INTERNATIONAL ADVERTISING STRATEGIES ADOPTED BY JAMII TELECOMMUNICATIONS LIMITED IN KENYA

By

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DECLARATION

I, the undersigned, declare that this is my original work and has not been presented to any institution or university other than the University of Nairobi for examination.

Signed: _____Date: _____

JOSPHINE KAVETE MUTIA

D61/81302/2015

This research project has been presented for examination with my approval as university supervisor.

Signature_____ **Date**_____

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DEDICATION

This work is dedicated to my beloved son; Tristan, my parents Mr. and Mrs.Mutia and my two brothers Joshua and Caleb for their enormous moral support and sacrifices throughout the period of my study. May God bless you all, I love you all so much.

ACKNOWLEDGEMENTS

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ABBREVIATIONS AND ACRONYMS

CA Communications Authority of Kenya

EAC East Africa Community

GPON Gigabit Passive Optical Networks

ICT Information and Communication Technology

ISP Internet Service Provider

JTL Jamii Telecommunication Limited

NFP National Focal Point

NGO Non-Governmental Organization

NOC Network Operations Center

TEAM Telecommunications Engineering & Architecture Management

VSAT Very Small Aperture Terminal

WIMAX Worldwide Interoperability for Microwave Access

WIOCC West Indian Ocean Cable Company

ABSTRACT

The world is changing at such a fast rate that the economic environment is due to go along with it, these changes are seen by the effects of globalization, investor demands, ever increasing product-market competition and the changing dynamics of customers . Since the basis of any business is to achieve a profit margin, it's up to the company to improve their performance, this is by coming up with new ideas, improving on the products already in the market, improve the quality as well as reduce costs for both the company and their consumers. Advertising is any activity that's undertaken on behalf of an advertiser, for the sole purpose of exchange of money or any valuable inclinations. Over the years it has been noted that consumers do not know the difference between adverts, direct mails or sponsorships. Advertising can also be looked at as a paid communication from an identified source, designed to ask the receiver to take some immediate action at the moment or in the near future. From the background it comes out clearly that business transition is not an easy task since it comes with unavoidable factors both internal and external. There are environmental factors that are given within which firms and their management must operate within. Most of these studies focused more on the mobile sector of telecommunication, even though the studies indicated on how advertising especially during marketing is conducted, they do not relate directly to Jamii Telecommunication Ltd. There is therefore need to conduct further studies to find out more about the factors influencing market share and how this contributes to creating competitive advantage at Jamii Telecommunication Limited in the changing business environment of today. The objectives of this study were to find out JTL in Kenya choice of advertising strategies and factors that influence those advertising strategies. This study has shown the strategies used by JTL in Kenya are in alignment with the local preferences as well as international standards and over the years have evolved as time changes. When the company was started, it focused mostly on their business products which were tailor-made for entities in the business sector. Over time their adverts have come to include; trending news (the Angela avatar), young adults (Mbugua's daughter and son), women in business (Mbugua's wife restaurant) and an increase in buying of real estate. The study recommends that even as Jamii Telecommunications has created a certain niche of their market, the company should also try to venture out to the masses mostly the middle class and low income earners. With regards to infrastructure the company boasts of having the best in the field with other providers looking at them to provide networks in inaccessible areas. This has made the company a pacesetter in their world, having this in mind, their competitors look towards them to see their weaknesses in order to use that to their advantage. This study therefore recommends that the company adapts their strategies with more investment on research and other market groups as compared to just sticking to their niche market. The use of more of social media will boost their market share in future.

CHAPTER ONE: INTRODUCTION

1.1 Background of the Study

The world is changing at such a fast rate that the economic environment is due to go along with it, these changes are seen by the effects of globalization, investor demands, ever increasing product-market competition and the changing dynamics of customers (Muogbo, 2013). Since the basis of any business is to achieve a profit margin, it's up to the company to improve their performance, this is by coming up with new ideas, improving on the products already in the market, improve the quality as well as reduce costs for both the company and their consumers. Advertising is any activity that's undertaken on behalf of an advertiser, for the sole purpose of exchange of money or any valuable inclinations. Over the years it has been noted that consumers do not know the difference between adverts, direct mails or sponsorships (Pelsmacker et.at 2006). Advertising can also be looked at as a paid communication from an identified source, designed to ask the receiver to take some immediate action at the moment or in the near future (Richards's et.al 2002)

This study put across two main theories; (i) the hierarchy of effects models where the assumption is, for any advertisement to work; it needs to work in both the conscious and subconscious mind of the consumer. The hierarchy of effects model is a behavioral model that has a purpose to make sure that an advertisement raises awareness, motivates interest, and leads the customer to desire and eventually action (Hackley, 2005). (ii) The product life cycle looks at the different stages a product goes through, in each stage, different forms of advertising strategies will be implemented in order to make the product or service more visible.

Over the years, African countries have undergone a rapid expansion in the telecommunication sector, more so in Kenya where according to the Communications Authority of Kenya (CA), has continued to show an increase in growth in coverage across its vast population. The CA, the sector's regulatory, recorded mobile penetration at 83.9% from April to June 2015, compared to 85.5% from January to March the same year (CA, 2016).JTL boast of being the first in breaking the mound by being the first to have a GPON network which delivers internet at home, in the Sub-Saharan African. Over the last few years the company has had plans to deliver a variety of new products which include; a host of services on it including, VoIP security applications, Internet, and video has over time become their major booster. JTL has steadily built itself a set of fibre connections in major towns in the country (metronets) and at the same time connecting pieces to the national backbone. The emergence of Simba net (Zuku), Orange, and Safaricom in the fibre network industry has led to stiff competition in the market therefore the organization needs to come up with a competitive advantage in order to still be a pace setter.

1.1.1 Concept of International Business

International business refers to commercial activities between countries. International business is seen to most as activities which include, direct investment, foreign trade, portfolio investment and trade in services (Ajami, et al., 2006.)

Originally international business focused mostly on imports and exports of goods and services but in recent years has also evolved into looking for opportunities in different locations and countries. In doing so international business has helped in the improvement of living conditions of individuals, raising the economic status of a

country at the same time helped stabilize the political fields between countries. For example, it would be in the best interest of countries, which are allies to be able to table their agenda towards the development of their individual states, as this will enable them to have a better chance in competing on the world markets (countries that have same agendas always back each other up during global meetings.)

1.1.2 Advertising as an International Business activity

Richards (2002) said that advertising can also be looked at as a paid form of communication, an identified source, designed to ask the receiver to take some immediate action at the moment or in the near future. As a strategy in the marketing mix, advertising forms the backbone of promotional activities for the product or service. Advertising on an international scale is a type of marketing strategy through which a business or a company attempts to give information to its different audiences in different continents about its goods or services. Advertisement can relate to both its brand (corporate image) and what they offer and sometimes the advertisement can be about a specific product or service (this is mostly seen in the form of a new product).

Since International Business originally focused mostly on imports and exports of goods and services but over time has also evolved into looking for opportunities in different locations and countries. In using advertising, an organization can better position itself in infiltrating markets, both at home and in foreign markets. According to the World Trade Organization, there has been an increase in international trade which has gone up 33 times between 1951 and 2010. This means that there is a need to present acceptable messages all round to go with different cultures and the different media channels that have sprung up; this includes the social media platforms, television radio and

newspapers though the latter have been there since the 1900s. It has over time grown and expanded with the original advertising Medias including; broadcasting, print media and with the emergence of social media, direct marketing, product placement and support media with the recent technological advancement.

International advertisement are any activities that can be used to present to target audience, a service or product, in a very non personal way whether in visual or oral form a non-personal, oral or visual, willingly funded in order to get to know a message regarding a product, service, or idea. One or more mediums are used to get the information to their audiences. *(William,1984).*For any strategy in advertising to be effective, it must work with two bases in mind. (i)A theme, which is the central idea, intended to force a desired action from consumers. A theme is seen as the core of any advertisement. (ii) Appeal; this is the way an advert message is presented to its audiences. The most notable thing is that a theme chosen by each company is immediately associated with the product, for example some companies use celebrities, while others use animals and yet others use certain colors e.g. in Kenya Safaricom Ltd is usually associated with the green color while Telecom company (Telkom Kenya) is associated with blue and yellow colors. The core values of an organization will determine its advertising strategy whether to fit their advertisement in a global or regional or local campaign will have an impact on the message they want to make to their local markets (Peebles &Ryans 1984).

1.1.3 Telecommunication Industry in Kenya

The telecommunications industry has seen remarkable growth in most developing countries especially in mobile communication in recent years. The social development

and economic growth has brought opportunities to both urban and rural populations (Gruber 2005). In the Internet Service Providers (ISP's), there is a general awareness of how technology works and this has been seen especially in the emergence of markets for products from the sector. Further studies have shown that efforts have been taken by major companies in an effort to link mobile communications and the microfinance strategies through the introduction of mobile money solutions. In Kenya for example the Mpesa revolution of wireless money transfer service through the use of mobile phones transfer has been a major game changer in the telecommunications sector (Communication Authority of Kenya 2016).

This rapid growth has also been seen in other developing countries across the globe; these countries include the Philippines and South Africa. It's therefore not a coincidence that banks microfinance institutions and governments also want to tap into the same and that over duration the technology can lower costs of delivery of their products and services. The Kenya Communications Regulations, dated 2001 and the Kenya Information and Communications Act, 1998 together with the Communications Authority of Kenya (CA) has been given mandate to develop and implement policies as well as the strategies that are in line with the telecommunication industry as well as services in Kenya. CA has the power to give out licenses to the telecommunications operators and service providers as well as monitor their performance on a continuous basis to ensure that they are providing the required standards of telecommunication services. In 2008, a framework that gave out a unified licensing framework to technology and service neutral was introduced. This framework gave away three types of structure the application service provider, the content service and the network

facilities provider. Further laws states that all companies with a license to provide telecoms services in Kenya are required to have a minimum of 20% Kenyan equity ownership, unless a listed company has already met equity participation requirements under capital markets legislation of at least 25% to be held by nationals of the EAC member states. (Communication Authority of Kenya 2016).

1.1.4. Jamii Telecommunication Ltd in Kenya

Jamii Telecommunications Ltd (JTL) is a company that boasts of Kenyan origins that was issued by the Communications Authority to act as a Telecommunications Network Operator under the 2008 licensing framework. JTL has its networks in Kenya, Tanzania, Uganda, London, Somalia and Sudan. As a member of Ad Group, JTL s prides itself of having over 12 years of experience in the ICT Industry (Faiba, 2017).

As of now, the company offers Broadway wireless services, international gateway services, signal distribution, internet backbone, data carrier, satellite backbone and broadband VSAT services.JTL over the years has put into place major fibre networks that operate within Kenyan towns as well as the general national grid. The company operates undersea cables TEAMS, WIOCC, the National Network which link all the towns and neighboring countries, the Metro Network – Covering major towns in Kenya, and FTTH – Fiber To-The-Home, under the NFP license (Faiba, 2017).

JTL offers a number of services to companies all over Kenya and the rest of East Africa for example, Corporate Government and NGO's connections of media houses, hosts other telecommunication service providers in areas that they are not covered, Enterprises, by the use of underground fibre optic cable, satellite and broadband wireless networks (WiMAX). It's important to note that all these services would not be

possible without the help of Network Operation Centre's (NOC) that are managed 24/7 by highly skilled support engineers.

The fastest broadband available is made possible by use of advanced technology which uses optics. Using a fiber that is known to allow light to bend distance not in question, it has enabled the company to have a competitive advantage to its competitors. A new but old phenomena called Faiba which came into existence a few years ago gives new meaning to speed by taking the optic fibre across homes with the idea of providing internet and TV as well to consumers at home (Faiba website).

According to the Daily Nation (17/07/17) "JTL applied for new trademarks, including Faiba Pay, Faiba Mobile and Faiba Money – all of which go in line with the company's Faiba brand. These trademarks appeared in the June 2017 edition of the Industrial Property Journal. Though reports by the chairman Mr. Joshua Chepkwony, they aren't ready to jump into the market just yet." The sector, however, faces a number of challenges, the major ones being competition from new entrants, technological advancement and constant changes in consumer needs requiring changes and adjustments on products and services it seeks to provide.

1.2 Research Problem

From the background it comes out clearly that business transition is not an easy task since it comes with unavoidable factors both internal and external. According to Barry et.al., there are environmental factors that are given within which firms and their management must operate within. There is a large string of empirical literature that shows the positive impact of telecommunications infrastructure on economic development and growth (e.g. Hardy, 1980; Leff, 1984; Madden and Savage, 2000).

The business world over the last several decades has evolved and with this new revolution, has brought with it new challenges as well. In the last few years people have begun relying more on their mobile gadgets (e.g. smart phones, tablets, laptops etc) to get information. The introduction of mobile banking has also made it easier for people to transact. This has led to paperless transactions at the same time has given rise to cybercrimes like terrorism through wireless transfers.

Previous studies have touched on challenges posed by business advertising strategies on organization performance. A study dubbed, *Marketing strategies of Telecom providers;* shows the need to look at the industry in terms of; product strategies, pricing strategies and distribution strategies. From the study clearly the Direct Advertising Goals for Measured Advertising Results (DAGMAR) model comes into play, there is more to advertising than just laying out the advert In their journal, Abedin &Ferdous emphasized on looking at advertising from the perspective of the consumer and not the company, the end user determined how a strategy is done. In so doing the company would be able to tailor make its products based on the preferences of the consumer. This could be in terms of talk time, bandwidth, price related and coverage as well.

Most of these studies focused more on the mobile sector of telecommunication, even though the studies indicated on how advertising especially during marketing is conducted, they do not relate directly to Jamii Telecommunication Ltd. There is therefore need to conduct further studies to find out more about the factors influencing market share and how this contributes to creating competitive advantage at Jamii Telecommunication Limited in the changing business environment of today.

1.3 Objectives of the study

The objectives of this study were as follows:

i. To establish the international advertising strategies adopted by JTL in Kenya.

ii. To determine factors which influence a company's choice of their advertising strategies.

1.4 Value of the study

To telecommunication firms and new business ventures the study will help shed light on areas to focus on when planning for any type of advertisement. This will help them device ways of dealing with challenges as they come and ensure smooth running of advert campaigns before, during and after the transmission of the said Ad's.

It is the hope of the researcher that the study will come in handy to identify other potential areas that need research on business advertising priorities. Hopefully it would also be used in effective planning and policy formulation.

To JTL, the study will help in determining products that may attract new customers; this in turn will help tailor make products that are more market friendly and at the same time improve on the available services. It will help them have a competitive advantage over their fellow providers as well as help the company better reach their target audiences more effectively.

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

The chapter will look at academic work as well as recent studies of advertising in Kenya. This chapter will compromise of two sections; the theoretical framework and the literature review.

2.2 Theoretical Foundation

The theoretical review discusses the theories that have been previously used by others in relevance to the study area above.

2.2.1 Hierarchy of effect Models

The mentioned model has a history in the advertising world which dates back to the early 1900. Lewis gave this statement in one of his earliest publications. "The mission of an advertisement is to attract a reader, so that he will look at the advertisement and start to read it; then to interest him, so that he will continue to read it; then to convince him, so that when he has read it he will believe it. If an advertisement contains these three qualities of success, it is a successful advertisement." (Lewis 1903).

The first of the hierarchy models is AIDA which stands for; attention, interest desire and action, this is model was first originated in the 1925 and it's a behavioral model that has as purpose to make sure that an advertisement raise awareness, stimulate interest, and leads the customer to desire and eventually action (Hackley, 2005).

The main basis for this assumption was that for any advertisement to have effect, it should be eye catching, followed by the fact that it should at least give the consumer something to think about and after that then one should get curious to know more about the product or service and finally buy into the advertisement.

DAGMAR (Defining Advertising Goals for Measuring Advertising Results)can be considered as a model that focuses more on the levels of understanding that customers general by go through when they are in contact with an advertisement (Mackay, 2005). In 1961, Colley suggested that any advert being made would have a better chance when it had objectives rather than just doing it randomly. In so doing the advertisement would have to meet a certain objective and the results could be measured quantified. Makay (2005) realized that for any ad to have an impact the aspect of communication needed to be considered as well as the challenge of having attainable audiences as based on the five stages as illustrated below. The stages include unawareness, awareness, comprehension, conviction, action.

Lavidge & Steiners (1961)at the same time were coming up with their own model Hierarchy-of-effects model almost the same time as the DAGMAR model and they emphasized the fact that consumers in their own way do not just become interested in a product just like that they came up with a 7 step method from awareness to final purchase. This whole process Lavidge & Steiners believed was a long time commitment by the company to its consumers. The process of 'knowledge' 'liking' and 'preference' before 'conviction' as well as the addition of 'perception' by Wells et al before reaching the stage of 'understanding' and 'persuasion'(Egan 2007: 44)

2.2.2. Product Life Cycle

One of the most popular models of international business is the Product life cycle which was in introduced in 1966 by Raymond Vernon. He looked at the then multinational enterprises in the U.S. and how they had dominated trade in the global markets. The fact that every product or service goes through the stages of the product

life cycle is a myth, some products stick to the introduction stage, while others stick to other stages for a very long time. The duration of each stage depends on the production costs, the demands as well as the revenue that the product or service brings to the table. If the costs of production are low, and demand is high then the product or service stays in the stages for a bit longer. (Mulder, P. 2012)

According to Vermon's theory, products pass through three major stages: (i) The new product; when a company launches a product into the market, the creation of demand for the product is made with consumer awareness being the driving force for the company. This stage is slow with few profits and low competition. Promotion of the new product is key in letting it move to the next level.(ii) The growth stage; the stage sees the demand for the product increasing, leading to high profits and low production costs. This sees a twist in competition where ranges of the same product are thrust into the market, with lower sale rates. The company that developed the original product will still increase its promotional spending. When many potential new customers have bought the product, it will enter the next stage.(iii) The maturity stage; the product has received a lot of coverage leading to more consumers as well as increasing competition. In this stage a company is liable to do anything to remain stable in the market, this may lead to new inventions of by products from the original product. (Jensen &Thursby,1986).

2.3 International Advertising

Advertising can also be looked at as a paid form of communication, by an identified source, designed to ask the receiver to take some immediate action at the moment or in the near future (Richards's et.al 2002).

International advertisement are any activities that can be used to present to target audience, a service or product, in a very non personal way whether in visual or oral form a non-personal, oral or visual, willingly funded in order to get to know a message regarding a product, service, or idea. One or more mediums are used to get the information to their audiences. *(*William,1984).International advertising can be in form of; a global advert, where a product or service has a slogan that's identifiable from all over the world a big example is Coca Cola. Tailor making adverts to suit the geographical area of the product or service. Advertising can be digital, Radio, online, product placement, press advertising, mobile billboard advertising, in store advertising, coffee cup advertising, street advertising, and celebrity branding.

In most cases advertising is used in where a product is fairly new to the market, though in other cases it's usually used hand in hand with the other promotional tools in order to make the product more visible.

2.4 Factors influencing International Advertising

Kotler and Armstrong in 2012 came up with the idea that cost is a major player in how international prices were set. This has to do with the actual product, (raw materials). Further yet, it deals with the human aspect where personnel are needed to maintain the product (customer care, maintenance). In the telecommunication industry, most of these costs will come up in the aspect of maintenance, laying down of cables for the underground structure, customer care for the questions about their services and personnel who follow up on the progress of the company whether they are making a profit or not.

Like with any industry, competition will make a company want to better their products, saturation of the industry will help consumers get better deals for less money. Compared to the dominance of one company who enjoy exclusivity, dominance of one company will lead to low advertising strategies, since they control the market, then therefore tend to have fewer ads for their product as they are they enjoy a monopolistic advantage over their competitors.

The nature of the product or industry determines the amount of effort being placed in the advertising process. This is basically seen in the Product Life Cycle theory where it gives out the idea that just the same way any living organism are born and grow up in stages, products and services also go through the same. When a service or product is new, all channels of distribution and branding are taken in order to get the product out there in the market. Compared to when a product is well known then there is little or no effort by the organization to get their products visible.

Onkvisit and Shaw (2004) realized that one of the problems that faced international trade and business was pricing, this was so due to the fact that it involved different countries' currencies which had different values. No single currency remains constantly and the amount of money spent in any advertising venture will be affected by the rates of the currency from the mother country to the host countries. Giving example of the Kenyan telecommunication industry, according to the CA, companies with a license to provide telecoms services in Kenya are required to have a minimum of 20% Kenyan equity ownership, unless a listed company has already met equity participation requirements under capital markets legislation of at least 25% to be held by nationals of the EAC member states.

Current research into advertising focuses more on the effects it has on consumers, the message it's trying to bring into focus and the strategy, it's executing with concepts focused with involvement, motivation and intentionality(Bloom et al.1994). This means that focus has shifted from the actual message to their target audiences, what influences the consumer to remember and trust an advertisement. To the customers/target groups adverts, are eye catching, something that enables one to remember that particular brand. Their thoughts on advertisements are influenced by their personal relationship with the service or product plus the media in which the advertisement is transmitted(Weilbacher, W. 2003).

It's likely that they (consumers) have a higher chance of believing traditional methods of adverting than the current forms of advertisements. He reinforced that the above factors are what determine the operating business environment for many organizations. How well they are managed will determine the performance and the success as well as survival ability of the business.

CHAPTER THREE: RESEARCH METHODOLOGY

3.1. Introduction

This chapter aims at collection of relevant information on the state of the telecommunication industry more so JTL. The outline of the research will include the collection of information to be used to get the research analysis and also explain the methods to be used to collect the data.

3.2. Research Design

The research design that the researcher used in this study was a case study. Primary data was sourced from the managers bearing in mind that sometimes there are fixed variables as well as other variables (or connected) which are then examined to detect the patterns of association (Bryman 2001).The research was able to establish the strategic factors that influence advertising decisions in the company. The research was also able to examine the capability of products and services offered by JTL.

3.3. Data collection

As with any problem that involves real life, every day brings up new ideas and challenges therefore the data at hand proved to be insufficient therefore a need to collect necessary data was observed, Kothari (2004). The source of data from which the research was to obtain information from was the primary.

In collecting the data particularly from the key informants the researcher obtained a formal letter from the University of Nairobi explaining the objectives of the research. This letter helped the researcher to access and/ or obtains permission from authorities in JTL in order to use their resources promising confidentiality and safeguard of privacy.

An interview guide is a document containing questions and other types of items designed to solicit information appropriate for analysis, usually in writing (Oso and Onen (2011). The researcher collected data from key managers; sales manager, service delivery manager, NOC manager, and customer care manager in order to come up with the relevant information provided.

3.4. Data analysis

The researcher utilized content analysis which is a study technique widely used in the study of communication artifacts to quantify communication patterns. Since advertising is a form of communication, the researcher thought it wise to use it, in order to quantify the quality of the company's strategies (Zikmud, babin, carr& griffin 2012).

The researcher used content analysis because it uses both qualitative and quantitative data. The evaluation of qualitative data in this case, interviews with the managers, documents as well as information from the internet, the researcher was able to convert this information to a more quantitative perspective.

From the data analysis, the researcher was able to explain by what percentage was research conducted in the company. This helped understand whether the research improved the firm in the market share or not. The researcher was able to glimpse into the different channels of advertisements used by the company. This enables the company to understand which mediums have better chances of reaching their audiences effectively.

CHAPTER FOUR: PRESENTATION, ANALYSIS AND INTERPRETATION

4.0. Introduction

This chapter presents and discusses the findings on advertising strategies of JTL in Kenya. The findings are categorized into four; factors that determine the advertising strategies of JTL in Kenyan, advertising strategy tools utilized by JTL, Video advert frequency of JTL in Kenya and advertising tools used by JTL in Kenya.

Figure 4.1. Factors that determine advertising strategies in Jamii Telecommunication Limited in Kenya
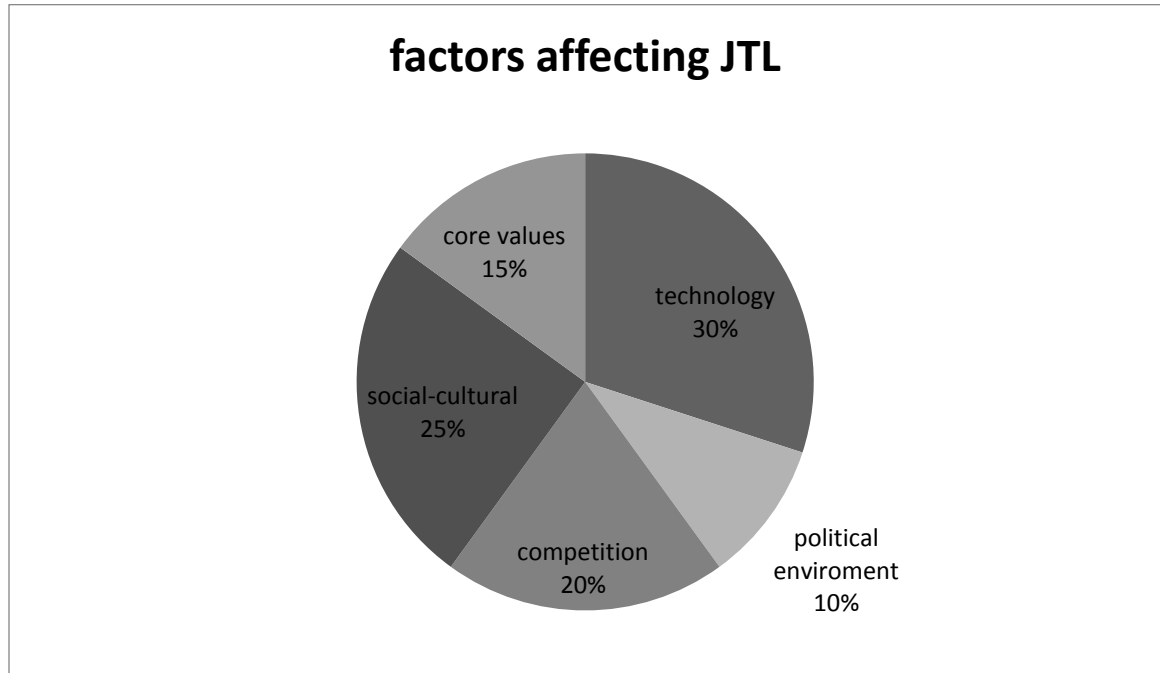
Source: researcher, 2018

From the pie-chart above, technology plays a key factor in the strategies employed by the company with regards to advertising. This is in terms of infrastructure whereby the company focuses their time and value in areas where they have pre-placed their infrastructure and this is especially in upcoming home areas.

The political environment also plays a role whereby stability means investment from business owners translating into more opportunities for the company.

The researcher found that the social norm of social media has boosted their products and services. In this area, there is a lot of emphasize on social media sharing whether at home or at work. The social norm of connecting to people has helped boost the WIFI phenomena both at home and work place leading to a boost in sales for their products and services.

Figure 4.2 Advertising tools used by Jamii Telecommunication Limited
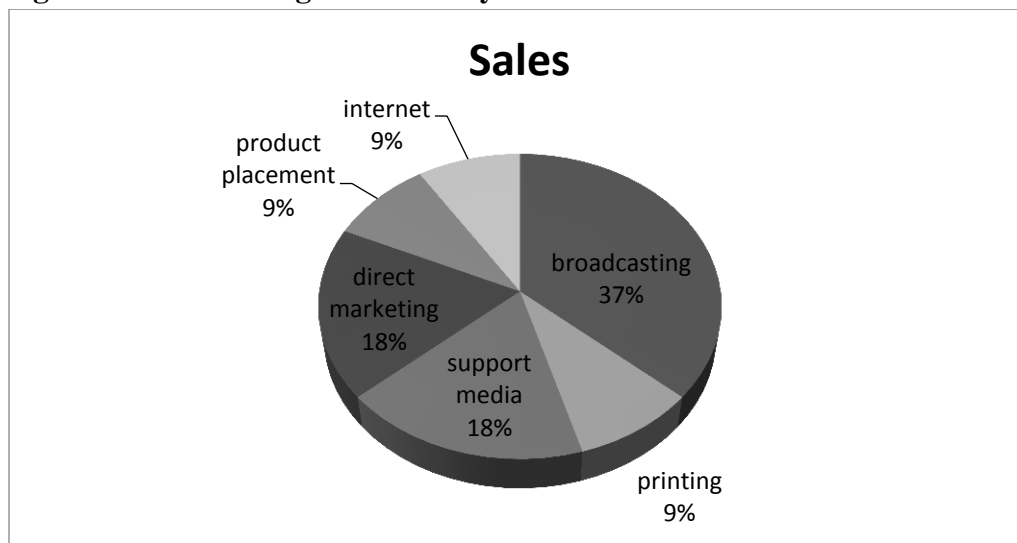
Source: Researcher, 2018

One of the oldest advertising tools seems to be the preferable choice of reaching their markets, use of the television with scheduled adverts running throughout the day in most local channels. Direct sales; is utilized where the company comes up with drives for different areas that sensitize the availability of the network in those areas by use of pamphlets and one on one talk. More information on their other products (4G network, MIFI, Faiba home, Faiba business and FaibaKonnect) is also available to consumers

and it has also been a good way to get in touch with their clients and listen to their problems as well as offer possible solutions.

Print media is used especially in newspapers adverts but more so as leaflets that are distributed across the country by their sales team and during certain events where banners are displayed for information. The use of social media platforms especially with the sharing of videos has also enabled their products market though to some extent quite a number of people don't really understand what the whole concept of Faiba really means. The researcher found that a number of questions asked in the social media platforms are related to getting information of what the company does.

Figure 4.3. Video advert frequency of Jamii Telecommunication
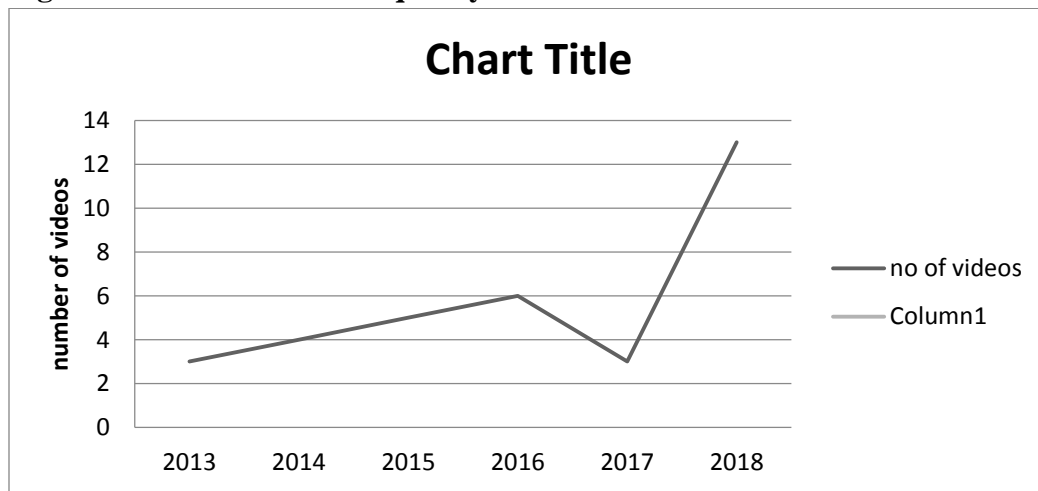
Source; Researcher, 2018

The researcher found that with an increase of how the society has increased its activities on social media, the company has over time increased the number of new adverts that are coming through. From the chart, previous years' show an average of three adverts per year but as of 2018 with the World Cup, and several festive times of the year. The company has used that to their advantage.

The researcher found that the need to connect and be amongst the trends in the society, has managed to boost certain adverts that relate to the current wave in the social media. This has enabled the videos to reach a wider range of people within the shortest time possible.

4.4. Advertising tools by JTL

Print media for JTL still remains the key communication for their products and services with emphasis on leaflets and pamphlet more so when introducing new products to the market, the use of newspapers is also a good tool for the company to use. The use of social media sites like You-Tube and WhatsApp has enabled the sharing of videos amongst friends. Facebook has opened up a new platform where adverts are uploaded more frequently, both videos and pictures, and customers get to air their views about the products and services in real time.

Figure 4.4. Advertising tools by JTL
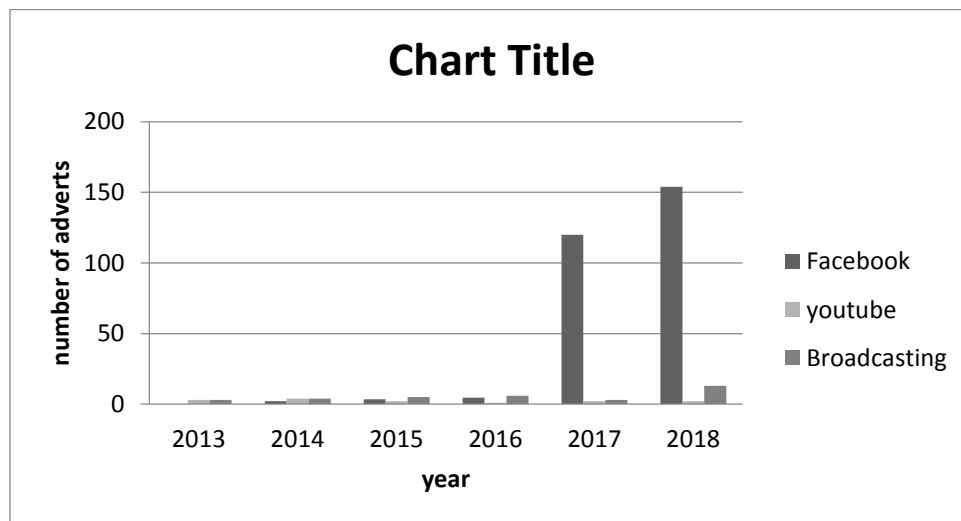
Source: Researcher, 2018

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.0. Introduction

This chapter presents a summary of the findings, conclusions and recommendations of the study, and suggests areas of further research in relation to the purpose of this study. The objectives of this study were to find out JTL in Kenya choice of advertising strategies and factors that influence those advertising strategies.

5.1. Summary

This section summarized the findings based on the objectives of the study. The study sought to; objectives (i) To establish the international advertising strategies adopted by JTL in Kenya. (ii) To determine factors that influences a company's choice of their advertising strategies.

5.1.1. Advertising strategies adopted by JTL in Kenya

The first objective was to establish the advertising strategies that JTL apply in Kenya. The study found that the company is using both the old and new methods of advertising. In the old/ formal framework JTL has put up advertisements in broadcasting as well as the print media. The advertising is mostly when the company is offering new services and products as well as information on their existing products. In the new methods of advertising, the use of the internet as well as the social media platforms has boosted the spread and coverage of the brand, especially in cases where the adverts have been translated into most of the local languages in Kenya.

5.1.2. Factors that influence the choice in advertising strategies

The second objective of the study was to explore the factors that influence how JTL in Kenya chose their advertising strategies. The study found out that while there were a number of factors that the company considered in their advertising strategies, the major factors are infrastructure (this falls in line with technological advancement), social-cultural and economic factors. The fact that JTL boasts of having a wide network in place due to their various product lines, also plays a major role in their influence of the market.

5.2 Conclusions

This study has shown the strategies used by JTL in Kenya are in alignment with the local preferences as well as international standards and over the years have evolved as time changes. When the company was started, it focused mostly on their business products which were tailor-made for entities in the business sector. Over time their adverts have come to include; trending news (the Angela avatar), young adults (Mbugua's daughter and son), women in business (Mbugua's wife restaurant) and an increase in buying of real estate.

From the different available channels of advertising strategies, the JTL Company utilizes all of them, in their campaign on its products and services. The most commonly used bring the company closer to their target market on the ground.

Secondly both micro and macro factors affect how the company deploy their advertisements. In the micro environment, the sales manager is tasked to put out drives that enable the direct sales team to better interact with the clients both existing and

potentials. In the macro environment, social-culture whereby everyone is trying to connect and be heard all over the world has made the use of the company's products better accepted. The technological advancement especially in terms of having access to data in real time has pushed the company in the right direction.

5.3 Recommendations

The study recommends that even as Jamii Telecommunications has created a certain niche of their market, the company should also try to venture out to the masses mostly the middle class and low income earners. With regards to infrastructure the company boasts of having the best in the field with other providers looking at them to provide networks in inaccessible areas. This has made the company a pacesetter in their world, having this in mind, their competitors look towards them to see their weaknesses in order to use that to their advantage. This study therefore recommends that the company adapts their strategies with more investment on research and other market groups as compared to just sticking to their niche market. The use of more of social media will boost their market share in future.

5.4 Suggestion for Future Research

The study recommends further research on how the company divides attention on its products and services. In doing so, the research will enable the researcher to understand strategies that can be better implemented for future products. The influence of JTL as an ISP company has a bearing on the direction that Kenya takes as a result of free and cheaper information flow with regards to the impact of globalization.

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Appendix 1; Interview Guide

1. Who makes the advertising strategies in your organization?……………………………………………………………………………
    ……………………………………………………………………………………
    How often are they reviewed?……………………………………………………

2. How do you rate the use of advertising as a tool in carrying activities in JTL?………………… Give a reason why
    ……………………………………………………………………………………
    ……………………………………………………………………………………
    ……………………………………………………………………………………

3. Do you have any challenges in effectively implementing the formulated adverting strategies?...................... Explain briefly
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    ……………………………………………………………………………………
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4. Has JTL aligned its advertising with the business processes/activities/strategies?...Explain how?...
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5. What role does advertising play in the industry for JTL?...
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6. What benefits has JTL achieved by doing by using advertising strategies?...
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7. JTL boasts of being the best in the industry due to?...
    ....Expound

more…………………………………………………………………………………………

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8. Which advertising tools does JTL

    use?...

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    .Explain

    why?..

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9. Do you experience any challenge when it comes to implementing some of the

    advertising strategies?...............Expound

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10. Explain to what degree does cost impact on how JTL do advertising on an

    international scale?

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11. Explain to what degree does Elasticity of demand impact on how JTL do

    advertising on an international scale?

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12. Explain how competition impact on how JTL do advertising on an international scale?

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13. Does the government have a say in what JTL do their advertisement?.............If yes explain

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14. Competition is important, what are some of the challenges faced from competitors?

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15. What international advertising strategies have you adopted in your organization?

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16. What are the environmental factor that influences your advertising strategies?

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Appendix II: Certificate of field work

UNIVERSITY OF NAIROBI
SCHOOL OF BUSINESS

Telephone: 020-2059162 Telegrams: "Varsity", Nairobi Telex: 22095 Varsity	P.O. Box 30197 Nairobi, Kenya

DATE...16/10/2018

TO WHOM IT MAY CONCERN

The bearer of this letter .... *JOSPHINE KAVETE MUTIA*

Registration No............... *D61/81302/2015*

is a bona fide continuing student in the Master of Business Administration (MBA) degree program in this University.

He/she is required to submit as part of his/her coursework assessment a research project report on a management problem. We would like the students to do their projects on real problems affecting firms in Kenya. We would, therefore, appreciate your assistance to enable him/her collect data in your organization.

The results of the report will be used solely for academic purposes and a copy of the same will be availed to the interviewed organizations on request.

Thank you.

[University of Nairobi School of Business stamp: .16 OCT 2018]
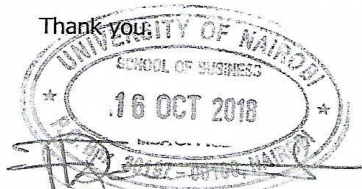
PROF. JAMES M. NJIHIA
DEAN, SCHOOL OF BUSINESS

Appendix III: Certificate of originality

INTERNATIONAL ADVERTISING STRATEGIES ADOPTED BY JAMII TELECOMMUNICATIONS LIMITED IN KENYA

ORIGINALITY REPORT

12% SIMILARITY INDEX	11% INTERNET SOURCES	0% PUBLICATIONS	8% STUDENT PAPERS

PRIMARY SOURCES

1	chss.uonbi.ac.ke Internet Source	2%
2	erepository.uonbi.ac.ke Internet Source	1%
3	medium.com Internet Source	1%
4	www2.deloitte.com Internet Source	1%
5	Submitted to Open Learning Centre Student Paper	1%
6	www.techweez.com Internet Source	1%
7	www.toolshero.com Internet Source	<1%
8	www.isto.bwl.uni-muenchen.de Internet Source	<1%
9	vishiwjeet.blogspot.com	