

**THE INFLUENCE OF BRAND EQUITY ON CUSTOMER PERCEPTION:
A SURVEY OF CUSTOMERS OF BRANDED PARKS AND RESERVES OF KENYA**

PAUL OLOLA OMOLO

D65/68454/2013

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

OCTOBER 2016

DECLARATION

Student Declaration

I hereby declare that this research project is my original work and has not been presented for a degree in any other university.

Signature..... Date.....

Name: Paul Olola Omolo

Registration Number: D65/68454/2013

I confirm that the research project was carried out and submitted by the candidate under my approval as the university supervisor.

Signature..... Date.....

Dr. Joseph Owino

Department of Business Administration

DEDICATION

I dedicate this research project to my Parents Nelson Omolo and Jane Otieno, my sisters; Sophie Awino, Julie Anyango, Zilpher Awuor and Natalie Otieno, and to my friend Esther Kwamboka for their unrelenting moral support and continuous encouragement in the course of the study.

I also dedicate this research project to the tourism industry of Kenya and specifically to the Kenya Wildlife Service, The County Governments Tourism Ministries and to the private and public businesses that are dependent on nature based tourism for their offerings.

ACKNOWLEDGEMENT

I am profoundly grateful for the valuable input and support offered to me by my supervisor Dr. Joseph Owino that culminated to the development and successful completion of the study. Further, I thank my family, work colleagues and friends for their moral support and encouragement that was critical towards achieving the milestone of this study. Finally, I thank my classmates for their valuable suggestions, support and encouragement during different phases of the study and to the staff of the Kenya Wildlife Service and their customers whom participated in the study.

ABSTRACT

In the 21st century, the priority for many firms has switched from acquiring customers and striving for customer loyalty to achieving strong brand equity. To compete in different product and service industries requires a customer driven strategy that is primarily founded on brand equity for its success. This study therefore investigates the influence of brand equity on customer perceptions of branded parks and reserves in Kenya. The study is focused on the influence of brand awareness, brand associations and proprietary assets on customer perceptions. The study is guided by a general objective that is; to find out the influence of brand equity on customer perceptions of branded parks and reserves in Kenya. To achieve this, the study looks into three specific objectives that are; to establish the influence of brand awareness on consumer perception, to establish the effect of brand associations on customer perceptions and to establish the influence of proprietary assets on customer perceptions of branded parks and reserves in Kenya. The target population of the study comprised visitors of branded parks and reserves in Kenya. Cluster sampling was adopted in the selection of parks and reserves with random sampling used to draw respondents from the clusters. Primary and secondary sources of data were utilized during the study, primary data was obtained through questionnaires distributed to the respondents in the field and collected upon successful completion. Secondary sources of data were derived from published literature from the World Bank, World Tourism organization (WTO) reports and Government of Kenya (GoK) tourism sector publications depicting growth of tourism industry, establishment of protected areas, wildlife conservation and marketing of tourism products and services in Kenya. Other sources of secondary data used include published books and journals of brand equity and Customer perceptions. The study applied qualitative methods of data analysis by use of descriptive statistics drawn from inferences made from graphs and tables generated from the raw data, cross tabulations were used to describe several variables simultaneously while correlation was conducted to relate the different brand equity variables. To process and analyze data, the Statistical Package for Social Sciences (SPSS) version 19 and Microsoft Excel 2010. The study showed that there is a positive influence of brand awareness, brand associations and proprietary assets on customer perceptions of branded parks and reserves in Kenya. Furthermore the study showed that brand awareness was the main driver of perceptions which should be built on by Destination Marketing Organizations (DMO) to influence positive customer perceptions. The study recommends that for service markets, strategies leading to brand awareness should be emphasized and more so in the tourism industry of Kenya.

ABBREVIATIONS AND ACRONYMS

BGH	-	Big Game Hunting
CBBE	-	Customer Based Brand Equity
CSR	-	Corporate Social Responsibility
DMO	-	Destination Marketing Organizations
GDP	-	Gross Domestic Product
GoK	-	Government of Kenya
KWS	-	Kenya Wildlife Service
SDT	-	Signals Detection Theory
TTCI	-	Tourism and Travel Competitive Index
UNWTO	-	United Nations World Tourism Organization

OPERATIONAL DEFINITION OF TERMS

- Brand Association - All the feelings, experiences, attitudes, beliefs and thoughts that act as a link to the brand node
- Brand Awareness - Customer ability to identify different brands in different conditions.
- Brand Equity - The position that a particular brand occupies in the mind of its customers.
- Brand Loyalty - Customer commitment to make a purchase and repurchase of a product.
- Customer Based Brand Equity - The effect of brand knowledge on customer response to the marketing of the brand.
- Natural Attractions - Natural ecosystems and protected areas that are designated primarily for the purpose of leisure and recreation activities.
- Nature-based Tourism- Travel activities associated with enjoying or viewing natural ecosystems and wildlife for recreation or education purposes.
- National Park - Natural area or areas designated for the protection of the ecological integrity ecosystems for the present and future generations.
- National Reserve - An area protected for the conservation of flora and fauna.
- Perceived Quality - The opinion of customers on ability of products to fulfill their expectations
- Proprietary Assets - The trademarks, logos, color and patents of a product owned by an organization.
- Protected Areas - A geographically designated and defined area regulated and managed to achieve certain conservation objectives.

- Seasonality - Temporary fluctuation of tourists on a daily, monthly or weekly basis within a country.
- Tourism - The sum activities of persons travelling to and living in places away from their home environment for leisure, recreation and enjoyment.

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CHAPTER ONE

INTRODUCTION

1.1. Background to the study

Nature-based tourism is now considered as a large and growing industry globally. This form of tourism heavily relies mainly on natural resources and occurs in Parks, Reserves and other protected areas (Pingram & Jenkins, 2006). Although parks and reserves in Africa are known to offer the appeal that tourists seek, there are characterized by little funding in support of initiatives such as conservation and marketing (World Bank, 2010). With parks and reserves seeking ways of becoming self-sufficient, the only main foundation they can rely on for their continuing existence in the 21st century is tourism (Mbekeani, 2004).

Kenya is one of world's most popular tourism destinations that hinge its success on natural attractions and features that include unique historical and archeological sites considered the cradle of mankind, improved touristic infrastructure and long standing tradition of hospitality (World Bank, 2012). After the gazette of the first national park in Kenya, the big five formed the basis of all concepts of marketing which was set precedent during the colonial period that was bolstered by Big Game Hunting (BGH) as a key attraction and activity (Maingi, Ondigi & Wadawi, 2014). A vibrant tourism industry in Kenya led to the development of positive brand equity which was also augmented by exposure created by BGH. Before and after Kenya's independence in 1963 saw already growth of positive brand equity in parks and reserves that was largely attributed to the publicity created by key international figures and celebrities visits amongst literary works that were produced during the period (Maingi, Ondigi & Wadawi, 2014).

Kenya has undergone through changes in its present day nature-based tourism due to the effects of globalization that have brought with concepts of wildlife protection and conservation which have led to the decline of BGH and consequently its abolition. As a result, there has been a surge of protected areas with the establishment of more than sixty protected areas that cover 8% of land area of Kenya (Wildlife Protection Act of Kenya, 2013). However, the transition from BGH as a key attraction to parks, forests and reserves offering the main attraction to tourists has not changed the fact that there is a heavy reliance on natural attractions for nature-tourism product offerings which in the Kenyan context is regarded as a “tired” product in an urgent need for revitalization. As a prompt mitigation, the Government of Kenya (GoK) through a parliamentary act set up the Kenya Wildlife Service (KWS) that is in charge of branding, education and creating infrastructure in its parks and reserves. Hitherto, it had a legal mandate to only manage and conserve wildlife, enforce related laws and regulations with little efforts being directed towards marketing these protected areas (GoK, 2007).

To improve the tourism Gross Domestic Product (GDP) from 8 to 11 billion shillings in 2006, GoK through its Vision 2030 placed more emphasis on a yield focused branding strategy in parks and reserves and the expansion of underutilized parks (GoK, 2008a). Such a framework was aimed at making the attractions memorable, distinct, impressive and valuable to specific segments of its tourism market. Today, the KWS has branded 18 national parks and reserves with the expectation the initiatives will improve the image of Kenya’s nature-based attraction, differentiate and convert them to world class attractions (Gok, 2013).

However, although strategies were already in-place as far as the marketing and branding of Kenya’s nature-based attractions was of concern, the 2015 Travel and Tourism Competitiveness Index (TTCI) report showed a decline in Kenya’s tourism sector rankings. This implied that the

marketing and branding efforts undertaken by the KWS were only successful towards ensuring the parks and reserves were differentiated. However, it was short of the realization that in the twenty first century, branding is the ultimate differentiator while on the other hand, brand equity has emerged a key asset (Cliftons and Simmons, 2003). According to Keller (2002), solely relying on branding does not lead to brand effectiveness; brand equity has great influence on customer choice of brand.

1.1.1 Brand Equity

The renewed interest in measuring marketing performance has been fueled by the constant pressure marketers undergo in trying to justify the impact of their activities in organizations (O'Sullivan & Abela, 2007). Partial and short-termed performance indicators of marketing which tend to be tied to financial measures do not provide the much needed understanding of marketing performance (Mizik & Jacobson, 2008), on the other hand, intangible assets of the market are capable of providing understanding and have ability to reconcile organizational performance in both the short and long term (Ambler, 2003). Today brand equity is an important marketing asset and thus understanding its dimensions and investing to grow them creates a competitive edge for a brand (Yoo, Donthu & Lee, 2000). Growth of brand equity is now the main objective in firms which can only be achieved through developing favorable feelings and associations among customers (Falkenberg, 1996).

An influential five asset brand equity model by Aaker (1991) proposes four constructs brand equity; awareness, perceived quality, brand loyalty and brand associations. Buyer's potential to recognize and recall a brand within a product category according to Aaker is referred to as brand awareness. The commitment of customers to make a purchase and repurchase of a preferred

product in a particular category is referred to as brand loyalty. Brand associations on the other hand refer to anything regarding a brand that is linked in customer memory including its representations (Aaker, 1991). Favorable or unfavorable brand associations are created through contact or experience in any form with a brand, this eventually creates, changes or reinforces its associations (Keller, 2003). The Judgment of product excellence and its superiority according to Zeithaml (1988) is regarded to as perceived quality. If customers possess high perceived quality, they are then convinced about purchasing a particular brand regardless of its price (Aaker, 1991). A widely used CBBE model in brand management was developed by Aaker (1993), previous studies of brand equity have tested the model with amongst them; (Kim et al., 2003, Yoo et al., 2001 and Atilgan et al., 2009). However, in this study the model will help retest the influence of brand equity on customer perceptions with key focus in branded parks and reserves in Kenya.

Within the measurement of brand equity, Keller's (2001) brand resonance model contends that to possess a strong brand, it is imperative for organizations to influence customer feelings and thoughts about its products. Building the right brand experiences was enable customers have the right perceptions, opinions, judgments and feelings of the brand (Aaker, 1996). Having strong brand equity will enable customers buy more from an organization, be loyal and further recommend it to others and are unlikely to switch to competitors (Keller, 2001). Keller (2001) asserts that to achieve the right brand identity with customers, creating brand salience is important. He proposes four constructs; brand meaning, brand responses, brand identity and brand relationships as six brand building blocks that he assembles using a pyramid. The model assumes that brand power lies in what is heard, felt and seen over a prolonged time period by customers. Reaching the peak of the brand pyramid involves creation of brand equity. According to Keller, brand salience refers to the frequency by which purchase and consumption situations

are evoked by a brand. Brand performance is the extent to which customer's functional needs are fulfilled by the brand, brand imagery refers to all extrinsic properties of a product which include the judgments of a brand that are based on customer evaluations and opinions. Brand feelings represent the reactions and emotional feelings attributed to the brand while brand resonance refers to the relationship customer have with the brand and the extent to which customers feel that they are synchronized to the brand.

1.1.2 Customer Perceptions

Towards providing an understanding of the risk and uncertainty that couples any purchase decision, Meyers (2013) adopted a psychological dimension in an examination of customer purchase decision with a focus on customer uncertainty in relation to their choices. The study found that in purchase decisions, customers associate risks and uncertainty and by understanding them, firms can alleviate customers of these risks and uncertainty using advertisements aimed at reinforcing customer convictions and beliefs thus helping them in their decision making.

Understanding the factors that underpin purchase intentions and the willingness to purchase at premium pricing is focal for marketing managers (Norbert & Maehle, 2011). Building customer trust requires special attention as underpinning factor in influencing the attitudes of customers to brands. In an evaluation of the stages of customer decision making, Kotler and Keller (2013) applied the expectancy-value model that contends that the positive perceptions about a product can help overcome its negative perceptions, but customers often take "shortcuts" in their minds during purchase decisions. Kotler and Keller further highlight three choice heuristics ; the customer sets the minimum acceptable cutoff and then chooses an alternative which meets the minimum standard for each attribute, the customer makes a choice of the best brand based on its

the most important perceived attribute and the elimination-by-aspects whereby the customer makes comparisons of brand attributes selected by probability, Choosing an attribute is positively related to the probability of its importance and this eliminates brands that do not meet the minimum criteria.

1.1.3 Branded Parks and Reserves of Kenya

In the pursuant of Kenya's vision 2030, The Kenya Wildlife Service (KWS) launched new and distinct park and reserve symbols with the aim of diversifying Kenya's nature-tourism offering using distinct product identities. The KWS has also gazette new park and reserve entry tariff regime primarily based on park differentiation and visitor categories (KWS, 2014). However, with all branding efforts placed on Kenya's parks and reserves, some still remain underutilized and witnessing decline in their visitation while others are recording impressive results in visitor growth.

Since the gazette of the first national park, Nairobi National Park in 1946, Kenya has had an increase of more than 60 national parks and reserves as well as conservancies and other protected areas (GoK 2013). Eighteen national reserves and parks had been branded by March 2013 with the expectation that this would improve their image as premium conservation areas, tourist destinations and world class parks. In 2009, the World Economic Forum's Tourism and Travel Competitive Index (TTCI) globally ranked Kenya 9th overall. During the period 2008 - 2009, a strong recovery of Kenyan wildlife attraction value sales was recorded from 3.1 billion in 2008, to 4.1 billion in 2009 (Lindeck et al., 2010). It is therefore on the basis of the fluctuating visitations in parks and reserves of Kenya that forms the efficacy of this study.

1.2 Research Problem

Despite enormous media publicity and branding initiatives in parks and reserves of Kenya, visitors are still faced with uncertainty during when deciding their purchases due to their perceptions of the parks and reserves of Kenta. Researchers such as Aaker (2000), Keller (2002), Yoo et al. (2001), Lin and Chang (2003) state that there are four constructs of brand equity on customers ; brand awareness, brand loyalty, perceived quality and proprietary brand assets all influence the purchase decision of customers. Even though numerous and intensive studies have already been undertaken to find out the influence of brand equity possesses on customer perceptions, these studies have promoted the understanding of brand equity by majorly looking at consumer preference (CobbWalgren, Ruble & Donthu, 1995) and the perceptions of product quality with the influence of brand equity on customer perceptions remaining insufficiently exploited and more so in branded parks and reserves of Kenya.

Moreover, within the Kenyan context, a lot of attention has been geared towards looking at brand equity from the context of business value. Little attention has been made towards finding out the application of brand equity towards influencing customer perceptions in the tourism industry of Kenya. Despite possession of several branded parks and reserves in Kenya, there is little realization that possession of a brand is not enough for an organization. For brand effectiveness; brand equity has strong influence on customer purchase decision (Keller, 2002).

Local studies have not adequately addressed the influence of the dimensions of brand equity on customer perceptions in the tourism industry of Kenya. Nyangechi (2011) for example, sought to establish the role of perception in customer purchase behavior as a result of brand equity with the main focus on customer purchase motivation from a cognitive perspective. On the other hand,

Nyambura (2011), focused on the role played by brand equity towards influencing choices of customer perceptions in the Kenyan Banking Industry, and more recently, Owino et al. (2016) looked at the influence social media has on brand equity in the banking industry of Kenya assessing three constructs of brand equity namely; perceived quality, brand loyalty and brand awareness.

Various studies have shown that customer perceptions have positive effect on brand equity. However, not all elements have been investigated with brand loyalty and perceived quality being dominant in majority studies. For example, Dust (2013) on investigating the relationship between customer loyalty and product brands established that perceived quality holds more influence on customer loyalty especially in the competitive markets. In assessing customer purchase intentions, Malik (2013) investigated the importance of brand awareness and brand loyalty and found a positive association between customer purchase intentions and their brand loyalty. However, this study is motivated by the inadequate evidence indicating the influence of brand equity on customer perceptions and subsequently rises in sales volumes in branded reserves and parks of Kenya. As such, to fill this gap, the study looks into this phenomenon in order to shed more light and provide more insights by seeking an answer to the main question; in what ways does brand equity influence customer perceptions in branded parks and reserves of Kenya?

1.3 Research objectives

This section states the specific tasks that the study is intended to accomplish and specify what the researcher did in the study.

1.3.1 General Objective

The study seeks to find out the influence of brand equity on customer perceptions of branded parks and reserves in Kenya.

1.3.2 Specific Objectives

The specific objectives of the study are:

- i. To find out the influence of brand awareness on customer perceptions of branded parks and reserves in Kenya.
- ii. To establish the effect of brand associations on customer perceptions of branded parks and reserves of Kenya.
- iii. To establish the influence of proprietary assets on customer perceptions of branded parks and reserves of Kenya's.

1.4 Value of the study

The study is useful towards ensuring that future park and reserve branding initiatives by the Kenya Wildlife Service of Kenya and the Local County Governments are set only precedent to research in the market conducted widely in consultation with all the stakeholders of the tourism industry of Kenya including the Academic institutions and the tourists.

Furthermore, the study was aid Kenya's tourism industry to gain better insights towards the influence of brand equity on customer perceptions in parks and reserves. This will add more wealth in knowledge to the tourism practitioners, businesses and destination marketing organizations which can be used as basis for decision making and development of customer driven marketing strategies. The study approaches, concepts and results found will aid future

researchers in their investigation of similar or related phenomena by testing existing theories and developing new ones to meet industry specific needs.

1.5 Limitations of the study

The study was faced with limitations in data collection using the questionnaire. Firstly, ambiguity was evident through lack of clarity on some responses made on the unstructured questions. On the structured sections some respondents ticked two or more boxes in a yes-no or agree-disagree response. Due to conducting data collection at entries and exits of wildlife parks in Kenya, participation was difficult as the respondents were either in anticipation to access the park or leave it to other destinations. Some of the respondents on transit rebelled by checking similar responses in a scale for every question to save their time. Omissions were made where some respondents failed to provide a response to particular questions or section in the questionnaire either deliberate or inadvertent. Language barrier was a challenge, while some respondents were familiar with English as the official language; others were either familiar with their indigenous or foreign languages which affected the responses made by making them difficult to understand. Due to the period of the study between September and October which is also a low or off season for tourism in major parks and reserves of Kenya made the number of respondents obtained fewer than the actual intended number per given sample.

CHAPTER TWO LITERATURE REVIEW

2.1 Introduction

The chapter presents reviewed literature from industry and sector reports, international reports, published articles, books and journals that form the basis of this study. The chapter discusses brand equity and its influence on customer perceptions in Kenya's tourism industry. The section builds on past studies undertaken on CBBE with a focus on its influence on customer perceptions.

2.2 Theoretical foundations of the study

In understanding the impact of marketing, brand equity plays a key role (Reynolds & Phillips, 2005). Measures that capture the dimensions of brand are now part of marketing performance indicators (Ambler, 2003). Different theoretical perspectives have been developed in the study of brand equity, however, this study was guided by the Signal Detection Theory (SDT) and the Lovemarks Theory in measuring CBBE and its influence on purchase decision of branded parks and reserves in Kenya.

2.2.1 Signal Detection Theory (SDT)

Factors determining a brand's awareness and likeability can be understood by use of The Signals Detection Theory (SDT). In large situations involving perceptual human judgments, evaluating the reactions customers have to product variety forms the success of SDT (Cradit, 1994). In marketing application of SDT, it produces an estimation of the memory of the respondent that is based on advertisement exposure. In the application of SDT in investigating the effect of divided

attention by using extended components, Yi and La (2004) found that in attended mode consumers performed better in comparison to those in the unattended mode. Consumers possessed conservative tendency in their reaction and performed better in the preservation of favorable awareness of the brand (Bagozzi & Silk, 1983; Singh & Rothschild 1983a). This effect on consumers' attention is as a result of building brand awareness which in enhancing the mindset of a customer, serves as a guideline in brand equity.

The assumption made in SDT is that there is generation of overlapping distribution of evidence in target and distractor advertisements with the distribution of target advertisements being logically higher than the mean of the distribution of distractor advertisements on the continuum of familiarity (Cradit, Tashian & Hofacker, 1994). It further makes the assumption that on the continuum of familiarity, a decision criteria is set by customers whereby recognition of an advertisement is reported by the customer if the feeling of familiarity exceeded the criterion. No recognition of advertisement is recorded if feelings fail to exceed the decision criteria (Cradit, Tashian & Hofacker, 1994).

2.2.2 Lovemarks Theory

The theory suggests that for customer loyalty to be built, a firm must not only create a brand but build lovemarks (Roberts, 2004). According to Fournier (1998), people develop brand relationships by personifying the world around them. Consumers can be in love with a brand if they feel that it pleases their senses, ignites their imagination and leads to the arousing of a deep relevance (Roberts, 2006). To keep customer loyal satisfaction alone is not adequate as many customers tend to switch to competitor's brand (Reichheld, 1996). Hence if satisfaction sustained in the long run, it may result into brand loyalty (Carroll & Ahuvia, 2006). According to Carroll

and Ahuvia, the predictor of brand loyalty is the customer's possession of an emotional and passionate love towards a brand. Marketers are always in the constant attempt to develop brand love through satisfied customers and according to Roberts (2004), to survive in an era of high competition, brands must become love marks in the eyes of the customers.

The Lovemarks theory however appears to be leveraged on subjective views rather than proven business building blocks. Subjective nominations are the basis for a lovable brand in selection of lovemarks. The theory is also focused mainly on television advertisement as a tool to attract large audiences with the implication being that more time needs to be spent by firms in advertising in order to develop their brands into lovemarks.

2.3 Brand Awareness and Customer Perceptions

When high level of brand awareness, strong and unique brand associations are possessed by customers in their memory, then CBBE occurs. In a study aimed at testing four brand equity constructs namely; brand awareness, loyalty, perceived quality and image, Kim et al, (2003) found that the strongest effect on revenues was influenced by brand awareness while the least was influenced by brand loyalty. In evaluating the consequences of the management of brand equity as an important measurement for intangible assets, Baldauf et al. (2003) found that for a firm's performance, there was strong support for the measurement of brand awareness as its antecedents. Besides recall and recognition, Aaker (1991) identifies higher levels of awareness which include; brand opinion, top-of-mind, brand dominance and brand knowledge. According to Aaker, brand recognition can be important for niche or new brands while brands top-of-mind and recall are meaningful for brands that are well known. Aaker further contends that brand opinion and knowledge can be used in order to enhance the measurement of brand recall. Aaker

further conceptualizes that for a given brand, awareness must precede associations. This is in turn supported by Washburn and Priluck, (2004) who argue that a customer must possess brand awareness first for a set of associations about it to be developed.

In establishing the importance of brand equity, Seitz, Razzouk and Wells (2010) found that the communication of quality to customers is facilitated by possessing a brand name but it is not an important criterion for customer choice. The research also found out that customers also sourced product information from family, friends, brochures, websites and manufacturers. The study asserts that if customers are better informed about important attributes of a brand, they are willing to pay premium prices. In conclusion, the study asserted that broadcast media like the radio and television should be frequently and supplemented by print and outdoor media to raise knowledge and awareness of a given brand. This allows for the brand to become a criterion in the process of customer perceptions and decision making.

2.4 Proprietary Assets and Customer Perceptions

The 1980's marked a turning point in the conception of brands. There was a realization that the brand name is the principal asset that a company possesses (Kapferer, 2008). For a long time company value was measured using its land, equipment, plant, and physical buildings. It is recently that there has been a realization that the real organization value lies in the minds of its potential customers (Kapferer, 2008). A brand possesses symbolic values that help people in choosing best products according to their needs. Customers do not just buy brands, but seek to enhance their social self-esteem (Leslie & Malcolm, 1992).

The name of brands are a presentation of a multitude of information to customers about it, they communicate the meaning of the product to potential customers. They also represent customers'

knowledge, feelings and experiences with the brand. When customers make purchase considerations, they immediately evaluate products from their memory by using the name of the brand (Hansen & Christensen, 2003). The name of a brand utilizes condensed fashion to capture the key associations or the central theme. Some companies assign products stylish brand names with little to do with emotional experiences and people memorize them easily (Keller, 2008). Consumers may possess product associations such as color, size and materials that are beyond its functional aspects. Performance of a brand is dependent on its sensory aspects like its looks, smell and sound (Keller, 2001; Chernatony & MacDonald, 2001).

2.5 Brand Associations and Customer Perceptions

A service or product can be characterized using associations which comprise attitudes towards the product category and specific beliefs about them (Chekravati et al., 1990). These beliefs may comprise diverse attributes of a product as well as those attributes that do not relate to its performance, for example the color of a product (Graeff, 1997). Although a brand is related to a category of product, there are associations in some categories that may be related to the brand in terms of either the overall attitudes or beliefs (Chekravati et al., 1990). Chen (2001) contends that brand associations are visible in all product aspects or features that are independent of it. Brand associations aid in the processing, retrieval and the differentiation of a brand. It creates positive feelings and feedback about it that provide the customers with a reason to purchase (Aaker, 1991).

Social responsibility associations are those associations that are perceived by customers as societal obligations (Chen, 2001). Corporate Social Responsibility (CSR) is important especially in dealing with corporate brands. This is because the public would like to know how, where and

what brands give back to society. Thus firms have now realized that CSR can add or decrease their value (Blumenthal & Bergstrom, 2003). For creation of positive images, CSR is also important, this is argued by Lasser et al. (1995) that social image is a big contributor to brand equity. Lasser et al (1995) who noticed in that in brand evaluation, customer link the performance of functional attributes to the brand. They contend that brand choice is dependent on the perceived balance between price and utilities. This implies that it is due to high brand equity on products and services that customers are pay premium prices. Customers also consider the people, values, programs and organization behind the brand (Aaker, 2001). CBBE therefore the result of customers having high level awareness of a brand and they hold in their memories unique, favorable and strong associations (Aaker, 1991).

2.6 Summary of literature

Brand equity is a culmination of consumer actions. Through their perceptions, consumers decide which factors they consider important and the brands with more equity. Although there are varying details of customer based brand equity measurement, different approaches tend to be founded on customer's brand knowledge for brand equity. Though the Five Assets Model provides the basis for most models of brand equity, study findings show varying results. While some report insignificant discrimination between brand awareness and brand association, others report a distinction between the two variables. Therefore, the model needs testing in different industry contexts to increase its validity and reliability of measurement.

CHAPTER THREE

RESEARCH METHODOLOGY AND DESIGN

3.1 Introduction

This chapter describes the methods that were applied in conducting the study.

3.2 Research Design

A Descriptive research design was adopted for the study as it was ideal for describing the degree to which the brand equity variables influence customer perceptions of branded parks and reserves of Kenya. Single cross-sectional design was adopted during data collection with the survey employing questionnaires to collect information. Questionnaires were distributed to a sample of individuals whom then provide their intentions, attitudes, opinions, perceptions and motivations that provided deeper insights and better understanding of the influence of brand equity on customer perceptions of branded parks and reserves of Kenya.

3.3 Target Population

The population targeted in the study comprised the customers of branded parks and reserves in Kenya. The population was drawn from customers with Kenyan citizenship and foreign visitors with at least a minimum age of eighteen years (18) and with a history of visits to any branded park or reserve in Kenya within the last twelve (12) months. The study population was derived from three prime parks in three regions of Kenya namely; Nairobi National Park in Nairobi County, Lake Nakuru National Park in Nakuru County and Impala Park in Kisumu County. The study region includes prime parks and reserves as they are ideal due to the frequency of visits by both local and international customers, and their ease of accessibility.

3.4 Sampling Procedure and Sample Size

Probability sampling was applied in the study as it offers the key components of randomization, generalization and equal chance. The study was adopt cluster sampling which was be ideal as its target population was consist of visitors of various branded parks and reserves in Kenya who are dispersed across a wide geographic region in Kenya. Cluster sampling was allow for the study population to be divided into clusters based on three counties in Kenya namely Nairobi, Kisumu and Nakuru Counties which was then be followed by random sampling of the population in each of the counties.

Radom sampling was benefit the study in that the yield generated from the samples was be generalized to a larger population in Kenya and it was permit inferential statistics to be applied to the data. Random sampling also provided independent chance of selection for different elements of the population as a member of the sample. The study sample size was determined using formula for sample size calculation developed by Yamane (1967):

$$n = N / (1 + N(e)^2)$$

Where n = sample size, N = population size e = error term

Table 3.4.1 Park and Reserve Visitor Statistics

	Park	Visitors 2015
1	Lake Nakuru National Park	188,900
2	Impala Park (Kisumu)	212,200
3	Nairobi National Park	133,200
	Total	534,300

Source: KNBS (2015) Economic Survey

$$n = N / (1 + N(e)^2) \text{ thus,}$$

$$n = 534,300 / (1 + 534,300(0.5)^2)$$

$$n = 400$$

3.5 Data Collection

Secondary and primary sources of data were used during the study. Primary data comprised information that was collected in the field using questionnaires administered to the respondents and collected upon successful completion. The questionnaires were both open and closed-ended. The closed-response questions was provide the respondents with options to be chosen from while the open-ended sections was provide blank spaces where the respondents was fill in their responses based on their views and opinions or provide additional information. The questionnaires was distributed to the respondents and upon successful completion collected on site. The use of questionnaires allowed for collection of data from a large sample and ensured that confidentiality is upheld.

To establish the effectiveness of the questionnaire as a tool for measurement in the study, a pre-test was conducted on a small sample of six (6) male and six (6) female respondents. This aided in following up the interpretations of the questions, the length and flow, familiarity, respondent attention and interest to the questions. Secondary data collection involved the use of data that had been collected previously by other researchers in the same field with respect to the research problem. Secondary data was drawn from published literature with discussions on brand equity, customer purchase decision, tourism and travel.

3.5.1 Validity and Reliability of Data Collection Instruments

The content validity of the data collection instrument in the study was borrowed from studies that have been conducted previously on CBBE. A pilot test was conducted on a group of ten (10) selected respondents from which five (5) were male and five (5) were female respondents. In the

estimation of consistency. To establish relationships of items to the others in the data collection instrument, Cronbach's Alpha with a reliability threshold of 0.5 or a higher figure being adequate to ensure data reliability. The table 3.5.2 shows the results of the conducted reliability tests.

Table 3.5.2 Cronbach's Reliability Test

Variable	Factor	No. of Items	Cronbach's Alpha
Brand Awareness	Park/Reserve Recognition & Recall	2	0.69
Brand Associations	Park/Reserve Brand Image and Purchase Confidence	2	0.59
Proprietary Assets	Park/Reserve Name and Images used in Advertising	2	0.73

3.6 Data Analysis

Quantitative methods of data analysis were used in the study through using numerical values in the form of mean and standard deviations to measure the data collected. Data analysis involved the editing, coding and preparing the data statistically for analysis. In editing, ambiguities, omissions, lack of cooperation, inconsistencies and ineligible responses were identified. Cross-tabulation was done to make comparisons between different subgroups to make meaningful comparisons and identify differences. Correlation was used to describe several variables of the study simultaneously and to measure the strength of the relationship between them.

CHAPTER FOUR

DATA ANALYSIS AND DISCUSSION

4.1 Introduction

The chapter interprets and explains the findings of the study based on its objectives. Table, figures and graphs are used to illustrate and discuss the findings.

4.2 Response Rate

The study achieved a response rate of 25% with 200 questionnaire distributed to the respondents and 50 of them collected.

4.3 Demographics

This section looked into the analysis and interpretation of results from respondents' demographics which included aspects of gender, age, marital status, level of education and employment status. The study sought to find out the respondent's gender with the finding illustrated using the table 4.1

Table 4.1 Gender of the Respondents

Gender	Frequency	Percent
Male	19	38.0
Female	31	62.0
Total	50	100.0

Amongst the respondents of the study, male respondents comprised 38% and female 62%, majority of the respondents of the study were female. The study also sought to find out the age of the respondents. This was done using a scale with the results presented in the table 4.2

Table 4.2 Ages of the Respondents

Respondents Ages	Frequency	Percent
19-25 years	33	66.0
26-35 years	14	28.0
36-45 years	2	4.0
Above 46 years	1	2.0
Total	50	100.0

Among the respondents of the study, 66% comprised those of age between 19-25 years, 28% comprised of those of between 26-35 years, 4% comprised those of between 36-45 years and 2% comprised of those above 46 years of age. Majority of the respondents were between the ages of 19-25 years.

The study sought to find out the marital status of the respondents using a scale to determine their marital position. The responses provided are presented in the table 4.3

4.3.1 Marital Status

The study sought to find out the marital status of the respondents as a factor that affects brand equity and resultant purchase decision. The results from the analysis are presented using the table 4.3.

Table 4.3 Marital status

Marital Status	Frequency	Percent
Married	13	26.0
Not Married	37	74.0
Total	50	100.0

Among the respondents of the study, 26% are married while 74% are not married. Majority of the respondents comprised those that are not in a marriage relationship.

The study sought to find out the level of education of the respondents, this was done using a scale and the results presented on the table 4.4

4.3.2 Level of Education

The study sought to find out the respondents level of education. This was done using a scale whereby the respondents marked on their level of education as provided on the scale.

Table 4.4 Level of Education

Level of Education	Frequency	Percent
Tertiary	7	14.0
Under/Postgraduate	43	86.0
Total	50	100.0

Amongst the respondents of the study, 14% had undergone through an education at the diploma level while 86% had undergraduate and post-graduate level education. Majority of the respondents had undergone through under or postgraduate level of education.

The study sought to find out the respondents' employment status, this was done using a scale for responses with the results analyzed and presented using table 4.5

4.3.3 Employment Status

The study sought to find out the employment status of the respondents. This was done by asking them whether they are employed or not with a yes or no response provided for every respondent and the analysis presented on the table 4.5

Table 4.5 Employment Status

Status	Frequency	Percent
Yes	26	52.0
No	23	46.0
Total	49	98.0
Missing	1	2.0
Total	50	100.0

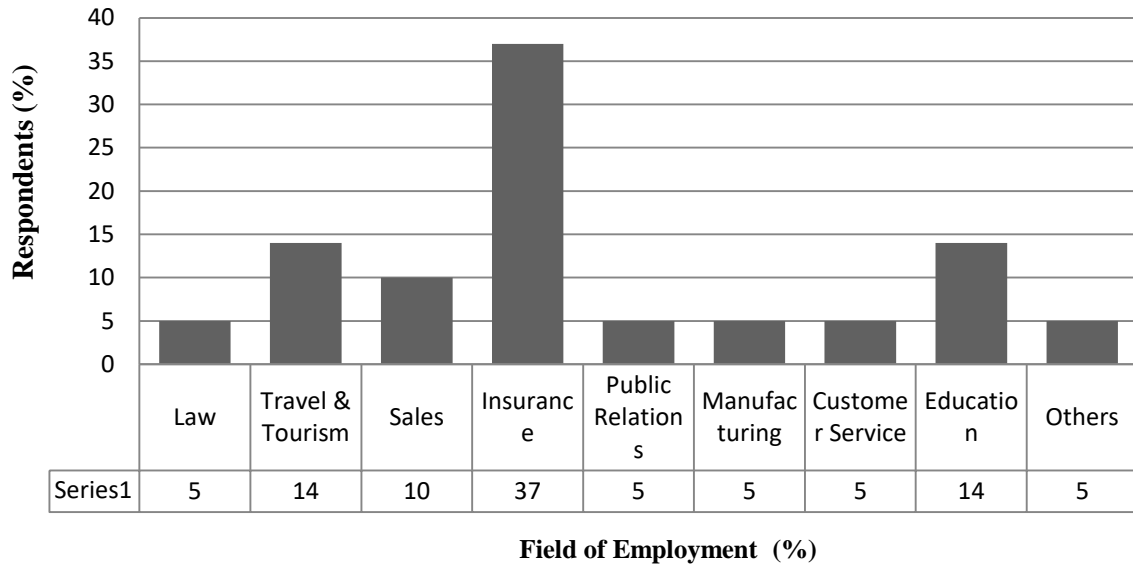
Among the respondents of the study, 52% had a formal employment while 46% were unemployed. Most of the respondents of the study were in a formal employment.

The study sought to find out the respondent's fields of employment, this was sought by asking those with formal employment the nature of their employment with the fields having the most respondents analyzed and presented in the figure 4.6

4.3.4 Fields of Employment

The study sought to find out the respondents fields of employment. This was done using open ended questions with the most rampant fields being identified.

Figure 4.6 Fields of Employment



Amongst the employed respondents of the study, 5% worked in legal fields, 14% in tourism and travel related fields, 10% in sales, 37% in insurance, 5% in public relations, 5% in manufacturing, 5% in customer service, 14% in education sector and 5% in other fields. Majority of the respondents were working in the insurance industry.

4.4 Brand Awareness

This section looks into the analysis of various aspects of brand awareness in parks and reserves of Kenya as sought by the objective of the study

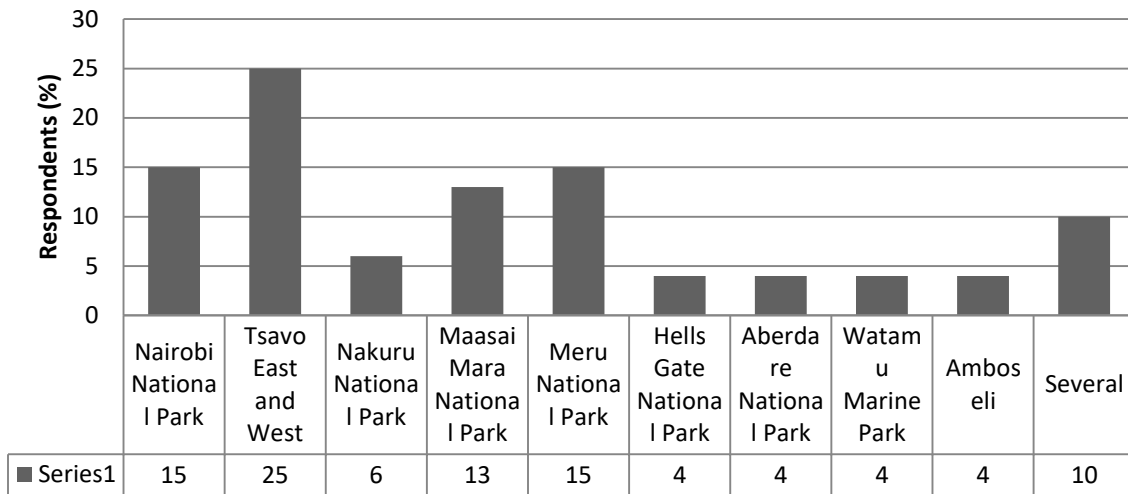
4.5 Introduction

The study sought to find out the level of respondents awareness of the existing parks and reserves in Kenya. Various responses were sought ranging from their visits, frequency of visits, recall of features amongst others with the analysis presented using figures and tables.

4.5.1 Park and Reserve visited

The study sought to find out if the respondents had visited any park or reserve in Kenya prior to their visit during the study period. This was sought by asking the respondents if they had visited any park or reserve in Kenya. 100% of the respondents stated they had visited at least one park and reserve with the ones visited analyzed as per the figure 4.7

Figure 4.7 Parks and Reserves Visited



Amongst the respondents of the study, 15 percent stated they had visited Nairobi National Park, 25% Tsavo East and West, 6% Nakuru National Park, 13% Maasai Mara National Reserve, 15% Meru National Park, 4% Hells Gate National Park, 4% Aberdares National Park, 4% Watamu Marine Park, 4% Amboseli National Park and 10% had visited several parks and reserves in Kenya. Majority of the respondents had visited Tsavo East or West National Park.

4.5.2 Frequency of Visitation

The study sought to find out the frequency of visits to parks and reserves by the respondents using a scale. The results obtained are presented using the Table 4.8

Table 4.8 Frequency of visits

Frequency of Visits	Frequency	Percent
Once	27	54.0
2-5 Times	14	28.0
More than 6 Times	9	18.0
Total	50	100.0

Amongst the respondents, 54% had visited the park they mentioned more than once, 28% had made visits of 2-5 times and 18% had made more than six visits. Majority of the respondents were first time visitors to the parks or reserves they had mentioned.

4.5.3 Park and Reserve Knowledge

The study sought to find out various ways by which the respondents came to know about the parks and reserves they had visited. This was sought by asking them how they learnt about the park or reserve. The responses obtained are presented using the pie chart in figure 4.9

Table 4.9 Park and Reserve Knowledge

Source of Knowledge	Frequency	Percent
School	25	50.0
Internet/Social Media	6	12.0
Friends/Family/Colleagues	12	24.0
Television	6	12.0
Others	1	2.0
Total	50	100.0

Amongst the respondents, 50% stated they learnt about the park or reserve from their school, 12% from the internet and social media, 24% from friends, family and colleagues and 12% from

television. Majority of the respondents had learnt about the park and reserve that they had visited at their schools.

4.5.4 Purchase of park or reserve products

The study sought to find out if the respondents would purchase the park or reserve products upon watching its advertisement on television, the internet, social media and print media amongst others. The responses made are analyzed on table 4.10

Table 4.10 Purchase of reserve and park products

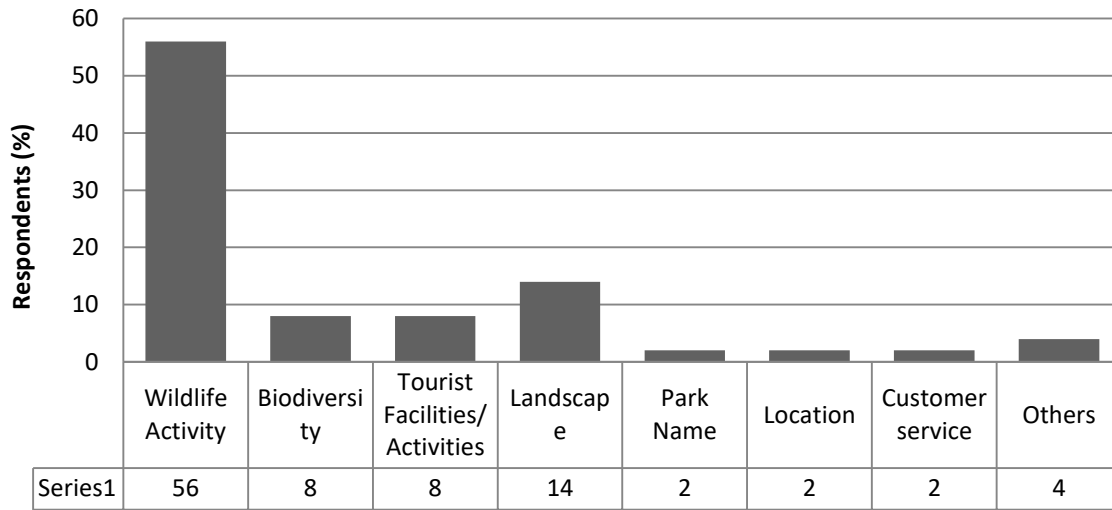
	Frequency	Percent
Yes	43	86.0
No	6	12.0
Total	49	98.0
Missing	1	2.0
Total	50	100.0

Amongst the respondents, 86% stated that they would buy the park or reserve products if it was advertised while 12% would not purchase. Majority were willing to purchase the park or reserve brand if it was advertised.

4.5.5 Drivers of Recall

The study sought to find out the factors that aid customers recall a park or reserve brand. Thus was done using an open ended question that asked for the drivers that help respondents remember a park or reserve brand. The responses made are analyzed in the figure 4.11

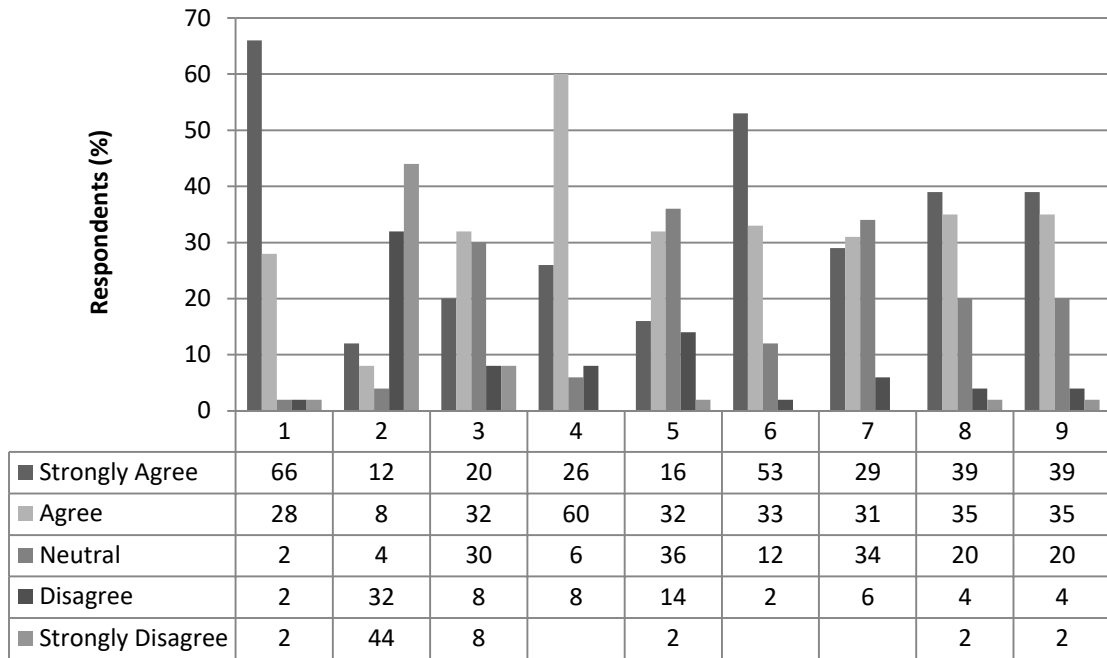
Figure 4.11 Drivers of Recall



Amongst the respondents, 56% stated that the wildlife found in the park or reserve aided its recall, 8% stated biodiversity, 8% stated the tourist facilities, 14% stated the landscape, 2% stated the name of the park as an aid to recall, 2% stated its location, 2% stated customer service and 4% comprised of other reasons. Majority of the respondents felt that wildlife-based attractions were the drivers for recall of park and reserve brands.

The study also sought to find out various factors that act as drivers to brand awareness by ensuring recall and recognition. This was sought by asking several structured questions that are analyzed in the figure 4.12

Figure 4.12 Brand Awareness and Customer Opinions



Upon being asked if they were aware of the park or reserve they had mentioned earlier, amongst the respondents, 66% strongly agree they are aware of the park or reserve, 28% agree they are aware of the park or reserve, 2% are neutral, 2% disagree, and 2% strongly disagree. Majority agree that they were aware of the park or reserve.

Upon being asked if they have difficulty imagining the park or reserve in their mind, amongst the respondents, 12% strongly agree they are aware of the park or reserve, 8% agree they are aware of the park or reserve, 4% are neutral, 32% disagree, and 44% strongly disagree. Majority disagree that they have a difficulty imagining the park or reserve in their mind. Upon being asked if they can recall the symbol or logo of the park or reserve when amongst others, amongst the respondents, 20% strongly agree they are aware of the park or reserve, 32% agree they are aware of the park or reserve, 30% are neutral, 8% disagree, and 8% strongly disagree. Majority agree that they are able to recall the symbols and logos used by the park or reserve.

Upon being asked if they can distinguish one park or reserve from the other, amongst the respondents, 26% strongly agree they are aware of the park or reserve, 60% agree they are aware of the park or reserve, 6% are neutral, 8% disagree, and none strongly disagreed. Upon being asked if the slogans used in the parks or reserves are easy to remember, 16% strongly agree they are aware of the park or reserve, 32% agree they are aware of the park or reserve, 36% are neutral, 14% disagree, and 2% strongly disagreed. Majority agree that they are able to distinguish one park or reserve from the other.

Upon being asked if some characteristics of the park or reserve come in mind quickly when mentioned, 53% strongly agree they are aware of the park or reserve, 33% agree they are aware of the park or reserve, 12% are neutral, 2% disagree, and none strongly disagreed. Upon being asked if they can recognize the brand quickly amongst other brands, 29% strongly agree they are aware of the park or reserve, 31% agree they are aware of the park or reserve, 34% are neutral, 6% disagree, and none strongly disagreed. Majority agree that the park and reserve characteristics come to their minds quickly upon being mentioned to them.

Upon being asked if the slogans used in the parks and reserves create expectation of service experience, 39% strongly agree they are aware of the park or reserve, 35% agree they are aware of the park or reserve, 20% are neutral, 4% disagree, and 2% strongly disagreed. Majority agree that the slogans used in the parks and reserves create service expectations. Upon being asked if they would recall the park and reserve at all if they were to make a purchase decision on a tour, 39% strongly agree they are aware of the park or reserve, 35% agree they are aware of the park or reserve, 20% are neutral, 4% disagree, and 2% strongly disagreed. Majority agree they would recall the park or reserve brand if they were to make a purchase decision.

4.6 Brand Associations and Customer Perceptions

To find out customer associations of parks and reserves in Kenya, the study sought responses in attributes of brand associations which included usage situations, feelings, color and location amongst others.

4.7 Introduction

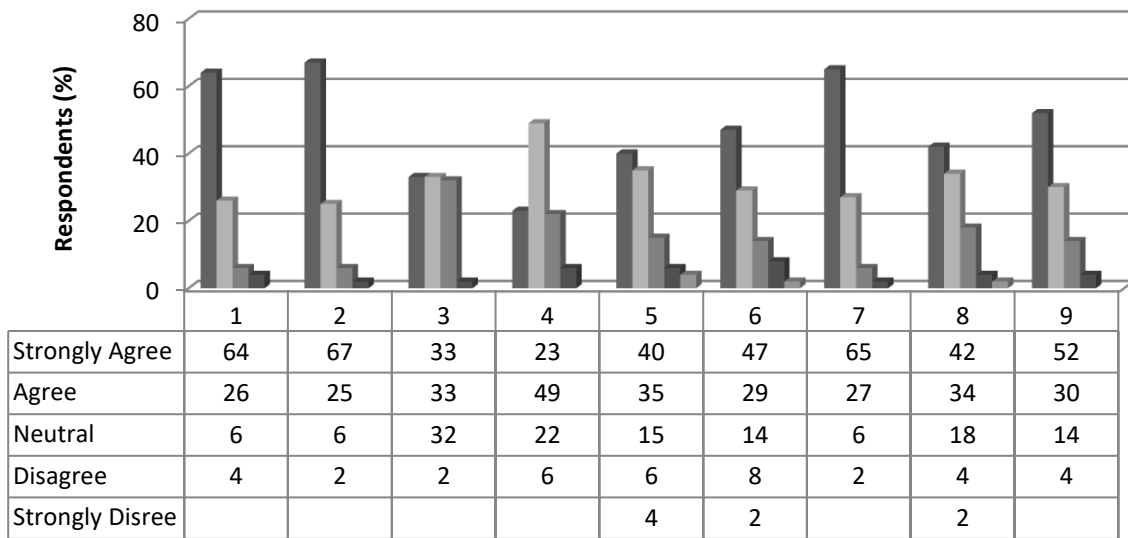
Parks and reserves of Kenya have various factors that drive their associations, the study sought to find out which factors drive these associations and their relationships to other variables. This was done by the use of structured and unstructured questions of the questionnaire so as to provide better insights about brand associations in relation to customer perceptions. Upon being asked if their last visit to a park or reserve in Kenya created any feelings, 100% the respondents stated that it did create feelings with the nature of their feelings analyzed in the figure 4.13

4.7.1 Associations of the Park and Reserve Brand

To find out different perceptions of the brand, a scaled question was used with an opportunity for associations not captured offered using an open ended section that allows for the respondents to specify other associations that they may have.

The results are presented on the table 4.13

Figure 4.13 Brand Perceptions



Upon being asked if their last visit created a feeling of fun, 64% of the respondents strongly agree it created a feeling of fun, 26% agree, 6% are, 4% disagree and none strongly disagree. Majority agree that a feeling of fun was felt upon their last visit. Upon being asked if their last visit created a feeling of excitement, 67% of the respondents strongly agree, 25% agree, 6% are, 2% disagree and none strongly disagree. Majority agree that their last visit created a feeling of excitement. Upon being asked if their last visit created a feeling of warmth, 33% of the respondents strongly agree, 33% agree, 32% are neutral, 2% disagree and none strongly disagree. Majority agree that their last visit created a feeling of warmth.

Upon being asked if their last visit created a feeling of security, 23% of the respondents strongly agree, 49% agree, 22% disagree, 6% disagree and none strongly disagree. Majority agree that their last visit created a feeling of security. Upon being asked if their last visit created a feeling of social approval, 40% of the respondents strongly agree, 35% agree, 6% are neutral, 4% disagree and none strongly disagree. Majority agree that their last visit created a feeling of social

approval. Upon being asked if their last visit created a feeling of self-respect, 47% of the respondents strongly agree, 29% agree, 14% are neutral, 8% disagree and 2% strongly disagree. Majority agree that their last visit created a feeling of self-respect.

Upon being asked if their last visit created a feeling of happiness, 65% of the respondents strongly agree, 27% agree, 6% agree, 2% disagree and none strongly disagree. Upon being asked if their last visit created a feeling of satisfaction, 42% of the respondents strongly agree, 34% agree, 18% agree, 4% disagree and 2% strongly disagree. Upon being asked if their last visit created a feeling of pleasure, 52% of the respondents strongly agree, 30% agree, 14% agree, 4% disagree and none strongly disagree.

The study also sought to find out if there are any other feelings that were created in the last visit to a park or reserve in Kenya. The analysis of the responses if provided in the Table 4.14

Table 4.14 Feelings of Last Park or reserve visited

Associations	Frequency	Percent
Adventure	6	12.0
Disappointment	4	8.0
Nostalgia	3	6.0
Thrill	4	8.0
Enjoyment	6	12.0
Recognition	3	6.0
Others	6	12.0
Total	32	64.0
Missing	18	36.0
Total	50	100.0

Among the respondents, 12% of the respondents stated that a feeling of adventure was created, 4% disappointment, 3% nostalgia, 4% thrill 6% enjoyment, 3% recognition and 6% cited other

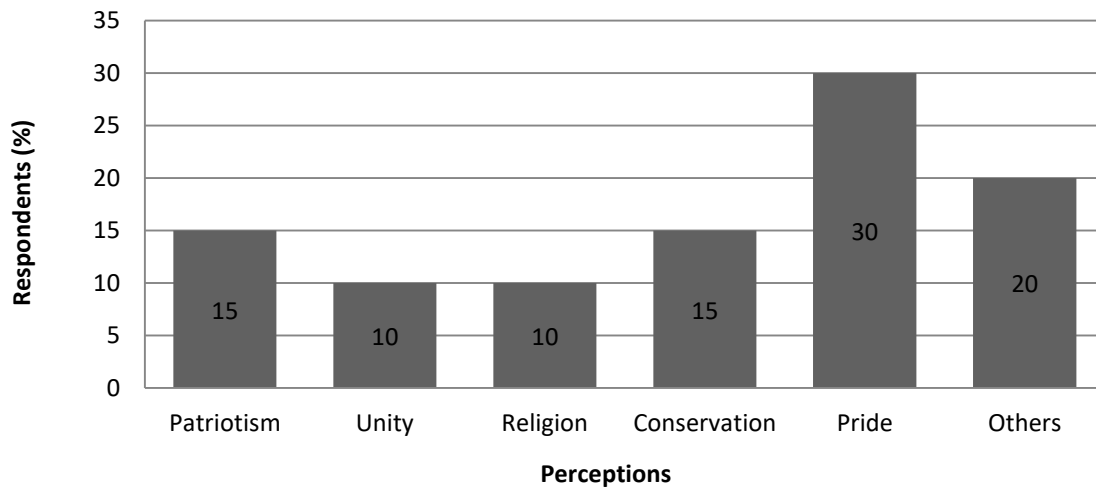
feelings. Majority of the respondents felt that the feelings of enjoyment and adventure were created upon their visits to parks or reserves in Kenya. Further, the study sought to find out if the feelings in Table 4.14 related to their beliefs, perceptions or attitudes.

Among the respondents, 63% stated that their feelings related to their beliefs, perceptions and attitudes while 37% stated that it did not relate. Majority of the respondents felt that their feelings related to their beliefs, perceptions and attitudes.

4.7.2 How customers relate their Perceptions

To find out the different ways by which customers relate parks and reserves to their perceptions, an open ended question was used whereby they provided their responses with the rampant ones analyzed in the figure 4.15

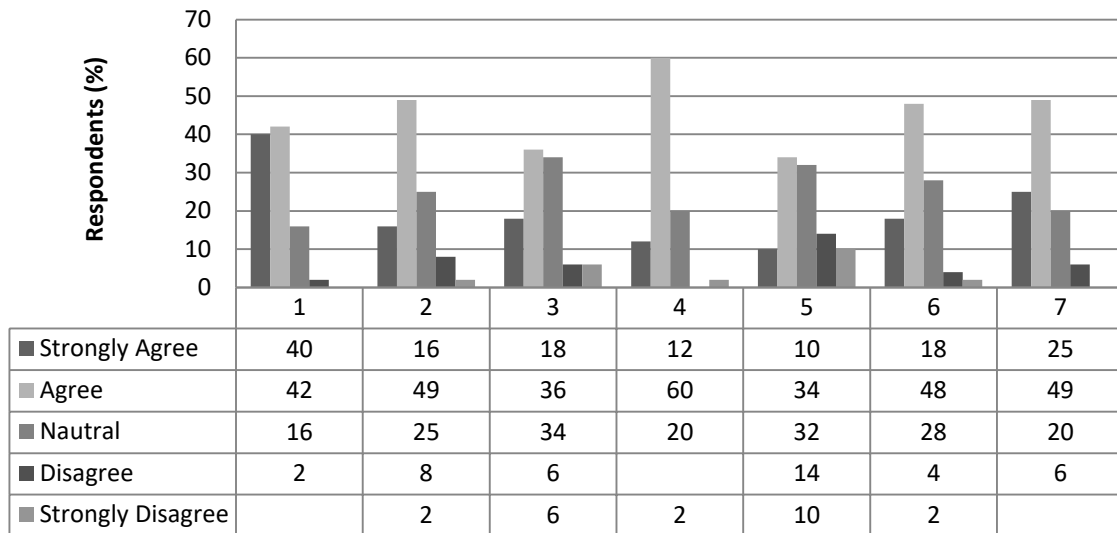
Figure 4.15 Other perceptions customers base their feelings



Among the respondents, 15% stated that their feelings relate to their patriotism, 10% stated that they relate to their unity, 10% to their religion, 15% to conservation, 30% to their pride and 20% cited other reasons. Majority base their feelings on their pride.

To find out how other brand associations influence purchase decisions, the respondents were asked questions related to brand associations using a weightage with the responses provided analyzed and presented on the figure 4.16

Figure 4.16 Brand Perceptions of Park and Reserve

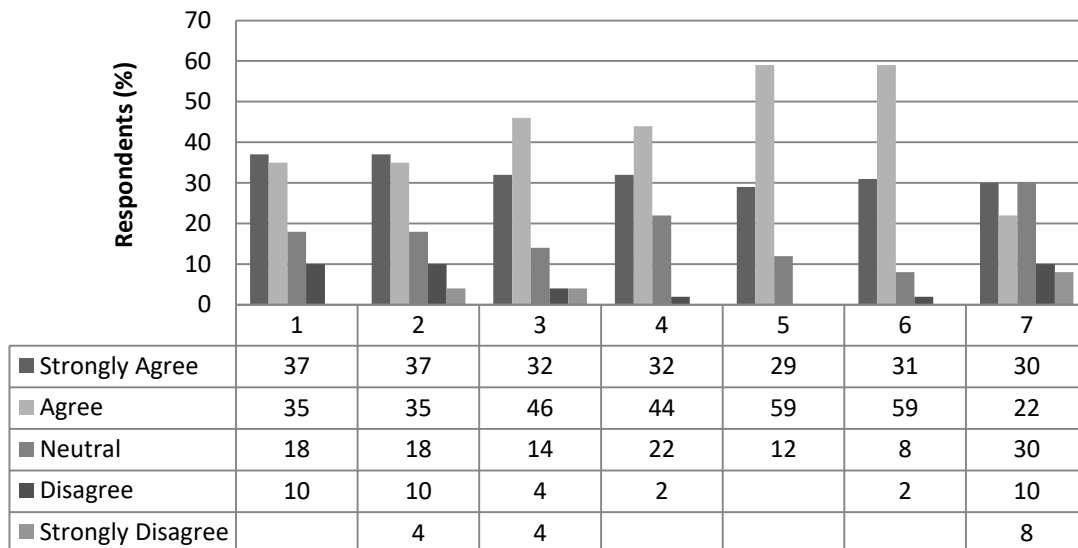


Upon being asked if the park or reserve is well located, 40% of the respondents strongly agree, 42% agree, 16% are neutral, 2% disagree and none strongly disagree. Majority of the respondents agree that the park or reserve is well located. Upon being asked if the park or reserve matches the respondent’s personalities, 16% of the respondents strongly agree, 49% agree, 25% are neutral, 8% disagree and 2% strongly disagree. Majority of the respondents agree that the park or reserve matches their personalities. Upon being asked if the park or reserve offers good values for money, 18% of the respondents strongly agree, 36% agree, 34% are neutral, 6% disagree and 6% strongly disagree. Majority agree that they offer good value for money.

Upon being asked if the park or reserve promotes desirable values, 12% of the respondents strongly agree, 60% agree, 20% are neutral, none disagree and 2% strongly disagree. Majority agree that they promote desirable values.

Upon being asked if the park or reserve shows the respondent’s social statuses, 10% of the respondents strongly agree, 34% agree, 32% are neutral, 14% disagree and 10% strongly disagree. Majority agree that it shows their social status. Upon being asked if the park or reserve creates a deep connection with the customers, 18% strongly agree, 48% agree, 28% are neutral, 4% disagree and 2% strongly disagree. Majority agree that they create a deep connection with the customers. Upon being asked if the park or reserve have staff that is competent and supportive, 25% strongly agree, 49% agree, 20% are neutral, 6% disagree and none strongly disagree. Majority agree that they have competent and supportive staff.

Figure 4.17 Other Related Brand Perceptions



Upon the respondents being asked if they believe that the park or reserve and its customers are socially responsible, 37% strongly agree, 35% agree, 18% are neutral, 10% disagree and none

strongly disagree. Upon the being asked if they feel secure in the park or reserve, 37% strongly agree, 35% agree, 18% are neutral, 10% disagree and 4% strongly disagree. Upon the respondents being asked if the park or reserve is well regarded by others, 32% strongly agree, 46% agree, 14% are neutral, 4% disagree and 4% strongly disagree. Upon the respondents being asked if they respect and admire the people who visit the park or reserve, 32% strongly agree, 44% agree, 22% are neutral, 2% disagree and none strongly disagree.

Upon the respondents being asked if they like the image of the park or reserve, 29% strongly agree, 59% agree, 12% are neutral, none disagree and none strongly disagree. Majority agree that they like the image of the park or reserve. Upon the respondents being asked if they have a clear imagination of the park or reserve in mind, 31% strongly agree, 59% agree, 8% are neutral, 2% disagree and none strongly disagree. Majority agree that they have a clear imagination of the park or reserve in their mind. Upon the respondents being asked if class plays a role in their choice of park or reserve, 30% strongly agree, 22% agree, 30% are neutral, 10% disagree and 8% strongly disagree. Majority agree that class plays a role in their choice of park or reserve.

4.8 Proprietary Assets and Customer Perceptions

This section looks into the analysis of data derived from the section of the study that sought to find out how various aspects of proprietary assets influence customer perceptions of park and reserve brands in Kenya.

4.9 Introduction

The study sought to find out how the proprietary assets of the park or reserve influence the customers perceptions. This was done by asking the respondents' questions looking into park and reserve proprietary assets using scaled questions.

4.9.1 Usage Situations

The study sought to find out respondent's imaginations that fits the usage situations of the park or reserve they visited in Kenya. This was done using a scale with the responses made represented in the Table 4.18

Table 4.18 Park and Reserve Usage Situations

	Frequency	Percent
Adventure	8	16.0
Wildlife	25	50.0
Scenery	9	18.0
Culture	1	2.0
Total	43	86.0
Missing	7	14.0
Total	50	100.0

Among the respondents, 19% stated adventure, 58% that comprises the majority stated wildlife, 21% scenery and 2% culture. Majority of the respondents associate parks and reserve with wildlife as the main attraction in their usage situations. Further, the respondents were asked which particular feature created the usage situation they provided as shown in table 4.20, the analysis of responses made is presented in Table 4.19.

Table 4.19 Features of Usage Situation

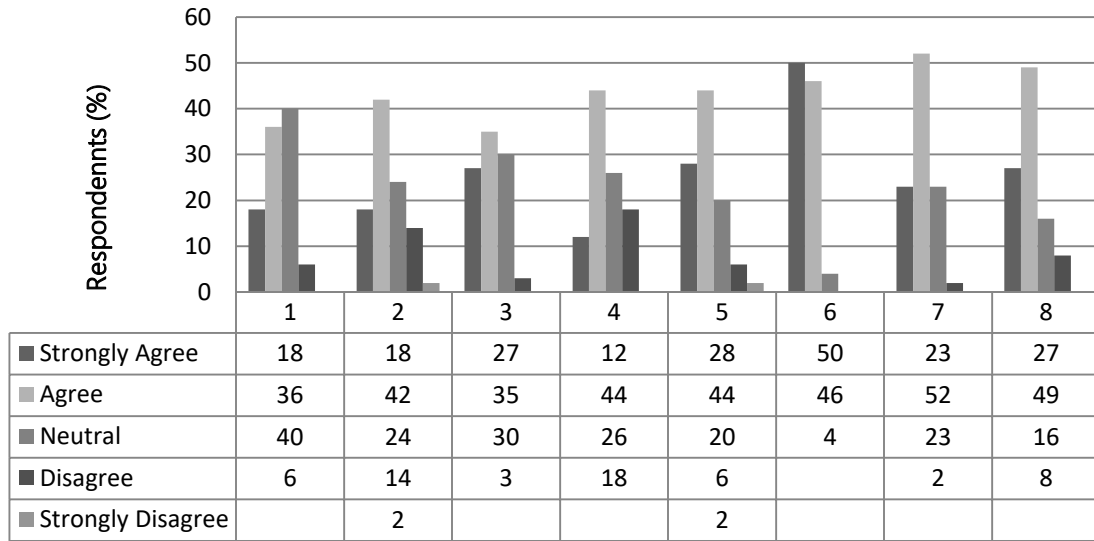
Features	Frequency	Percent
Color	3	6.0
Slogan	13	26.0
Name	13	26.0
Location	17	34.0
Environment	1	2.0
Total	47	94.0
Missing	3	6.0
Total	50	100.0

Amongst the respondents, 6% stated color created the usage situation, 28% stated the slogan, 28% stated the name, 36% stated the location and 2% stated the environment. Majority of the respondents associate the park or reserve location to their usage situations.

4.9.2 Proprietary Assets and Customer Perceptions

The study sought to find out the respondents opinions of proprietary assets of parks and reserves in Kenya. This was done using open ended questions whereby respondents filled in their opinions. The results of the findings are presented on the figure 4.20

Figure 4.20 Proprietary Assets and Customer Perceptions



Upon being asked if the slogan, color and name of the park or reserve is stylish, 18% of the respondents strongly agree, 36% agree, 40% are neutral and 6% disagree. Majority agree that the color, slogan and names used in the parks or reserves are stylish. Upon being asked if highly visible logos and slogans influence the choice of park or reserve, 18% of the respondents strongly agree, 42% agree, 24% are neutral and 14% disagree and 2% strongly disagree. Majority agree that the visible logos and slogans influence their choice of park or reserves.

Upon being asked if the name of the park or reserve creates confidence about their services, 27% of the respondents strongly agree, 35% agree, 30% are neutral and 3% disagree. Majority agree that the name of the park or reserve creates confidence about their services. Upon being asked if the colors used on the buildings and physical facilities create an emotional attachment, 12% of the respondents strongly agree, 44% agree, 26% are neutral and 18% disagree. Majority agree that the color used in buildings and other physical facilities of parks and reserves create an emotional attachment.

Upon being asked if the images used in park or reserve advertising create the willingness to buy, 28% of the respondents strongly agree, 44% agree, 20% are neutral, 6% disagree and 2% strongly disagree. Majority agree that the images used in advertising create the willingness to buy. Upon being asked if thots of the park or reserve brings back pleasant memories, 6% of the respondents strongly agree, 50% agree, 46% are neutral and 4% disagree. Majority agree that they brought back pleasant memories. Upon being asked if the signage and the labels in the park or reserve are clearly written and easy to spot, 27% of the respondents strongly agree, 49% agree, 16% are neutral and 8% disagree. Majority of the respondents agree that the signage and labels in the parks and reserves are clearly written and are easy to spot.

In finding out if proprietary assets lead to the creation the usage situations for parks and reserves in Kenya, a cross tabulation analysis was conducted with the results shown on figure 4.21

Table 4.21 Cross tabulation of proprietary assets by usage situation

	Adventure	Wildlife	Scenery	Total
Color	2%	2%	2%	7%
Slogan	2%	27%	2%	32%
Name	5%	20%	2%	27%
Location	10%	10%	12%	32%
Environment	0.00%	0.00%	2%	2%
Total	19%	59%	22%	100.00%

Color of the physical facilities and staff uniforms in park reserves does not play a role in creating the usage situation while majority 27% feel that slogan creates the usage situation for viewing wildlife, 20% feel that the name of the park/reserve creates the usage situation for viewing wildlife, 12% feel that the park/reserve location creates the usage situation for enjoying scenery and 2% feel that the environment around a park, reserve creates the usage situation for scenery. Majority feel that the slogan creates the usage situation.

In order to find out the relationships between different variables, cross-tabulations were conducted as presented in the table 4.22

Table 4.22 Cross tabulation of number of visits by age of the respondents

Number of visits	19-25 years	26-35 years	36-45 years	Above 46 years	Total
Once	69.70%	21.43%	50.00%	.00%	54.00%
2-5 Times	15.15%	57.14%	.00%	100.00%	28.00%
More than 6 Times	15.15%	21.43%	50.00%	.00%	18.00%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

Majority of the respondents between the age of 19-25 years had visited a park or reserve once, majority of those between 26-35 years had visits between 2-5 times, majority of those between 36-45 years had visits of more than six times while all of the respondents with age above 46 years had a visitation of between 2-5 times.

To find out if the level of respondents' education had an influence on their awareness of park or reserve brands in Kenya, a cross-tabulation analysis was done with the results presented in table 4.23

Table 4.23 Cross tabulation of source of awareness by drivers of recall

Awareness Source	Wildlife Activity	Bio-diversity	Tourist Facilities /Activity	Landscape	Park Name	Location	Customer service	Others	Total
School	53.57%	25.00%	75.00%	42.86%	.00%	100.00%	.00%	.00%	47.92%
Internet/Social Media	14.29%	25.00%	.00%	.00%	.00%	.00%	100.00%	.00%	12.50%
Friends/Family/Colleagues	14.29%	25.00%	25.00%	42.86%	100.00%	.00%	.00%	100.00%	25.00%
Television	17.86%	25.00%	.00%	.00%	.00%	.00%	.00%	.00%	12.50%
5	.00%	.00%	.00%	14.29%	.00%	.00%	.00%	.00%	2.08%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Majority of the respondents (75%) that had learnt of the park or reserve at school had its tourist facilities and activities as their recall drivers, while majority of those who had learnt from the internet or social media (14%) had wildlife activity as their driver for recall, majority of those that had learnt from family friends (43%) had landscape as their recall driver while majority that had learnt from television (25%) had bio-diversity as their recall driver.

To find out the relationship between usage situations and the features of the park or reserve that create imaginations, a cross-tabulation was conducted with the results presented in the table 4.24

Table 4.24 Cross-tabulation of usage situations by imaginations created

Usage situation	Color	Slogan	Name	Location	Environment	Total
Adventure	33.33%	7.69%	18.18%	30.77%	.00%	19.51%
Wildlife	33.33%	84.62%	72.73%	30.77%	.00%	58.54%
Scenery	33.33%	7.69%	9.09%	38.46%	100.00%	21.95%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Among the respondents, majority (33%) who stated adventure as their usage situation had the color of the physical facilities of the park or reserve as their recall drivers. Majority (85%) who stated wildlife had the park and reserve slogan as their recall drivers and all (100%) who stated scenery had the park or reserve's environment as their recall drivers.

To find out if there is relationship between brand awareness, level of education and knowledge of parks and reserves in Kenya, a correlation analysis was conducted with the results presented in the table 4.25

Table 4.25 Correlation between Awareness, Education and Knowledge

Sample size	49	Critical value (0.1%)	3.5099	
		Education	Knowledge	Aware
Education	Pearson Correlation Coefficient	1.		
	R Standard Error			
	t			
	p-value			
	H0 (0.1%)			
Knowledge	Pearson Correlation Coefficient	0.1005	1.	
	R Standard Error	0.0211		
	t	0.6925		
	p-value	0.492		
	H0 (0.1%)	accepted		
Awareness	Pearson Correlation Coefficient	-0.0918	0.0726	1.
	R Standard Error	0.0211	0.0212	
	t	-0.632	0.4994	
	p-value	0.5305	0.6198	
	H0 (0.1%)	accepted	accepted	

Correlation between knowledge, awareness and level of education indicates that as education increases, knowledge of parks or reserves also increase, as education on the other hand increases, awareness of park or reserve decreases and as knowledge increases, awareness of parks and reserves also increase.

To find out if there is a relationship between happiness, satisfaction, pleasure and excitement of the respondents, a correlation was conducted between the variables with the results presented in the table 4.26

Table 4.26 Correlation between Happiness, Satisfaction, Pleasure and Excitement

Correlation Coefficients Matrix					
Sample size	48	Critical value (0.1%)	3.515		
		Happiness	Satisfaction	Pleasure	Excitement
Happiness	Pearson Correlation Coefficient	1.			
	R Standard Error				
	t				
	p-value				
	H0 (0.1%)				
Satisfaction	Pearson Correlation Coefficient	0.2975	1.		
	R Standard Error	0.0198			
	t	2.1138			
	p-value	0.04			
	H0 (0.1%)	accepted			
Pleasure	Pearson Correlation Coefficient	0.4578	0.6873	1.	
	R Standard Error	0.0172	0.0115		
	t	3.4921	6.4167		
	p-value	0.0011	0.		
	H0 (0.1%)	accepted	rejected		
Excitement	Pearson Correlation Coefficient	0.2212	0.3472	0.4703	1.
	R Standard Error	0.0207	0.0191	0.0169	
	t	1.5383	2.5111	3.6145	
	p-value	0.1308	0.0156	0.0007	
	H0 (0.1%)	accepted	accepted	rejected	

To find out the relationships between variables of brand associations in parks and reserves of Kenya, Correlation analysis indicate a positive correlation between satisfaction and happiness in that as satisfaction increases, happiness also increases. There is also a positive correlation between pleasure and happiness in that as pleasure increases, happiness also increases and as excitement increases, happiness and satisfaction also increases.

The study also sought to find out the relationship between personality, desirable values, and connection with customers. A correlation between the variables of brand association was conducted with the results presented in the table 4.27

Table 4.27 Correlation between drivers variables of brand association

Sample size	49	Critical value (0.1%)	3.5099		
		Personality	Values	Connection	Clear Imagination
Personality	Pearson Correlation Coefficient	1.			
	R Standard Error				
	t				
	p-value				
	H0 (0.1%)				
Values	Pearson Correlation Coefficient	-0.0179	1.		
	R Standard Error	0.0213			
	t	-0.1227			
	p-value	0.9029			
	H0 (0.1%)	accepted			
Connection	Pearson Correlation Coefficient	0.1635	-0.026	1.	
	R Standard Error	0.0207	0.0213		
	t	1.1361	-0.1786		
	p-value	0.2617	0.859		
	H0 (0.1%)	accepted	accepted		
Clear Imagination	Pearson Correlation Coefficient	0.2981	0.2633	0.0428	1.
	R Standard Error	0.0194	0.0198	0.0212	
	t	2.141	1.8713	0.2937	
	p-value	0.0375	0.0675	0.7702	
	H0 (0.1%)	accepted	accepted	accepted	

The analysis showed that there is a positive relationship between having a clear imagination and personality whereby the clearer the imagination results into the creation of more personality, the results also shows a positive relationship between having a clear imagination and values whereby the clearer the imagination, the more the values held. The results also show a positive relationship whereby having a clear connection with customers results to the creation of additional value. The results show a negative correlation between personality and values whereby the more the personality of customers is matched leads to a decrease in values tied to

the park or reserve and an increased connection to customers also leads to a decrease in the values held of the park or reserve.

The study sought to find out the relationship between different variables of proprietary assets by conducting a correlation between the style of slogan, name and color, the confidence communicated by the name of the park or reserve, the emotional attachment created by the colors used in the facilities of the park or reserve and memories that the park or reserve brings when it is thought of. The results of the analysis are presented in the table 4.28

Table 4.28 Correlation between Brand Associations and Perceptions

Correlation Coefficients Matrix					
Sample size	49	Critical value (0.1%)	3.5099		
		Stylish	Confidence	Emotional attachment	Memories
Stylish	Pearson Correlation Coefficient	1.			
	R Standard Error				
	t				
	p-value				
	H0 (0.1%)				
Confidence	Pearson Correlation Coefficient	0.0716	1.		
	R Standard Error	0.0212			
	t	0.4921			
	p-value	0.625			
	H0 (0.1%)	accepted			
Emotional attachment	Pearson Correlation Coefficient	0.213	0.0737	1.	
	R Standard Error	0.0203	0.0212		
	t	1.4944	0.5065		
	p-value	0.1418	0.6149		
	H0 (0.1%)	accepted	accepted		
Memories	Pearson Correlation Coefficient	0.0922	0.0188	0.2596	1.
	R Standard Error	0.0211	0.0213	0.0198	
	t	0.6349	0.1291	1.8431	
	p-value	0.5285	0.8978	0.0716	
	H0 (0.1%)	accepted	accepted	accepted	

The results show a positive correlation between all the variables with an increase in emotional attachment to the park leading to positive memories about it, the usage of more stylish names and slogans leading to more emotional attachment and memories, having more emotional attachment to the park or reserve leads to more confidence on its services and use of more stylish brand slogans and names instills more confidence about its services with the creation of more memories leading to more confidence on the services of the park or reserve.

4.7 Discussion

The study found that brand equity plays a significant role towards influencing positive customer perceptions of parks and reserves of Kenya. It found that awareness of the park or reserve brand is an important attribute that shapes the perception and imagination that can be created about these attractions in Kenya. Brand Awareness in the study was found to be mainly achieved through education, frequency of visitation and advertisements. Brand awareness which includes brand knowledge and brand opinion was important for strong established park and reserve brands as supported by the literature. Further, recall of the park and reserve brands has been shown to occur through memory of the main attraction, theme or activity that is featured. Majority of the parks and reserves though offering diverse attractions have wildlife and landscape used to recall them thus drive the customer perceptions. However, majority of the respondents were found to have sourced their knowledge and awareness of the brands from educational institutions. While previous studies of brand equity have found that using television, radios and print and outdoor media are the main drivers of brand awareness, in the context of parks and reserves in Kenya, this study found that knowledge imparted from training institutions and from family and friends with history of visits serves as key driver to brand awareness of

parks and reserves of Kenya. This has enabled their perceptions and decision making of the park or reserve to visit adopts knowledge derived from school as the main criterion in the process.

The study found that brand associations are also an important factor in determining how customers create perceptions of the usage situations of parks and reserves in Kenya. It found that the location of the park or reserve is a key determinant of the type of perception that customers develop with their brand names and slogans also contributing towards developing other usage situations. The slogans and names give direction towards the service expectations and thus reinforce the perceptions already created through brand awareness and location. This is supported by literature such that for any given brand, its awareness must precede its association. Customers are aware firstly of the given park and reserve brand, then from that point they begin to develop a set of associations for it. The brand associations customers developed in the study with wildlife and adventure being frequent helped them retrieve information about the brand by developing attitudes and beliefs about it.

The study also found that the key proprietary asset for customers was the brand name and slogan of the park or reserve. This aided in providing them multitude of information of the brand by deriving meaning to them. The respondents of the study used the brand name of the park or reserve to evaluate their knowledge and feelings about it and also attach emotional feelings to it. The study also found that the color of staff uniform and physical facilities in the park and reserve did not play major role customer perceptions of park or reserve which is attributed to findings that since most parks and reserves have wildlife as their core offering, the type and uniqueness of wildlife and wildlife activity found in them serves a fore role in determining the perceptions and choice of park and reserve to visit. Majority of the respondents did not consider the color used on the physical facilities and the color and type of uniform used by staff at the attractions as driver

for their perceptions of the park or reserve. The findings imply that there is an overall influence of brand equity to customer perceptions with brand awareness playing an important role towards driving brand equity of parks and reserves of Kenya

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter is a presentation of the summary of the study, its conclusions and recommendations. It also states the contributions the study makes to addition of knowledge and future research areas.

5.2 Summary of the study

Previous studies of brand equity have shown contradictory findings which are caused by industry context, the country the study was performed and the product or services being looked into. The study sought to find out the influence of brand equity on customer perceptions of branded parks and reserves in Kenya by analyzing three factors of brand equity; brand awareness, brand association and proprietary assets.

From the analysis it was found that creation of brand awareness is an important factor for service organizations like the KWS and many other tourism services providers in Kenya. The study also found that proprietary assets and brand associations also play a role though not significant as brand awareness in the parks and reserves of Kenya. The study found that brand equity has been utilized in Kenya's tourism sector by the KWS especially brand awareness and proprietary assets in an effort to differentiate the service offering and promote a unique attractions of the parks and reserves which are differentiated. However, there has been minimal investment in growing brand equity with television advertisements, travel guides and the internet being heavily relied on to create awareness about the parks and reserves. Marketers should shift from traditional media to

the development of cues that lead in strong brand equity using the internet and importantly social media and different applications.

5.3 Contributions to Knowledge

The study investigated the influence of brand equity on customer perceptions of branded parks and reserves in Kenya. The study focused on a phenomenon which has little attention in destination marketing, this will benefit tourism marketers, product developers and destination marketing organizations in exploiting the utilization of brand equity further towards ensuring that they can influence Customer perceptions in Kenya. Furthermore, the study adds on to existing literature on the conceptualizations of brand equity and its influence on Customer perceptions. The study is also amongst the few that have made attempt to expound on customer brand equity and more so in wildlife parks and reserves services.

This study has shown that brand equity can be a tool for competitive edge for the long term. The tourism industry which is often characterized by seasonality in their markets which has led to the growth of local and regional tourism to cushion against the ramifications of seasonality. However, the development and exploitation of the local tourism market needs to be tactically approached as it can be a source of long term revenues for tourism businesses and attractions which have also developed linkages to ensure there is maximum benefits. Through understanding the role that brand equity plays towards ensuring customer loyalty and repurchase, local tourism businesses and attractions have a chance to now compete with regional and global players in the industry.

The major contribution of the study is in the understanding of the underpinning factors that underlie brand perceptions are brand recognition and its recall. Although several studies have

made attempts in Kenya to establish its effects in the tourism industry of Kenya, majority have focused on private businesses of tour operators and agencies or travel consultants. This study is amongst the few attempts to enable understanding from the customers' perception. The study found that proprietary assets serve as antecedents to brand knowledge and awareness which reinforce positive customer perceptions. Positive brand associations are created by unique proprietary assets like names, logos, images used in advertising over television, internet and print media which enable customers to have fixed associations of their usage situations and expectations in the parks and reserves of Kenya thus fostering positive feeling, attitudes and perceptions that in the long run result to satisfaction and loyalty.

5.3 Conclusions

Parks and Reserves serve major functions of; leisure, tourism, recreation, conservation and in the modern day, they are also extending their scope of activities to events like weddings, sports amongst others. This is a clear implication the customer base is becoming more diverse than what had earlier been the case. More and more young travelers are seeking unique experiences in these attractions but without the prerequisite knowledge and associations about them their visitor numbers will always remain same or fall.

Brand equity and its measurements are a good starting point towards providing revitalization to the parks and reserves of Kenya. It the right time for necessary lovemarks that lead to the development of positive brand equity to be invested on and a shift from the usual rhetoric that was short termed and mainly targeted international visitors to these attractions. For a sustained growth in visitor numbers that will further justify the existence of these parks and reserves that are facing constant threat from demand of arable land for cultivation and real estate, the

stakeholders in tourism need to adopt a customer-oriented marketing strategy which will have brand equity as its backbone for Kenyan attractions to perform better in Africa and Internationally.

5.4 Recommendations

Marketers should realize that in a dynamic and fast growing industry such as tourism, based on the study results, their priority should be now a focus on brand equity. All strategies adopted for the market should be driven by brand equity as the backbone. The constant fluctuation of visits in parks and reserves are as a result of insufficient investment on developing brand equity on customers over a long period of time. Tourism marketing organizations in Kenya should align their objectives and strategies to obtaining customers through positive development of brand equity for success.

Policy makers in the tourism industry should also ensure that a framework is adopted which enables local tourists access more parks and reserves over the country using discriminated pricing to enable them be more aware of these attractions. It is only in doing so that the local tourism market can be developed and brand equity can be built. Research on tourism issues such as brand equity should also be used to provide insights on policy and decision making at local, national and regional level.

5.5 Areas for future research

The study suggests that in order to understand the influences of brand equity better on not only perceptions but also choice, behavior and purchase decisions, all the dimensions of brand equity needs to be measured in the tourism industry of Kenya. This study looked into the influence of brand awareness, proprietary assets and brand associations on customer perceptions of parks and

brands in Kenya. However, brand loyalty, and perceived quality should also be tested in the context of the tourism and travel industry to add more insights and better understanding.

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APPENDICES

Appendix A: Park and Reserve Brands of Kenya

	National Park/ Reserve	Brand Slogan	Date of Branding
1	Amboseli National Park	Kilimanjaro Royal Court	23 rd September, 2005
2	Lake Nakuru National Park	Bird Watchers Paradise	10 th August, 2005
3	Tsavo West National Park	Land of Lava, Springs and Man Eaters	8 th November, 2005
4	Tsavo East National Park	Theatre of the Wild	9 th December, 2005
5	Aberdares National Park	Majestic Peaks, Moorland, Falls and so much more	3 rd March, 2006
6	Kisite Mpunguti Marine Park	Home of the Dolphin and Coconut Crab	27 th April, 2006
7	Ruma National Park	Dramatic Valley of the Roan Antelope, Oribi and so much more	22 nd September, 2006
8	Malindi Marine Park	Africa's Oldest Marine Park, Magic Islands, Zebra Fish and so much more	27 th October, 2006
9	Watamu Marine Park	Haven for Gree Turtle, Unique Coral Garden, Mida Creek and much more	27 th October, 2006
10	Nairobi National Park	The world's only wildlife capital	16 th December, 2006
11	Nairobi Safari Walk and Nairobi Animal Orphanage	Refugees of the wild	16 th December, 2006
12	Ol Donyo Sabuk National Park	Ultimate Panoramic Experience	21 st June, 2007
13	Mt. Elgon National Park	Untamed Wilderness, secluded Splendor	15 th March, 2007
14	Kakamega Forest National Reserve	Canopy of Natural Beauty	27 th September, 2007
15	Meru National Park	Complete Wilderness	19 th July, 2007
16	Hells Gate National Park	A Walk on the Wild Side	25 th September, 2009
17	Mt. Longonot National Park	Sheer Adventure	25 th September, 2009
18	Ndere Island National Park	The Island of Serenity and Beauty	3 rd March, 2010
19	Kisumu Impala Sanctuary	A Lake- shore walk with the Impalas	4 th March, 2010
20	Shimba Hills National Reserve	Paradise of the Sable Antelope	18 th April, 2011

Source: KWS (2013)

Appendix B: Questionnaire

QUESTIONNAIRE

Dear Respondent,

The research being conducted is required as a partial fulfillment of my master’s degree about; The influence of Brand Equity on customer Perceptions of Branded Parks and Reserves in Kenya. I would highly appreciate if you would spend fifteen (15) minutes in filling out this questionnaire. All information provided will be kept confidential.

**SECTION A
BACKGROUND INFORMATION**

(Kindly tick where appropriate)

- 1. Sex Male Female

- 2. How old are you?
 - 19 - 25 years 26 - 35 years
 - 36 - 45 years Above 45 years

- 3. Marital status
 - Married Single Divorced/separated/widowed

- 4. What is your highest level of Education?
 - Primary Secondary Diploma
 - Under/ Postgraduate No formal Education

- 5. Are you currently employed? Yes No
If yes, kindly describe the nature of your employment.....
.....

**SECTION B
BRAND AWARENESS AND PERCEPTIONS**

(Kindly tick where appropriate)

- 6. Have you visited any park / reserve in Kenya? Yes No

If yes, kindly state which one

7. How many times have you visited the park/reserve mentioned in question six (6) above?

Once 2 - 5 times More than 5 times

8. How did you come to know about the park / reserve mentioned in question six (6)?

.....

9. When you saw the park/reserve being advertised were you compelled to buy?

Yes No

10. Are you aware of any other park/reserve in Kenya? Yes No

If yes, state which one.....

11. What elements of the park/reserve helps you to remember it?.....

.....

(Please tick the option which best describes your opinion for each category as per the weightage provided)

	Strongly Agree (1)	Agree (2)	Neutral (3)	Disagree (4)	Strongly Disagree (5)
12.	I am aware of the park/reserve.				
13.	I have difficulty imagining the park/reserve in my mind.				
14.	I can quickly recall the symbol or logo of the particular park/reserve brand when appeared amongst others				
15.	I can distinguish one park or reserve from the other				
16.	The slogans and logos used in the parks or reserves are easy to remember				
17.	Some characteristics of this park/reserve come to my mind very quickly when it is mentioned				
18.	I can recognize this brand quickly amongst other competing brands.				
19.	The slogan used in the parks or reserves create expectation of service experience.				
20.	When I need to make a purchase decision on a tour, the park/reserve is the only one that I recall.				

SECTION C
BRAND ASSOCIATIONS AND PERCEPTIONS

21. Did your last visit to a park or reserve in Kenya create any feelings?

[1] Yes [2] No

If yes, for each category, please tick the option that best describes your opinion using the weightage provided.

	Strongly Agree (1)	Agree (2)	Neutral (3)	Disagree (4)	Strongly Disagree (5)	
22.	Feeling of fun	1	2	3	4	5
23.	Feeling of excitement					
24.	Feeling of Warmth					
25.	Feeling of security					
26.	Feeling of social approval					
27.	Feeling of self-respect					
28.	Feeling of happiness					
29.	Feeling of satisfaction					
30.	Feeling of pleasure					

31. Specify any other feelings created.....

32. Does the feelings in the question above relate to your beliefs, perceptions or attitudes?

[1] Yes [2] No

If yes, kindly explain in what way?

.....

For each statement, kindly mark the option that best describes your opinion about the park/reserve you last visited using the weightage provided.

	Strongly Agree (1)	Agree (2)	Neutral (3)	Disagree (4)	Strongly Disagree (5)	
	Category	1	2	3	4	5
33.	The park/reserve is well located					
34.	I believe this park/reserve matches my personality					
35.	It offers good value for my money					
36.	It promotes desirable values					
37.	It shows my social status					
38.	It creates deep connection with customers					
39.	The staff are competent and supportive					
40.	I believe the park/reserve and its customers are socially responsible.					

41.	Customers feel secure while in the park/reserve.					
42.	It is well regarded by my friends, colleagues and other customers.					
43.	I respect and admire people who visit this park/reserve.					
44.	I like the image of the park/reserve.					
45.	I have clear imagination of the park/reserve in my mind.					
46.	Class plays a role in my choice of park/reserve.					

SECTION D
PROPRIETARY ASSETS AND PERCEPTIONS

47. Which usage situation describes the best imagination you had of the park/reserve that you last visited in Kenya when you first saw/heard/read about its name?

- Adventure Wildlife Scenery Culture
 Others, specify.....

48. Which particular features of the park/reserve strongly create the imagination you provided in question forty seven (47) above?

- Color Slogan Name Location
 Others, specify.....

For each statement, kindly mark the option that best describes your opinion about the park/reserve you last visited using the weightage provided.

Strongly Agree (1)	Agree (2)	Neutral (3)	Disagree (4)	Strongly Disagree (5)
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	Statement	1	2	3	4	5
49.	The staff at the park/reserve is welcoming and supportive.					
50.	I find the slogan, color and name of the park/reserve stylish					
51.	I believe that highly visible logos and slogans influence my choice of park/reserve					
52.	The name of the park/reserve creates confidence about the services					
53.	The colors used on the buildings and physical facilities create an emotional attachment					
54.	The images used in the park/reserve advertising create the willingness to buy the services.					
55.	The park/reserve brings back pleasant memories anytime I think of it.					
56.	I get value for my money when purchase its products.					
57.	The signage and labels in the park/reserve are clearly written and easy to spot.					

Appendix C: Statistics of Visitors of Parks and Reserves of Kenya

Number of visitors to National Parks and Reserves of Kenya (2011 – 2015)					'000
Park/Reserve	2011	2012	2013	2014	2015
Nairobi	135.1	151.1	154.7	131.8	133.2
Nairobi Safari Walk	176.3	147.2	136.0	133.0	139.2
Nairobi Mini Orphanage	403.0	474.6	407.4	361.3	328.2
Amboseli	176.2	141.4	141.2	117.1	87.0
Tsavo (West)	98.9	70.9	68.8	51.0	32.9
Tsavo (East)	268.0	176.7	153.2	103.2	75.2
Aberdare	45.8	44.3	50.1	43.8	34.7
Lake Nakuru	245.0	253.5	262.5	226.0	188.9
Maasai Mara	138.2	102.0	103.8	166.0	146.9
Haller Park	149.8	125.5	121.5	116.2	115.4
Malindi Marine Park	49.5	40.8	41.9	28.9	28.8
Lake Bogoria	108.3	114.6	91.5	80.5	71.4
Meru	20.2	17.8	14.7	19.2	17.4
Shimba Hills	29.4	26.1	23.2	17.6	17.2
Mt. Kenya	33.3	27.5	24.6	20.2	18.5
Samburu	14.2	15.0	13.5	15.4	8.5
Kisite/Mpunguti	59.5	48.4	44.7	29.7	25.0
Mombasa Marine	38.3	34.6	36.8	27.4	26.2
Watamu Marine	37.3	36.3	35.1	31.3	24.3
Hell's Gate	133.1	95.4	89.0	114.1	121.8
Impala Sanctuary (Kisumu)	201.6	247.0	222.3	227.6	212.2
Mt. Longonot	43.2	44.1	43.6	50.7	51.4
Others	60.1	57.5	57.5	52.6	49.6
Total	2,664.1	2,492.2	2,337.7	2,164.6	1,953.8

Source: KWS (2015)

Others include Arabuko Sokoke, Ol-Donyo sabuk, Marsabit, Saiwa Swamp, Sibiloi, Bamburi, Chyulu Hills, Ruma National Park, Mwea National Reserve, Central Island National Park, Kiunga, Mt. Elgon, Nasalot, Ndere Island National Park and Kakamega.