soaps.

There are different types of subcultures and they could be divided into such groups as: geographic where for example, marketers vary their menu depending on the region; religion which is based on traditions and beliefs that have been passed on from generation to the next, for instance, the non materialistic values for born again Christians make them poor targets for credit cards but good ones for fast foods and do it yourself products where as family ties are more stronger amongst the Muslim (Assael, 2004). The other subcultures include age cohorts,

cohorts because of their similar values and life experiences. Teenagers will for example consume brands that are widely perceived to be young and exotic which has led to many manufacturers re-launching their products targeting the youth. The other subculture is the ethnic group, who often communicate in one unique language. This has also led to the emergence of local dialect radio stations which are important tools for reaching the groups.

### **2.4.3. Friendship Groups**

Friendship groups are classified as informal because they are usually unstructured and lack specific authority levels. Outside the family, friends are most likely to influence the individual's purchase decision. Marketers recognise power of peer influence and frequently depict friendship situations in their advertisements. Assael (2004) observes that marketers frequently advertise their products in a group setting, for example, friends having a drink after work. The purpose is to mirror the influence that friends and relatives have on consumers and the implication is that the product is accepted by the group and enhances their interaction.

### **2.4.4. Shopping and Working Groups**

Shopping groups are one or more people who shop together primarily for a social motive. Customer referral groupings (Member Get Member) are now common rewarding the recruiting member (Schiffman and Kanuk, 2007). The most common of these groups in Kenya are the multi level marketing chains like GNL and Tianshi that market natural food supplements and cosmetic products like toilet soaps, perfumes and hair products.

The other group that are common are the work groups. Just by the amount of time individual spend at work with others provides ample opportunity for work groups to serve as major influence on the consumption behaviour and choices of members.

#### **2.4.5. Virtual, Brand Communities and Consumer Action Groups**

Schiffman and Kanuk (2007) observe that virtual groups are formed over the internet usually in chat rooms and now through such social sites like Facebook and Twitter. They are not geographically restricted and will have both formal and informal membership across all races, cultures and nationalities. In 2010 / 2011, such groups were the key governance determinants in some Arab countries.

Brand communities are formed by people who use a specific brand not necessarily with the knowledge of the producer of the brand. Where such groups are strong, they have influenced the marketing strategies of the producer and become part of the brand identity.

Consumer action groups have evolved in response to the consumerist movement (Schiffman and Kanuk, 2007). They are dedicated to providing consumers with assistance in their effort to make the right purchase decisions, consumer products and services in a healthy and responsible manner and generally add to the overall quality of their lives. The overriding objective of many consumer action groups is to bring sufficient pressure to bear on selected members of the business community to make them correct perceived consumer abuses.

#### **2.4.6. Celebrity Endorsement**

Celebrities like movie stars, television personalities, popular entertainers and sport icons are the most common reference group appeals. They present an idealization of life that most

people imagine or would love to live. Advertisers spend enormous amounts with expectation that the reading or viewing audience will react positively to the celebrity association with their product. It is on the premise that famous people hold the viewers attention that the firm may use the celebrity to give a testimonial or an endorsement, as an actor in a commercial or as company spokesperson. For example, if the product is technical, the trustworthiness of the celebrity is most important and if its an outfit, the physical attractiveness of the celebrity would be important. Celebrity credibility with the consumer audience is the most important aspect. In fact, Assael (2004) notes that celebrities are best used as experts when consumers see them as being knowledgeable about the product category and conveying legitimacy in their message. He further notes that they have been used as referents when they come across as likeable and attractive; that is, someone with whom many customers would like to identify. However, some companies avoid celebrities because they fear that if the celebrity gets involved in some undesirable act or event like matrimonial problem, scandal or crime, the news or press coverage will negatively impact the sale of the endorsed brand.

#### 2.4.7. The Expert

An expert on the other hand would be a person who because of his / her occupation, special training, or experience is in a unique position to help the prospective consumer evaluate the product or service that the advertisement promotes, for example, medicated soap being advertised by a doctor. According to Assael (2004), the expert spokespersons do not necessarily have to present products associated with their products. For instance, consumers will see a retired local marathon champion as an expert spokesperson for arthritis because consumers believe that an aging star knows what he or she is talking about when it comes to relieving aches and pains.

#### 2.4.8. Opinion Leaders

Opinion leaders also have widely been used. Kibera and Waruingi (1988) define opinion leaders as trend setters who are likely to purchase first new products and to serve as information sources for others in the group by sharing the resulting experience and opinions via word of mouth; Boone and Kurtz (2000) add. Taylor and Shaw (1969) found opinion leaders as people who in a given situation are able to exert personal influence on a group because they are generally more courageous and innovative than others in the group. The use of opinion leaders is more of word of mouth communication - their opinion is respected and are often sought for advice.

Assael (2004) suggests that the influence of word of mouth communication in consumer behaviour is tied closely to the concept of opinion leadership. Blackwell et al (2006) note that spreading positive word of mouth may reinforce the purchasers own buying decision perhaps reducing any buyer remorse or uncertainty from the transaction. Etzel et al (2007) further point out to studies that have shown that personal advice in face to face groups is more effective as behaviour determinant than advertising, that is, in selecting products or changing brands, we are more likely to be influenced by word of mouth coming from members of our reference groups than advertisements or sales people. This is more if it is from people we trust and consider knowledgeable in the product, thus the concept of opinion leaders. In their strategic responses, Assael (2004) notes that marketers influence word of mouth communication amongst consumers by stimulating it through free product trials and in advertising by suggesting that consumers tell friends about the product or service or showing typical consumer saying positive things about the product. The other thing they do is portray communications from opinion leaders.

Kibera and Waruingi (1988) suggest that opinion leaders become necessary under the following circumstances: where the buyer lacks specific experience in the purchase of use of

a product, when available market information is judged as biased or inadequate, when the product is highly visible and when the product is risky. Blackwell et al (2006) state that opinion leaders also change roles and seek advice from others when they don't have experience in a specific area. In fact, Assael (2004) notes that opinion leadership is product specific, that is, an opinion leader for one category is not likely to be influential across unrelated categories in an informed society. However, in Kenya, opinion leaders who are more educated and informed on market trends are likely to influence consumers widely on almost every product especially in the rural areas where there is scanty information about most products and the level of education is low.

#### **2.4.9. Common Man**

Some other firms use the testimonial of satisfied customers, also known as common man appeal. The advantage of using this appeal is that it demonstrates to prospective customers that someone just like them uses the product and is satisfied with it. This appeal is most common with healthy or medicated products. It shows a typical person or family solving a problem by using a product. They are also called slice of life commercials because they focus on real life experiences that a viewer identifies with. Assael (2004) notes that the typical consumer reflects the purchaser's norms and values and acts as a representative of the consumer reference group. Most advertisers in medicated soaps are using images of common children with water and germ related problems which a mother would want to eradicate. It is then expected that most mothers and women will identify with the situation and influence their purchase decisions.

#### **2.4.10. Spokesperson and Trade Character**

The use of top company executive as the spokesperson is also common in consumer advertising according to Schiffman and Kanuk (2007). The popularity of this type is probably due to the success and publicity received by a number of executive spokesperson who are admired because of their achievements. This appeal seems to imply that someone at the top is watching over the consumer's best interest and encourages consumers to have more confidence in the products. Some other firms however use their technical staff as spokesperson instead of the CEO to boost the confidence of the brand to the consumer.

Trade, spokes character and familiar cartoon characters serve as quasi celebrity endorsers. They present an idealised image and dispense information that can be very important for the product they work for. Their advantage is that they do not age and their features tend to have little effect on brand attitudes. Familiar spokes characters are like the Ribena Berry cartoon and Colgate's Mr. Bibo.

## CHAPTER THREE: RESEARCH METHODOLOGY

### 3.1. Research Design

The research is a descriptive survey. As Churchill (2005) indicates, this design is concerned with determining the frequency with which something occurs or the relationship between variables. Ireri (2010) describes the design as an excellent vehicle for the measurement of characteristics of large population.

### 3.2. Population of Study

The study targeted the population of Nairobi city since almost 97% of it has been pre-determined to have access to some form of soap and that soap users cut across the population.

### 3.3. Sample Design

Simple random technique was used to select 100 members from the population residents in Nairobi's South B and Buruburu estates, fifty from each estate. As mentioned in the study, research has shown that toilet soaps are used heavily by the middle income earners and these two estates have been selected to be representative of where the population would be found. Even though it has been suggested that women are the main decision makers in the purchasing of soap, the users are present in all gender and for the purposes of demographics to be studied, simple random technique was employed. Churchill (2005) indicates that through this method, each population element has not a known but an equal chance of being selected and every combination of 'n' population elements is a sample possibility just as likely to occur as any other combination of 'n' units.



### **3.4. Data Collection Method**

Primary data was collected using semi structured questionnaires which were hand delivered to the respondents. They consisted of both open ended and closed questions. The proposed questionnaire had two parts one; taking the demographic variables of respondents and the second part examining the reference group influences. See Appendix 2.

### **3.5. Data Analysis Method**

Data was analysed using frequency distribution and percentages and later presented in the form of tables, charts and figures.

## CHAPTER 4: DATA ANALYSIS AND INTERPRETATION

### 4.1. Introduction

This chapter gets into detailed analysis of the data collected from respondents. As outlined in the format of data collection method, the data collected was similarly analysed into the two parts: the first one being on the demographic variables together with the respondents' preferences of toilet soap brands and the second part on the various reference groups' influence analysis. A total of 100 questionnaires were distributed, 88 collected, hence 88% response rate. However, two (2) were discarded because two respondents answered on toilet scouring detergents, thus the wrong product category. The effective response rate is therefore 86% which compares well with other studies previously done on consumer choice where examples of response rates were: 77.8% (Ofwona, 2007), 79% Kwena (2002) and 98% (Mulei, 2005).

### 4.2. Respondents General Information and Preferences

The information collected in this part related to the general demographic characteristics of the respondents which in this study was presumed to be significant in the influence of consumer choice by reference groups. The study also investigated the respondents' current brands, how long they have used them, if they were flexible to try others and the reasons they currently prefer them. The analysed data is presented in the form of tables and chart.

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### 4.2.1. Response Rate and Categorisation

The responses were as shown in the table below:

Table 2: Number and distribution of respondents

Age (years)	Male Frequency	Female Frequency	Total Percentage (%)	
15-25	6	18	24	28%
26-35	25	20	45	52%
36-45	9	6	15	17%
46-60	1	0	1	1%
Over 60	1	0	1	1%
<b>Total</b>	<b>42</b>	<b>44</b>	<b>86</b>	
	49%	51%		

The respondents were 49% male and 51% female whose age distribution is as shown on the far right in percentages. This categorisation was important so that an investigation could be done on whether the responses will be unique to both sex and age group orientations.

### 4.2.2. Marital Status of Respondents

In order to find out whether the reference group influence is related one's marital status, the respondents were further classified into the various marital statuses as below:

Table 3: Marital Statuses of respondents

Age (years)	Single	Married	Divorced	Widowed	
15-25	24	0	0	0	0
26-35	25	19	1	0	0
36-45	4	9	1	1	1
46-60	0	0	0	0	1
Over 60	0	1	0	0	0
<b>Total</b>	<b>53</b>	<b>29</b>	<b>2</b>	<b>2</b>	<b>2</b>
<b>Percentage</b>	<b>62%</b>	<b>34%</b>	<b>2%</b>	<b>2%</b>	

Most of the respondents were single (62%), 34% were married and 2% were either divorced or widowed respectively.

### 4.2.3. Toilet Soap Preferences

The toilet soap brand preferences thus choice were as presented in the table below:

Table 4: Brand Preferences of Respondents

Brand	Frequency	Percentage (%)
Geisha	23	27%
Dettol	19	22%
Imperial Leather	15	17%
Bar Soap	11	13%
Fa	5	6%
Protex	5	6%
Lifebouy	3	3%
Nivea	2	2%
Flamingo	2	2%
Dove	1	1%

The most popular brands are Geisha (27%), Dettol (22%) and Imperial Leather (17%); all in total accounting for 66% of the respondents. The attributes quoted for these brands were price, germ bursting capabilities and family legacy respectively.

The respondents were also required to indicate the reason of having switched to their current brand and the results were as shown in the table below:

Table 5: Reasons of changing previous brand of toilet soap

Reason for Changing Brand	Mean	SD
Trying a new brand	5.4	2.43
Product changed	2.8	2.30
Availability	2.0	2.05
Price went up	1.8	1.45
Advertising	1.8	1.53
Could afford better	1.6	1.15
Influence of colleagues	1.2	1.17
Family move	0.6	1.90

Most respondents who had changed their brands indicated that it was a move to try newer brands (mean 5.4) or that their previous brand's attributes changed (mean 2.8) forcing them to move. Changes in family life cycle were the reason given by most respondents with a

mean of 0.6. As shown by the results of brand preference above, over 66% of the respondents used either Geisha, Dettol or Imperial Leather and that being a very high likelihood, changes of brands in family life cycle may probably be low.

#### 4.2.4. Brand Loyalty

The information on brand loyalty was collated through several data points. Asked on how long the respondents had consumed their current brand, the results were as shown in the table below. Those who had continuously consumed the same brand for over three years were assumed to be loyal.

Table 6: Length of time of usage of current brand

Age (years)	less than 1 yr	1-3 yrs	over 3 yrs
15-25	5	10	9
26-35	6	17	22
36-45	1	5	9
46-60	0	0	1
Over 60	0	0	1
<b>Total</b>	<b>12</b>	<b>32</b>	<b>42</b>
<b>Percentage (%)</b>	<b>14%</b>	<b>37%</b>	<b>49%</b>

Only 49% reached the threshold of loyalty according to this study and 51% had either recently moved to the current brand or were maturing in it. This can further be explained by data collected on whether the respondents used more than one brand at a time as presented below:

Age (years)	Yes	No
15-25	14	10
26-35	23	22
36-45	9	6
46-60	1	0
Over 60	1	0
<b>Total</b>	<b>48</b>	<b>38</b>
<b>Percentage (%)</b>	<b>56%</b>	<b>44%</b>

Table 7: Using more than one brand at a time

More respondents (56%) used more than one brand at a time and from the research the second brand being usually a medicated brand if the primary brand was a regular soap brand or vice versa. However, when the respondents were asked if they always felt like switching to another brand were more information on other brands was provided, 51% of the respondents were comfortable with their current choices as charted below. This shows some form of loyalty although not very significant.

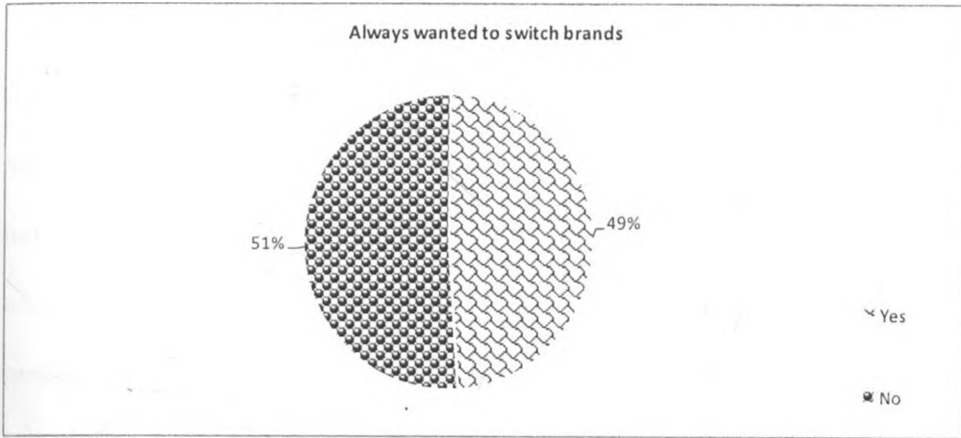


Figure 5: Distribution of respondents who always felt like switching

#### 4.2.5. Toilet Soap Purchase Decision Makers in the Household

Asked on who makes most of the toilet soap purchase decisions, the respondents answered as analysed in the table below:

Table 8: Toilet Soap decision makers in households

	Male		Female		Total	Percentage (%)
	Frequency	%	Frequency	%		
Self	17	40%	35	80%	52	60%
Spouse	16	38%	1	2%	17	20%
Mother	2	5%	6	14%	8	9%
Children	5	12%	1	2%	6	7%
Partner	2	5%	1	2%	3	3%

As shown by this study, the main purchase decision makers are the women. 80% of the women make the purchase decision whilst 38% of the men indicated that their spouses make the purchase decision. Majority of the men who make their own purchase decision shown at 40% are single. The respondents who indicated that their mothers made the purchase decision were single living with the parents and more men thought their children influenced the soap purchase decision (12%) than the women (2%).

### **4.3. Reference Groups Influence Analysis**

The first set of data sought on reference groups was from a mix of group influence and product attributes to investigate whether the toilet soap attributes influence the consumers more than the reference groups. Eventually, the respondents were asked to rank the various reference groups into the likelihood of their influence on them when making toilet soap purchase decisions. The results are as discussed below.

#### **4.3.1. Reference Group and Product Attribute**

This information was collected on a five step likert scale where the points ranged from 1 - Strongly Agree to 5 – Strongly disagreed. The data was analysed as per age sets to determine if each of the parameters influence depended on how old or young the respondent was. The detailed data analysis is as shown in Appendix 4. This part has a discussion on each of the parameters on the finding from the total sample frequencies and unique characteristics of each age group are highlighted where found. The mean and standard deviation measures have been weighted with 5 points to Strongly Agree and 1 point to Strongly Disagree. Thus, the highest and lowest mean rates are 5 and 1 respectively and the turning point towards either agreeing or disagreeing at 3.



#### 4.3.1.1. Respondent can use any brand

The respondents were asked to indicate the extent of their agreement to the question on whether they were open to use any brand of toilet soap in the market. On a likert scale of 1 to 5 where 1 represented Strongly Agree and 5 Strongly Disagree, the results showing the weighted mean and standard deviation as well were as follows.

Table 9: Respondent can use any brand

Can use any brand			
	Frequency	Percentage	
Strongly Agree	14	16%	
Agree	11	13%	
Neutral	17	20%	
Disagree	30	35%	
Strongly Disagree	14	16%	
Mean	2.78		
Standard Deviation	1.32		

In total, 51% of the respondents disagreed with the statement that they could use any brand.

This is likely to suggest some form of loyalty to their current brands or there were specific product attributes that they valued only in their current brands of toilet soap. The mean rate of 2.78 is slightly less than the middle level of 3, affirming negative. However, 50% of the respondents in the 15-25 years indicated that they could use any brand and 41% disagreed.

All the other age sets were consistent with the average and were not as open as this 15-25 year olds.

#### 4.3.1.2. Respondent has not changed the toilet soap brand introduced in childhood

This was the measure of absolute loyalty. On likert scale of 1-5 where 1 represents Strongly Agree and 5 Strongly Disagree, the results were as follows showing the weighted mean and standard deviation.

Table 10: Respondent had not changed the childhood brand

Has not changed toilet soap introduced at childhood			
	Frequency	Percentage	
Strongly Agree	9	10%	
Agree	5	6%	
Neutral	7	8%	
Disagree	31	36%	
Strongly Disagree	34	40%	
Mean	2.12		
Standard Deviation	1.29		

The results show over 76% indicating that they had changed their first childhood toilet soap brands and only 16% affirmed that they had remained loyal to the brand that was introduced to them in childhood. The mean of 2.12 also suggest less than half of the respondents confirmed remaining loyal to their childhood brands.

#### 4.3.1.3. Parents changed the brand to current

The respondents were asked if their current brand was as a result of changes in brand introduced by the parents at some point of their lives. On likert scale of 1-5 where 1 represents Strongly Agree and 5 Strongly Disagree, the results were as follows showing the weighted mean and standard deviation.

Table 11: Parents changed brand to current

Parents changed toilet soap at some point			
	Frequency	Percentage	
Strongly Agree	4	5%	
Agree	4	5%	
Neutral	13	15%	
Disagree	35	41%	
Strongly Disagree	30	35%	
<i>Mean</i>	2.03		
<i>Standard Deviation</i>	1.06		

The results show 76% absolute disapproval of this parameter. This would mean that most of the respondents have independently switched to their current brand outside the family of orientation's influence. The observation was the same across the included age sets.

#### 4.3.1.4. Uses toilet soap used by friends

This was the first measure outside the immediate family and the results of findings on likert scale of 1-5 where 1 represents Strongly Agree and 5 Strongly Disagree, were as follows:

Table 12: Brand used by friends

Uses toilet soap used by friends			
	Frequency	Percentage	
Strongly Agree	4	5%	
Agree	10	12%	
Neutral	14	16%	
Disagree	26	30%	
Strongly Disagree	32	37%	
<i>Mean</i>	2.16		
<i>Standard Deviation</i>	1.19		

The results showed only 17% of the total respondents were influenced by their friends to use their current brands of toilet soap and 67% indicating that friends did not influence them in

making their brand choices. However, the rate was higher with the 36-45 age group at 27%. The 2.16 mean also supports the disagreement with this parameter.

#### 4.3.1.5. Uses toilet soap because celebrity uses it

When the respondents were asked if they used their current brand because they knew that their celebrity used it, the results on likert scale of 1-5 where 1 represents Strongly Agree and 5 Strongly Disagree, were as follows showing the weighted mean and standard deviation.

Table 13: Same brand of toilet soap with known celebrity

Uses toilet soap brand because celebrity uses			
	Frequency	Percentage	
Strongly Agree	3	3%	
Agree	2	2%	
Neutral	4	5%	
Disagree	27	31%	
Strongly Disagree	50	58%	
<i>Mean</i>	1.62		
<i>Standard Deviation</i>	0.95		

The results show 89% disagreed with this statement meaning little influence of celebrities on the respondents' choice of toilet soap. The results were the same across the various age groups as supported by the low standard deviation of 0.95 and a low mean of 1.62.

#### 4.3.1.6. Would change if knew the brand celebrity uses

Prodded further into the question of celebrities in that the respondents would change their current brand to one used by their celebrity if only they knew it, the results on likert scale of 1-5 where 1 represents Strongly Agree and 5 Strongly Disagree, were as follows showing the weighted mean and standard deviation.

Table 14: Would change to brand if knows what celebrity used

Would change if knew what celebrity uses		
	Frequency	Percentage
Strongly Agree	3	3%
Agree	3	3%
Neutral	5	6%
Disagree	23	27%
Strongly Disagree	52	60%
<i>Mean</i>	1.63	
<i>Standard Deviation</i>	0.99	

The results showed a confirmation of the fact that there is minimal influence by celebrities in the consumer choice of brand soap. 87% of the respondents with a 1.63 mean indicated that they would not change their current brands even if they knew what their celebrities were using. The resolve was close to uniform as supported by the low standard deviation of 0.99.

#### 4.3.1.7. Workmate recommended the current toilet soap brand

The results of this query on workmates influence from the respondents on likert scale of 1-5 where 1 represents Strongly Agree and 5 Strongly Disagree, were as follows showing the weighted mean and standard deviation.

Table 15: Brand recommended by workmate

Workmate recommended current Brand		
	Frequency	Percentage
Strongly Agree	5	6%
Agree	7	8%
Neutral	6	7%
Disagree	29	34%
Strongly Disagree	39	45%
<i>Mean</i>	1.95	
<i>Standard Deviation</i>	1.18	

It emerged that 79% of the respondents had not been influenced by their workmates on the choice of toilet soap and the overall mean was 1.95 showing disagreement. Even though only 14% in total indicated agreement, the rate was higher in 15-25 years age group with 25% agreeing that workmates had impacted their choice of toilet soap brand. This disparity could have contributed to a slightly higher standard deviation of 1.18.

#### 4.3.1.8. Medical officer recommended current brand

The respondents were asked if their current brand was as a result of recommendations of a medical officer. On likert scale of 1-5 where 1 represents Strongly Agree and 5 Strongly Disagree, the results were as follows showing the weighted mean and standard deviation.

Table 16: Brand recommended by medical expert

<b>Medical practioner recommended current brand</b>			
	<b>Frequency</b>	<b>Percentage</b>	
Strongly Agree	7	8%	
Agree	10	12%	
Neutral	9	10%	
Disagree	34	40%	
Strongly Disagree	26	30%	
<i>Mean</i>	2.28		
<i>Standard Deviation</i>	1.24		

The result showed that 70% of the respondents were not influenced by medical information from experts in the choice of their current brands with 20% confirming agreement. However, the rate of agreement was higher for both 15-25 and 26-35 years age groups with 21% and 22% respectively confirming influence of medical officers in their current choice of toilet soap.

#### 4.3.1.9. Brand helps measure up with colleagues

The respondents were also asked if they perceived that their current toilet soap helped them measure up with friends expectations and on a likert scale of 1-5 where 1 represents Strongly Agree and 5 Strongly Disagree, the results were as follows showing the weighted mean and standard deviation.

Table 17: Brand helps measure up with colleagues

Brand helps measure up with colleagues		
	Frequency	Percentage
Strongly Agree	6	7%
Agree	4	5%
Neutral	13	15%
Disagree	22	26%
Strongly Disagree	41	48%
<i>Mean</i>	1.98	
<i>Standard Deviation</i>	1.21	

The results indicate that only 12% confirmed the importance of their current toilet soap brand in measuring up to their friends and 74% disagreeing as supported by the low mean of 1.98.

The agreement rate was 20% in the 36-45 years age group while the rest were consistent with the mean.

#### 4.3.1.10. Got information of the brand from the internet

The respondents were also asked if their choice of current brand of toilet soap was as a result of information searched on the internet. The results on a likert scale of 1-5 where 1 represents Strongly Agree and 5 Strongly Disagree, were as follows showing the weighted mean and standard deviation.

Table 18: Information on brand sought on the Internet

Got information on the brand from the Internet		
	Frequency	Percentage
Strongly Agree	5	6%
Agree	1	1%
Neutral	5	6%
Disagree	34	40%
Strongly Disagree	41	48%
<i>Mean</i>	1.78	
<i>Standard Deviation</i>	1.03	

The results show that 88% of the respondents did not get information on their current choice of toilet soap brand from the internet and this is reflected across the age groups. The researcher's investigation also showed that very few of the brands preferred by the respondents had a personality on the internet. Only those considered medical or had a germ bursting positioning had extensive information and a personality on the Internet.

**4.3.1.11. Knows so many people who use their current brand of toilet soap**

The question aimed to establish the existence of brand communities in the toilet soap users and on a likert scale of 1-5 where 1 represents Strongly Agree and 5 Strongly Disagree, the results were as follows showing the weighted mean and standard deviation.

Knows so many people who use that brand		
	Frequency	Percentage
Strongly Agree	10	12%
Agree	23	27%
Neutral	26	30%
Disagree	18	21%
Strongly Disagree	9	10%
<i>Mean</i>	3.08	
<i>Standard Deviation</i>	1.17	

Table 19: Brand Communities



The mean of 3.08 indicated that more than half of the respondents affirmed knowing so many other users of their current brands of toilet soap. The absolute agreement and disagreement rates were 37% and 31% respectively. The agreement rate was higher amongst 15-25 years old set at 54% and 33% for both 26-35 and 36-45 years age sets.

#### 4.3.1.12. Brand has a nice fragrance

The question inquired whether the product attribute influenced the respondents choice of toilet soap and the results were as follows on a likert scale of between 1 – 5 in agreement.

Table 20: Product attributes - Fragrance

Brand has a nice fragrance		
	Frequency	Percentage
Strongly Agree	29	34%
Agree	37	43%
Neutral	8	9%
Disagree	7	8%
Strongly Disagree	5	6%
<i>Mean</i>	3.91	
<i>Standard Deviation</i>	1.13	

There was a very high affirmation as supported by the 3.91 mean rate and 77% of the respondents. Only the senior respondents (over 45 years old) did not agree that soap fragrance influenced their choice.

#### 4.3.1.13. Knows someone more knowledgeable on toilet soaps

This question aimed at identifying presence of opinion leaders in the toilet soap industry. On a likert scale of 1-5 where 1 represents Strongly Agree and 5 Strongly Disagree, the results were as follows showing the weighted mean and standard deviation.

Table 21: Opinion Leadership

Knows someone more knowledgeable on toilet soaps		
	Frequency	Percentage
Strongly Agree	3	3%
Agree	9	10%
Neutral	11	13%
Disagree	31	36%
Strongly Disagree	32	37%
<i>Mean</i>	2.07	
<i>Standard Deviation</i>	1.11	

There emerged little influence of any opinion leadership with only 13% of the respondents affirming at a mean of 2.07 and 73% disagreeing that they were influenced by someone more knowledgeable on toilets soap brands.

#### 4.3.1.14. Current brand recommended in a hand wash campaign

The respondents were asked if they current brand was as a result of recommendation of a hand wash campaign. On a likert scale of 1-5 where 1 represents Strongly Agree and 5 Strongly Disagree, the results were as follows showing the weighted mean and standard deviation.

Table 22: Hand wash campaign influence

Current brand recommended in a hand wash campaign		
	Frequency	Percentage
Strongly Agree	7	8%
Agree	14	16%
Neutral	8	9%
Disagree	25	29%
Strongly Disagree	32	37%
<i>Mean</i>	2.29	
<i>Standard Deviation</i>	1.34	

The results showed a mean of 2.29 agreement and 24% of the respondents confirming that their current brand choice was as a result of a hand wash campaign and 66% disagreeing. However the rate of agreement was higher in the 35-46 years old age group with 33% of the respondents agreeing.

**4.3.1.15. Soap company employee recommended current brand**

This question sought the influence of a sales person in the respondents choice of current brand of toilet soap. On a likert scale of 1-5 where 1 represents Strongly Agree and 5 Strongly Disagree, the results were as follows showing the weighted mean and standard deviation.

Table 23: Influence of sales people

<b>Soap company employee recommended current brand</b>			
	<b>Frequency</b>	<b>Percentage</b>	
Strongly Agree	2	2%	
Agree	3	3%	
Neutral	7	8%	
Disagree	28	33%	
Strongly Disagree	46	53%	
<i>Mean</i>	1.69		
<i>Standard Deviation</i>	0.94		

There emerged little influence of sales people on the respondents' choice of toilet soap brands as indicated by the low mean of 1.69 and standard deviation of 0.94 meaning that this was across the age groups. Only 5% confirmed to have been influenced by an employee of a soap company and 86% indicated that they had not been influenced by any employee of the soap making company.

#### 4.3.1.16. Saw a satisfied customer and switched

This question sought to investigate the influence of common man or slice of life appeal usually executed through commercials depicting a common man with a certain regular problem that the brand helps resolve. On a likert scale of 1-5 where 1 represents Strongly Agree and 5 Strongly Disagree, the results were as follows showing the weighted mean and standard deviation.

Table 24: Common man appeal

Saw a satisfied customer commercial and switched		
	Frequency	Percentage
Strongly Agree	1	1%
Agree	10	12%
Neutral	9	10%
Disagree	26	30%
Strongly Disagree	40	47%
<i>Mean</i>	1.91	
<i>Standard Deviation</i>	1.07	

These results indicated that 13% of the respondents were influenced by common man appeal to choose their current brand of toilet soap and 77% were not. This is supported by the mean of 1.91. These results were similar in all but 26-35 years old age group where the agreement rate was 20% thus the standard deviation of 1.07.

#### 4.3.1.17. Can use the current brand as detergent too

The respondents were asked their extent of agreement that they could use their current brand as detergents besides it being toilet soap. This was expected so for those who preferred multipurpose brands, bar soaps or those forced by financial difficulties. On a likert scale of 1-5 where 1 represents Strongly Agree and 5 Strongly Disagree, the results were as follows showing the weighted mean and standard deviation.

Table 25: Used as detergent as well

Can use current brand as a detergent too		
	Frequency	Percentage
Strongly Agree	7	8%
Agree	15	17%
Neutral	10	12%
Disagree	26	30%
Strongly Disagree	28	33%
<i>Mean</i>	2.38	
<i>Standard Deviation</i>	1.32	

One quarter (25%) of the respondents indicated that they used their current brands as detergents while 63% had an absolute disagreement. The weighted mean was 2.38 with a standard deviation of 1.32. Respondents in the 15-25 and 35-46 years old age sets had an agreement rate of 33% as well as the 60 year old respondent.

#### 4.3.2. Reference Group Data Summarised Analysis and Ranking

Using an inverse weighting where Strongly Agreed was weighted at 5 points and Strongly Disagreed at 1 point, the summary of the resultant mean and standard deviation of the posed parameters is as shown on Table 26.

From the analysis, the product attributes influence the responding consumers more than the reference groups. With the highest mean was the fragrance of the soap at 3.91. With a mean of 3.08 is a possibility of some form of brand communities where many respondents indicated that they knew many people who used the same brand of toilet soap as they did. There also looked like a concurrence of influence of medical experts influence and hand wash campaign effects on the respondents with the mean from each of them at 2.28 and 2.29 respectively.

Table 26: Summary of Reference Groups and Attributes Influence

Parameter	Mean	SD
Brand has a nice fragrance	3.91	1.13
Knows so many people who use that brand	3.08	1.17
Can use any brand	2.78	1.32
Can use current brand as a detergent too	2.38	1.32
Current brand recommended in a hand wash campaign	2.29	1.34
Medical practioner recommended current brand	2.28	1.24
Uses toilet soap used by friends	2.16	1.19
Has not changed toilet soap introduced at childhood	2.12	1.29
Knows someone more knowledgeable on toilet soaps	2.07	1.11
Parents changed toilet soap at some point	2.03	1.06
Brand helps measure up with colleagues	1.98	1.21
Workmate recommended current brand	1.95	1.18
Saw a satisfied customer commercial and switched	1.91	1.07
Got information on the brand from the Internet	1.78	1.03
Soap company employee recommended current brand	1.69	0.94
Would change if knew what celebrity uses	1.63	0.99
Uses toilet soap brand because celebrity uses	1.62	0.95

Ranking least is the influence of celebrities in consumer choice of toilet soaps. Fewer respondents did not agree that they would change their current brands if they knew what their celebrities used nor were they using their current brands out of celebrities' influence as shown by the respective mean results at 1.63 and 1.62. Similarly, the influence of workmates, common satisfied consumer, the Internet and sales people seem to have a lesser effect on the consumers according to this study but more than celebrities in the order.

#### 4.3.3. Reference Groups Influence

The respondents were asked to rank the extent to which each of the reference groups would influence their toilet soap purchase decision and rank with the help of a likert scale ranging from 1 – Very Large Extent to 5 – No Extent. With a weighting of 5 to Very Large Extent and 1 to No Extent, the ranking was as shown in the table below:

Table 27: Ranking Reference Groups

Reference Group	Mean	SD
Family	4.00	1.18
Expert	3.62	1.28
Satisfied User	3.33	1.36
Friends	2.53	1.06
Workmate	2.47	1.24
CEO	1.84	1.22
Celebrity	1.65	1.12

Family influence was reported more with a mean of 4.00 and a standard deviation of 1.18 followed by the influence of Experts at a mean of 3.62 and standard deviation of 1.28. There is also a place for the influence of a satisfied user coming close to the expert influence at a mean of 3.33. The least influence according to this study on consumer choice of toilet soap brand is from celebrities at a mean rate of 1.65 followed by the Executive Officers of the soap companies at 1.84. According to this study, friends influence consumers more than work mates in the toilet soap purchase decision.

#### 4.4. Respondents Product Choice

Besides the data collected on brand preferences, they also indicated that they consume their current brands because of their attributes as indicated in the table below.

Table 28: Ranking Product Attributes

Attribute	Mean	SD
Relaxing / Fragrance Effect	4.22	0.91
Readily Available	4.12	1.27
Price	3.94	1.13
Germ Bursting	3.80	1.29
Sensitive Skin	3.76	1.38
Soap Durability	3.73	1.16
Out of Habit	3.52	1.33

The attributes queried returned more than average (3) mean return to suggest that most respondents agreed that their choice of soap is influenced to a large extent by these attributes.

On a likert scale measuring the respondents agreement of the extent to which each of the attributes influenced them with 1 being Very Large Extent and 5 being No Extent, the relaxing and / fragrance effect had the highest response approval with a mean of 4.22 and a low standard deviation of 0.91. This was followed by other attributes like the soap being readily available, price sensitivity and germ bursting qualities with the mean rates and standard deviations as shown on the table. Even though some respondents indicated that they have purchased the same brand over time out of habit (mean 3.52), this was the lowest in the rank of the attributed that were queried.



# CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS

## 5.1. Introduction

The chapter caps the entire project first with a discussion on the major findings and making suggestion on how these could be applied in practical marketing. It also looks at the limitations or setbacks encountered whilst conducting this study with the aim of fore warning future researchers against such and finally suggesting possible gaps that these researchers can investigate.

## 5.2. Discussion

The project sought to investigate the influence of the various reference groups on the consumer choice of toilet soap brands. From the beginning of the analysis, it was clear that in a typical household, women or the female partner is the most likely decision maker on the brand of toilet soap consumed by the family. This is a confirmation of a similar finding in a research done by the Water and Sanitation Program on behalf of the Government of Kenya in 2007, also quoted in this report, which had established that the women were the main decision makers on choice of soap in a hand wash campaign research.

The research has also established that product attributes influenced consumers' choice more than the reference groups. The most important attributes being the germ bursting capabilities, price, availability of the brand, the soap's fragrance and relaxing effects. Almost in close relationship, there was more influence of medical experts and hand wash campaigns as reference groups than all other groups other than the immediate family. It is worth noting that most of the influence especially on the hand wash campaigns' reference appeal was more

from the 36-45 years old age set with 33% of them confirming the influence. This is the age set that most parents have children in schools were most soap manufacturers have instituted hand wash campaigns on medicated brands. There is therefore need for marketers to formulate messages that capture the aspirations and dreams that mothers have for their children.

The influence from popular celebrities ranked least amongst all the reference groups with majority of the respondents (88%) indicating that they were not influenced by celebrities in choosing toilet soap brands. Similarly, there was little influence from other reference groups like work mates, friends and sales people. However, there seemed to be a possibility of brand communities along the brands with 31% of the respondents indicating that they knew so many other users of the brands that they were currently consuming. The knowledge of so many other users of their current brands by the respondents can advise marketers in seeking appropriate opinion leaders for their brands. Only the medicated brands had technical information on Internet describing their attributes by their nature of being technical and respondents who consumed them indicated seeking information on the internet on the products.

### **5.3. Conclusion**

The good information to the marketers is that 51% of the respondents indicated that they had moved to new brands within the last two years. This can be translated to mean that there is room of influencing consumers to choose their brands. This is also supported by other findings in this report that most of the respondent actually moved only to try other brands or because their previous brand's attributes had changed and that 56% of the respondents used more than one brand at a time. However, they have to be careful on the choice of reference

groups they erect to employ in their campaigns and what attributes they will communicate. Again, 51% of the respondents indicated that they were not planning to switch to other brands (even when they are provided with additional information) suggesting that they were a reliable market in the short run. From this study, the main influencing reference groups in the consumers' choice of toilet soap brands are the consumer's family, medical experts and common man appeal. The least influencers are the celebrities and company employees especially the executive officers. As found out in this research, the most important product attributes are the toilet soap's fragrance and relaxing effect, availability of the brand, germ bursting ability and the price.

#### **5.4. Limitations of this study**

This was a broad research and more meaningful results are expected to have been received had it been wider and accommodating more respondents. One of the reason contributing to this was the fact that the resources in terms of finances and time would not have allowed such a wide idealised research project. It was also not possible to get many senior or older respondents fill questionnaires thus affecting the sample results obtained. The ideal situation would have been having an evenly distributed number of respondents in the most important categorisation criteria, in this case age sets, an aspect that lacked in this project. Lastly, one research assistant did not return the assigned questionnaires which in the end reduced the response rate. All efforts by the researcher to contact him were not fruitful.

### 5.5. Suggestions for further studies

As indicated in the research problem, reference groups' influence has been a concept that has rarely been researched on and therefore there are immense opportunities around it. For example, it has been stated in the literature review that reference group influence is more where the goods are publicly consumed and a similar research on publicly consumed products as cloth lines and cell phone brands in Kenya would expose this concept further.

Most of the advertising in the toilet soap industry has been targeting school going children in hand wash campaigns with toilet soaps positioned on medicated or germ bursting attributes. One research marketing firm quoted in this report, AC Nielsen, have suggested that the soap manufacturing companies are promoting hand washing soaps with germ fighting capabilities with a twofold target: one to promote sanitation in the water shortage prevalent situation in emerging markets and two; to form a prospective new market in the short run (spanning to ten years). Most of these campaigns have been using celebrities and a research into this specific target group would be advised to assess how effective the celebrities are in marketing the toilet soap products.

Another area that has been suggested in the toilet soap industry is on brand perceptions on the available brands in the market and what factors influence the consumers in choosing their respective brands. It would be interesting to find out the personalities that each of these soap brands help the consumers express whenever they use the brands.

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## APPENDICES

### Appendix 1: Letter of Introduction



Charles Mbui,  
c/o University of Nairobi,  
School of Business,  
P.O. Box 30197,  
Nairobi

Cell-phone: 0722 240 860

17 November 2011

Dear Sir / Madam

I am a postgraduate student at the School of Business of the University of Nairobi. In partial fulfilment of the Master of Business Administration degree, I am conducting a research on **The Influence of Reference Groups on Consumer Choice: The Case of Toilet Soaps.**

You have been selected to form part of this study. I am kindly requesting you to participate by filling the accompanying questionnaire.

Information collected from you is for academic purposes only and will be treated in confidence. Your name will not be required on the questionnaire, it will not be revealed at any one time to anyone nor will it be mentioned in the research. I thus request you to answer all questions truthfully and in good faith.

Yours Sincerely

Charles Mbui  
MBA Student

Mr. Tom Mutugu  
Supervisor

## Appendix 2: Questionnaire

### PART ONE: General Information

- i. Gender  Male  
 Female
- ii. Age  15 – 25 years old  
 26 – 35 years old  
 36 – 45 years old  
 45 – 60 years old  
 Over 60 years old
- iii. Occupation  Student  
 Working  
 Own Business  
 Retired
- iv. Marital Status  Single  
 Married  
 Divorced  
 Widowed
- v. Living with  Alone  
 Parent  
 Shared with a friend  
 Spouse and family
- vi. If not living single, how many people live in your household? \_\_\_\_\_
- vii. What was your first brand of toilet soap that was introduced to you in early childhood?  
\_\_\_\_\_
- viii. What is your current brand of toilet soap? \_\_\_\_\_
- ix. How many bars of your current brand of toilet soap are used in your household within a month? \_\_\_\_\_

- x. How long have you used your current brand of toilet soap?
- Less than 1 year
- 1 – 3 years
- Over 3 years
- xi. What brand were you using before? \_\_\_\_\_
- xii. What made you make the switch to your current brand of toilet soap?
- Price went up
- Could afford better
- Product changed e.g perfume, shape, chemicals
- Availability
- Advertising
- Influence of colleagues
- Trying a new brand
- Moved to a new family
- Other (specify) \_\_\_\_\_
- xiii. Do you always use more than one brand of toilet soap in your household?
- Yes
- No
- xiv. If yes to (xiii) above, what are the brand names of the other toilet soaps?
- \_\_\_\_\_
- xv. Have you always wanted to change to another brand of toilet soap from your current one but are unable to do so because you don't have enough information on other brands?
- Yes
- No
- xvi. If all conditions were right, what brand of toilet soap would you rather use?
- \_\_\_\_\_
- xvii. Who influences most purchase decisions on the brand of toilet soap in your house?
- Self
- Spouse
- Mother
- Children in the house
- Partner

## PART TWO: Influence of Reference Groups

Indicate the extent to which you agree with the following statements on a scale of 1-5 in relation to the influence of reference groups to your choice of toilet soap

1 – Strongly Agree

2 – Agree

3 – Neutral

4 – Disagree

5- Strongly Disagree

No.	Statement	Affirmation (extent of agreement as per key). Please tick $\surd$ one				
		1	2	3	4	5
i.	I can use any brand of toilet soap	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ii.	I have not changed my toilet soap brand that I was introduced to in childhood	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
iii.	My parents changed our childhood toilet soap brand to my current brand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
iv.	I now use the toilet soap brand that most of my friends use	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
v.	I use my current brand of toilet soap because my favourite celebrity uses it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
vi.	If I knew what toilet soap my favourite celebrity uses, I would switch to it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
vii.	A workmate recommended my current toilet soap brand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

viii.	A medical practitioner's advertisement prompted me to my current toilet soap brand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ix.	My current toilet soap brand helps me measure up with my colleagues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
x.	I got information on my current toilet soap brand from the internet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
xi.	I know so many people who use my current toilet soap brand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
xii.	I use my current toilet soap brand because it has a nice fragrance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
xiii.	I know someone more knowledgeable on toilet soaps who helped me choose my brand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
xiv.	I use the brand recommended in a hand wash campaign	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
xv.	A soap company's employee made me choose my brand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
xvi.	I chose my brand because I saw a satisfied customer on TV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
xvii.	I can use my toilet soap as a detergent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

xviii. Of these other groups, mark the extent at which they are likely to influence your choice of toilet soap brand. Use rating of 1 = Very large extent; 2 = Large extent; 3 = Moderate extent; 4 = Small extent and 5 = No extent (Please tick  $\surd$  in one box of each group)

	1	2	3	4	5
Family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Celebrity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Expert	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Workmate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Satisfied User	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CEO of soap company	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

xix. To what extent do these other factors explain why you always choose your brand of toilet soap? Use rating of 1 = Very large extent; 2 = Large extent; 3 = Moderate extent; 4 = Small extent and 5 = No extent (Please tick  $\surd$  in one box of each group)

	1	2	3	4	5
Readily available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Friendly Price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Germ fighting property	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sensitive skin	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Out of habit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Soap durability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Relaxing / smell effect	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- xx. Please indicate any other information that you consider relevant in assisting you determine which brand of toilet soap to purchase.

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*Thank you very much for your time and cooperation.*

### Appendix 3: Kenya's 2009 Population Census Results

#### 2009 KENYA CENSUS RESULTS

NAIROBI	3,138,369.00
CENTRAL	4,383,743.00
COAST	3,325,307.00
EASTERN	5,668,123.00
N. EASTERN	2,310,757.00
NYANZA	5,442,711.00
R. VALLEY	10,006,805.00
WESTERN	4,334,282.00
	<b>38,610,097.00</b>



## Appendix 4: Detailed Reference Group Influence Results by Age Groups

<b>i Can use any brand</b>						
Age (years)	1	2	3	4	5	
15-25	6	6	2	8	2	24
26-35	5	2	10	18	10	45
36-45	3	3	4	3	2	15
46-60	0	0	1	0	0	1
Over 60	0	0	0	1	0	1
	14	11	17	30	14	86
	16%	13%	20%	35%	16%	

<b>ii Has not changed toilet soap introduced at childhood</b>						
Age (years)	1	2	3	4	5	
15-25	4	1	2	7	10	24
26-35	5	4	3	14	19	45
36-45	0	0	2	10	3	15
46-60	0	0	0	0	1	1
Over 60	0	0	0	0	1	1
	9	5	7	31	34	86
	10%	6%	8%	36%	40%	

<b>iii Parents changed toilet soap at some point</b>						
Age (years)	1	2	3	4	5	
15-25	1	3	6	6	8	24
26-35	3	1	4	19	18	45
36-45	0	0	3	10	2	15
46-60	0	0	0	0	1	1
Over 60	0	0	0	0	1	1
	4	4	13	35	30	86
	5%	5%	15%	41%	35%	

<b>iv Uses toilet soap used by friends</b>						
Age (years)	1	2	3	4	5	
15-25	0	4	5	8	7	24
26-35	2	4	5	16	18	45
36-45	2	2	4	1	6	15
46-60	0	0	0	1	0	1
Over 60	0	0	0	0	1	1
	4	10	14	26	32	86
	5%	12%	16%	30%	37%	

<b>v Uses toilet soap brand because celebrity uses</b>						
Age (years)	1	2	3	4	5	
15-25	1	0	1	4	18	24
26-35	2	1	2	18	22	45
36-45	0	1	1	5	8	15
46-60	0	0	0	0	1	1
Over 60	0	0	0	0	1	1
	3	2	4	27	50	86
	3%	2%	5%	31%	58%	

<b>vi Would change if knew what celebrity uses</b>						
Age (years)	1	2	3	4	5	
15-25	1	0	2	5	16	24
26-35	2	1	1	15	26	45
36-45	0	2	2	3	8	15
46-60	0	0	0	0	1	1
Over 60	0	0	0	0	1	1
	3	3	5	23	52	86
	3%	3%	6%	27%	60%	

<b>vii Workmate recommended current Brand</b>						
Age (years)	1	2	3	4	5	
15-25	2	4	2	8	8	24
26-35	3	2	2	17	21	45
36-45	0	1	2	4	8	15
46-60	0	0	0	0	1	1
Over 60	0	0	0	0	1	1
	5	7	6	29	39	86
	6%	8%	7%	34%	45%	

<b>viii Medical practitioner recommended current brand</b>						
Age (years)	1	2	3	4	5	
15-25	1	4	3	10	6	24
26-35	5	5	4	17	14	45
36-45	1	1	2	6	5	15
46-60	0	0	0	0	1	1
Over 60	0	0	0	1	0	1
	7	10	9	34	26	86
	8%	12%	10%	40%	30%	

<b>ix Brand helps measure up with colleagues</b>						
Age (years)	1	2	3	4	5	
15-25	2	1	4	5	12	24
26-35	2	2	5	15	21	45
36-45	2	1	4	2	6	15
46-60	0	0	0	0	1	1
Over 60	0	0	0	0	1	1
	6	4	13	22	41	86
	7%	5%	15%	26%	48%	

<b>x Got information on the brand from the Internet</b>						
Age (years)	1	2	3	4	5	
15-25	1	0	3	9	11	24
26-35	3	1	1	21	19	45
36-45	1	0	1	4	9	15
46-60	0	0	0	0	1	1
Over 60	0	0	0	0	1	1
	5	1	5	34	41	86
	6%	1%	6%	40%	48%	

<b>xi Knows so many people who use that brand</b>						
Age (years)	1	2	3	4	5	
15-25	3	10	5	5	1	24
26-35	6	9	14	10	6	45
36-45	1	4	5	3	2	15
46-60	0	0	1	0	0	1
Over 60	0	0	1	0	0	1
	10	23	26	18	9	86
	12%	27%	30%	21%	10%	

<b>xii Brand has a nice fragrance</b>						
Age (years)	1	2	3	4	5	
15-25	9	10	4	1	0	24
26-35	14	20	3	5	3	45
36-45	5	6	1	1	2	15
46-60	0	1	0	0	0	1
Over 60	1	0	0	0	0	1
	29	37	8	7	5	86
	34%	43%	9%	8%	6%	

**xiii Knows someone more knowledgeable on toilet soaps**

Age (years)	1	2	3	4	5	
15-25	1	4	5	7	7	24
26-35	1	2	5	18	19	45
36-45	1	3	1	5	5	15
46-60	0	0	0	1	0	1
Over 60	0	0	0	0	1	1
	3	9	11	31	32	86
	3%	10%	13%	36%	37%	

**xiv Current brand recommended in a hand wash campaign**

Age (years)	1	2	3	4	5	
15-25	1	4	2	9	8	24
26-35	5	6	4	12	18	45
36-45	1	4	2	3	5	15
46-60	0	0	0	0	1	1
Over 60	0	0	0	1	0	1
	7	14	8	25	32	86
	8%	16%	9%	29%	37%	

**xv Soap company employee recommended current brand**

Age (years)	1	2	3	4	5	
15-25	1	1	3	5	14	24
26-35	1	1	2	17	24	45
36-45	0	1	2	5	7	15
46-60	0	0	0	0	1	1
Over 60	0	0	0	1	0	1
	2	3	7	28	46	86
	2%	3%	8%	33%	53%	

**xvi Saw a satisfied customer commercial and switched**

Age (years)	1	2	3	4	5	
15-25	0	0	5	6	13	24
26-35	1	8	2	14	20	45
36-45	0	2	2	6	5	15
46-60	0	0	0	0	1	1
Over 60	0	0	0	0	1	1
	1	10	9	26	40	86
	1%	12%	10%	30%	47%	

**xvii Can use current brand as a detergent too**

Age (years)	1	2	3	4	5	
15-25	2	6	2	9	5	24
26-35	3	5	5	11	21	45
36-45	2	3	3	6	1	15
46-60	0	0	0	0	1	1
Over 60	0	1	0	0	0	1
	7	15	10	26	28	86
	8%	17%	12%	30%	33%	