

**THE INFLUENCE OF OUT OF HOME ADVERTISING ON CONSUMER
ATTITUDE IN FAST MOVING CONSUMER GOODS IN WESTLANDS
DIVISION, NAIROBI COUNTY**

SHARON ANYANGO OBONYO

**A RESEARCH PROJECT SUBMITTED IN PARTIAL
FULLFILMENT OF THE REQUIREMENT FOR THE AWARD
OF MASTER OF SCIENCE IN MARKETING RESEARCH,
SCHOOL OF BUSINESS UNIVERSITY OF NAIROBI.**

2019

DECLARATION

I, the undersigned do declare that this research project is my original work and has not been previously presented in part or in totality to any other institution of learning for the award of any degree or examination.

Signature :..... Date:.....

Sharon Anyango Obonyo

Reg: D65/8476/2017

This research has been submitted with my approval as the university Supervisor.

Signature:..... Date:.....

Dr. Muya Ndambuki

Senior Lecturer

School of Business Administration

University of Nairobi .

ACKNOWLEDGEMENT

I wish to extend my sincere gratitude to my family, lecturer and friends for their moral and financial contribution while undertaking the project.

Special thanks to my parents and my supervisor Dr. Muya Ndambuki. I would also like to thank God for this far He has brought me.

DEDICATION

This project is dedicated to my late uncle, Edward Abondo Kiseru. For all the sacrifices you made for us and for being someone we could always count on. You are forever in our hearts and your light shines on. We miss you dearly.

TABLE OF CONTENTS

DECLARATION.....	ii
ACKNOWLEDGEMENT.....	iii
DEDICATION.....	iv
TABLE OF CONTENTS	v
LIST OF TABLES	viii
LIST OF FIGURES	ix
ABBREVIATIONS AND ACRONYMS.....	x
ABSTRACT.....	xi
CHAPTER ONE	1
INTRODUCTION.....	1
1.1 Background of the Study.....	1
1.1.1 Out of Home Advertising.....	3
1.1.2 Consumer Attitudes.....	4
1.1.3 Fast moving Consumer goods.....	7
1.2 Research Problem.....	9
1.3 Objectives of study.....	12
1.4 Value of the study.....	12
CHAPTER TWO	13
LITERATURE REVIEW	13
2.1 Introduction	13

2.2	Theoretical Foundation.....	13
2.2.1	Nudge Theory.....	13
2.2.2	Tri component theory.....	15
2.2.3	Attitude towards Ad Model.....	17
2.3	Empirical Literature Review.....	18
	CHAPTER THREE.....	21
	RESEARCH METHODOLOGY.....	21
3.1	Introduction.....	21
3.2	Research Design.....	21
3.3	Target Population.....	21
3.4	Sample Selection.....	22
3.5	Data Collection.....	22
3.6	Data Analysis.....	23
	CHAPTER FOUR.....	24
	DATA ANALYSIS FINDINGS AND DISCUSSIONS OF FINDINGS.....	24
4.1	Introduction.....	24
4.2	Response Rate.....	24
4.3	Pilot Test Results.....	25
4.4	Demographic Information.....	26
4.4.1	Gender of the Respondents.....	26
4.4.2	Age bracket.....	27

4.4.3	Education Level.....	28
4.5	Descriptive Analysis.....	29
4.5.1	Awareness and Knowledge	29
4.5.2	Feelings towards Billboards	31
4.5.3	Attitude towards Billboards.....	33
4.6	Inferential Statistics	34
4.6.1	Correlation Analysis	34
4.6.2	Regression Analysis	36
4.7	Discussion of the Findings	39
	CHAPTER FIVE	41
	SUMMARY, CONCLUSIONS AND RECOMMENDATIONS	41
5.1	Introduction	41
5.2	Summary of Findings	41
5.3	Conclusion.....	43
5.4	Recommendations	44
5.5	Limitations of the study.....	45
	REFERENCES.....	46
	APPENDICES	48
	Appendix I: Questionnaire.....	48

LIST OF TABLES

Table 4.1: Response Rate.....	25
Table 4.2: Reliability Test.....	26
Table 4.3: Awareness and Knowledge of Respondents.....	30
Table 4.4: Feelings towards outdoor Advertising.....	31
Table 4.5: Attitudes towards Billboards	33
Table 4.6: Correlation Analysis	35
Table 4.7: Model Summary	37
Table 4.8: Analysis of Variance (ANOVA).....	38
Table 4.9: Regression Coefficients	39

LIST OF FIGURES

Figure 4.1: Gender of the Respondents	27
Figure 4.2: Age of Respondents	28
Figure 4.3: Education Level of Respondents	29

ABBREVIATIONS AND ACRONYMS

CVI	Content Validity Index
FMCGs	Fast Moving Consumer Goods
KFC	Kentucky Fried Chicken
OOH	Out-Of-Home
SPSS	Scientific Package for Social Sciences

ABSTRACT

Marketers have been using advertisements not only to create awareness but also achieve different objectives such as shifting consumer attitudes. Consumers are also bombarded with lots of information through multiple media like newspapers, magazines and internet but remain engaged from time to time hence lack time to update themselves. This has made it difficult for advertisers to trap consumers hence resort to outdoor messages to reach the target people. As a result this study sought to establish the influence of out of home advertising on consumer attitudes in Fast Moving Consumer Goods in Westlands division, Nairobi County. The study adopted Nudge theory, Tri component theory and Attitude towards ad model. The design employed in the study was descriptive. The population of the study comprised of residents of Westlands Area, Nairobi City County whereas purposive sampling was employed to sample 100 respondents. Primary data was collected through questionnaires in a Likert scale format. The data was analyzed quantitatively through descriptive and inferential analysis such as means, standard deviation, and regression analysis. The SPSS was used for analysis. The regression analysis findings showed indicated a positive and significant influence of out of home advertising on consumer attitude to purchase FMCGs in Westlands division, Nairobi County. The study findings led to the conclusion that knowledge and awareness of billboards as a tool for outdoor advertising positively and significantly affects consumer attitudes in Fast Moving Consumer Goods. It was also concluded that feelings and attitudes of consumers towards billboard advertising has a positive significant effect on consumer attitudes in Fast Moving Consumer Goods. Accordingly, if consumers perceive billboard advertising positively, they are likely to develop positive attitudes towards Fast Moving Consumer Goods which would ultimately enhance their consumption of the goods. The study findings led to the recommendations that producers of fast moving consumer goods should focus more on out of home advertising such as use of billboards as opposed to other forms of media like T.V and Radio to help boost consumption and sale of their products. The study also recommends marketers of FMCGs to enhance the knowledge and awareness of consumers with regard to existence and location of billboards.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Consumer behavior deals with the various stages which consumers go through from the time of purchase to consumption and post consumption. It is concerned with how people make decisions regarding utilization of resources. Similarly, consumer attitudes can be construed as acquired tendencies by individuals to conduct themselves in a constantly favorable or unfavorable way regarding a given object (Jauhari 2007). According to David, Yadav, and Donthu (2006), conventional outdoor advertising can be construed as marketing processes concerned with the use of such means as publicly displayed billboards as well as posters. It is also called out-of-home (OOH) advertising and has created more opportunities than threats by increasing diversification of traditional media. With new practices such as digital out of home and transit media, Out of home advertising stands out to be an efficient marketing strategy of capturing consumers outside.

According to theory of reasoned action, three interrelated components are expected to influence behavioral intentions. These include attitude, intentions and consumer behavior. It also includes cognitive, affective and conative components (Ellen 1999). Fishbein's model states that consumer attitudes towards a brand derive from the belief about the attributes of the brands and their evaluations of these attributes (Trott 2000). The study will also be based on the Attitude towards ad model, which proposes that the attitude a consumer adopts is governed by their belief that their actions will result to a particular result, be it favourable or unfavourable (Liang 2004)

FMCGs are considered products that are fast selling at fairly low prices. They are usually consumed regularly such that the stock turn over can be relatively high. They usually have a short shelf life, attested to their high deterioration or high demand from consumers. These include goods like sodas, baked products like cakes, toiletries, meats and vegetables. In the Kenyan market, these goods have much more shelf spaces in large retail shops such as supermarkets. However, small kiosks and convenient stores are also known to stock these goods due to the high demand from consumers. Individual vendors are also known to sell these goods along streets and roads. Due to the nature of consumption, there exists cutthroat competition among companies producing these goods, everyone wanting the lion's share of the market.

This study will focus on the Nairobi Wetlands area. This area is populated by both the high end and low end consumers each with a notable difference in purchasing power. The Westland's area is known to have many amenities including major schools, luxurious apartments, major businesses and hotels. This has resulted in major retail stores like Naivas and Tusksys having more than one outlet in the region. Other major players in the fast food restaurants like KFC and Java have also highly invested in this region. The major road, Waiyaki way, is a good catchment detail as it has eased the infrastructure in the area not to mention the other interconnected roads in the area that links wetlands to other parts of Nairobi. On the other hand, Kangemi slums, a well-known informal settlement in the heart of Nairobi, also sat the heart of wetlands. The diversity of population witnessed in Wetlands makes it a good reference in this study.

1.1.1 Out of Home Advertising

Out of home advertising is any advertising that is done outside that publicizes a company's products. There are four primary sources of out of home advertising including bill boards, digital bill boards, transit media and posters (Watson 2006) It has become extremely important for brands to maintain a sense of trust with their consumers (Entrepreneur 2007) and at the same time striving to keep their brands top of mind. People are continuously searching for brands with narratives and stories which they can resonate with. The more familiar consumers are with your brand, the more trust they will have on it. Out of Home advertising provides good channel through which companies can continuously expose their brands to the consumers. This can be done by continuous targeted marketing campaigns especially through billboards. Television advertisement has been replaced by OOH whereby the latter forms the single largest means of creating brand awareness as well as conversations in the contemporary business world. This implies that Out of Home provides one of excellent opportunities for the creation of familiar identities that are instantly recognizable in competitive market place.

It is important to highlight the fact that the overall market campaigns of a company can be enhanced by traditional outdoor advertising which plays an integral role although this method contends with increasing competition from other platforms for advertisement due to the complicated business world (Berenson, Levine & Krehbiel, 2004). On their part, companies are increasingly considering this method more useful due to the fact that advertisements on strategically located billboards attract many customers who gain unrestricted access to them as well as adapt to the message therein. To this extent, for the purpose of enabling customers to receive exact

information regarding products advertised, there is need to use appropriate platforms to advertise products (Kotler *et al.* 2005).

1.1.2 Consumer Attitudes

Consumer behavior is a sequential process that consumers go through and each stage can be influenced differently in order for a consumer to behave in a desired manner. Initially consumers were thought to go through a straight line process which included awareness, interest, desire and the final action. However, in the recent consumer's studies, consumers have been found to exude more complex behavior with a non-hierarchical process. The study of consumer behavior examines the process through which consumer make important decisions and ways by which consumers gather and evaluate information from their environment (Solomon, 2013) The degree by which consumers interact or involve themselves with different brands largely affects the final decision to make a purchase. The level of importance of a product to a consumer in terms of image, self-concept, etc. is reflected in the decision making process of consumers.

The consumer is usually at the epicenter of a marketer's universe whereby its importance is highlighted by the vast field of consumer behavior. Consumers are unique with regard to their needs, wants as well as buying choices. The choices of each consumer as well as buying habits are also functions of psychological as well as social drivers that jointly impact on the consumer's decision making process (Brassington & Pettitt, 2000). One of the processes of a successfully established marketing strategy of a company that is deemed as its cornerstone is analysis of consumer behavior by studying both the mental as well as emotional processes alongside a consumer's observable behavior in the stages of searching, buying and

post consumption of goods and services (Batra & Kazmi, 2004). Therefore, it is imperative that companies make analysis of consumer decision making process an important stage in examining consumer behavior.

Hawkins *et al.* (2001) view attitude as a collection of cognitive, motivational as well as emotional processes with regard to one's environment. The implication here is that environmental stimuli through such processes as goods provided to consumers as well as the manner in which the products are communicated to them underlines consumer attitude development. As already defined, attitudes imply acquired tendencies to show consistent favorable or unfavorable responses that often drives individual to demonstrate relatively consistent behaviors with regard to the same objects (Fischbein's & Aizen, 1975). Attitudes are also more often than not determined by values as well as beliefs attained overtime. On the other hand, Kahle (1986) argues that the manner in which consumer perceive and utilize various products and services is directly influenced by cultural values that also affects the kind of goals pursued by individuals as well as the behaviors employed in pursuing the goals. It is on this basis that values are recognized by marketing communication campaigns as advertising themes that also provide adequate justifications to purchase products and services.

Winkler (2000) did a study on consumer attitude towards marketing activities in Germany. The study was an inventory of how the consumer experiences and evaluates modern marketing. It looked at whether consumers actually recognize and make use of advertising as a source of information and how they judge advertising as a medium of communication. The study used questionnaires to collect data from respondents. It concluded that consumer discomfort with advertising does not result from exaggeration of advertising rather it is consumers who doubt whether advertising embodies the principle of truth. Jepchirchir (2014) undertook a study on packaging

attributes and consumer buying behavior of Fast Moving Consumer Goods in Kenya. The study used questionnaires to collect data from shoppers from selected supermarkets. The study concluded that packaging attributes examined, contribute in communicating product quality and features in a manner that affects purchasing behavior

Attitudes, being derivatives of several psychological processes are not directly discernable but are derived from the actions and words of individuals and therefore individuals have specific attitudes with regard to a variety of objects ranging from behaviors that are product specific to those that are more general. The process of assessing attitudes is therefore based on posing questions to individuals or through inferring from their behaviors. Based on this, for the purpose of effective market strategy development, marketing practices regulation as well as enhancing more socially acceptable behaviors, comprehension of consumer attitudes is deemed key by marketers who apply consumer behavior information to fashion effective marketing strategies that are more competitive. The ultimate goal of most marketing managers is therefore influencing the attitudes of consumers which is difficult to do directly as it is difficult to directly influence the decisions of consumers to buy, use or even recommend goods and services to other consumers. However, sale personnel, use of packaging as well as advertisements are all means of marketing that appeal more to consumers and therefore influence their purchasing decisions. Some of the processes that directly influence consumers to purchase products include provision of information regarding the products and services they intend to buy, physical evidence, delivery processes, music and any other stimuli that can drive the beliefs or individual feelings about a product.

1.1.3 Fast moving Consumer goods

Kenya's FMCG sector has gained immensely from a predominantly increasing demand for personal care products, food as well as beverages and has therefore proved a key driver of the country's quest for industrial growth which has resulted to entry of foreign companies or augmentation of existing investment of these companies. Among the top international firms that have entered the market as a result of growing demand for FMCGs include USA based firms such as Coca Cola and Wrigley Company and Pepsi. The FMCG sector is also expected to be kept stable due to vigorous growth of the population coupled with growing middle class which continue to suppress the effects of constant adjustments of the tax regime, competition pressures as well as constant currency depreciation on the growth of FMCG sector.

Other factors that have also continued to enhance the growth and visibility of the FMCG sector and consequently greater adaption to local consumption in addition to demand include an increase in sales at formal retailers as well as more effective product distribution channels. Burgeoning demand especially in the F&B as well as personal care subsectors provides larger potential for expansion of the FMCG sector making Kenya among the top ten countries in Africa. A report by KPMG (2014) indicated that the FMCG sector continues to grow driven by a number of factors such as burgeoning middle class, vibrant private, Population growth as well as a well-educated workforce. On the other hand, some of the factors that continue to pose major challenges to the sector according to the report include insecurity issues, high inflationary tendencies as well as taxation.

Marketing FMCGs in Kenya requires more define and targeted marketing strategies and plans. Today, more disposable income by consumers, increase in consumer choices in addition to wholly innovative purchasing as well as spending patterns have altered the demand for FMCGs. Consumers spending patterns are different depending on age, geography and social status. Marketers need to close the gap between consumer's evolved needs and present marketing strategies they adopt. Today, 80% of consumers believe in superior customer experience (Bain & Company 2103). Fast Moving Consumer Brands can focus on achieving superior brand value, simply done by ensuring that ingredients in the goods are safe for consumption. However, marketers need to also realize that consumers have options and therefore they should build stronger brands that will enhance consumer loyalty.

Nairobi's Westlands is a social an entertainment hub majorly for expatriates as well as rich Kenyans. The area is endowed with a constellation of shops, bars as well as fancy restaurants with majority of the population being the youth that constitute 41.43% of the entire population. Among these, 35.68% are less than 20 years while 61.85% of are less than 30 years. This translates to an upsurge in the demand for products and services that meet the needs of students which has exerted more pressure on the existing facilities to provide these items. Westlands stands to be an economic hub with high end living, luxurious hotels and major corporates and business. However, the region also has low income areas including Kibagare, Kangemi and Waruku. These areas are dominantly populated by residents involved in small scale businesses and casual employments or unemployment. The informal settlements have improper hygiene characterized with open sewers and poor drainage. There is also availability of pipes water from the city council.

1.2 Research Problem

Advertisements not only create awareness but also are used to achieve different objectives by the company like shifting consumer attitudes to ways more desired by the companies. According to Belch and Belch (2009), advertisements impact the attitude of consumers as well as their behaviors, preferences in addition to decisions regarding the type of products to buy and therefore play a central part in the marketing as well as overall sales. Consequently, potential consumers are attracted more to more appealing advertisements as compared to those that lack any visual appeal and therefore increase the likelihood of improving the sales of a product. The implication here therefore is that for the purpose of creating an effective advertisement, a marketer's intention ought to be communicated to the consumers clearly and should be aimed at specific consumer segment. The important role of brand awareness is effectively created by outdoor advertising as a marketing strategy which also improves the sales of a particular product. There are multiple sources of product information available to consumers in the present day mainly by the use of newspapers, magazines, billboards televisions and internet (Latiff & Aberdeen 2011). However, people are engaged from time to time and they do not have time update themselves. This has made it difficult for advertisers to trap consumers, so in these circumstances, advertisers select billboards as an advertisement tool that effectively conveys messages to the target people (Balkaf & Kortopu 2005).

In as much as Fast Moving Consumer goods has recorded increased growth in sales in the past few years, the industry still remains a complicated industry whereby such factors as political and financial instability, sale of counterfeit products as well as ineffective supply chains continue to threaten its success. Availability of counterfeit products which are mere copies of the original as well as proliferation of fake

products that are low in quality continues to pose a significant challenge in the FMCG sector in Kenya.

Investors are also made aware of more stringent regulations that are meant to enhance domestic protection in Kenya. Awareness of the different government restrictions and tariffs are also impediment factors to FMCG companies in Kenya. In addition, regional stability of the East African Community has also influenced the pricing in addition to availability of FMCG suppliers and consequently affected sales volume. Another factors that has hampered the operations of firms within the FMCG sector in the region is ineffective supply chain system whereby poor infrastructure affects transit of raw materials as well as finished products. Even though urbanization rates in Kenya have risen, the distribution as well as transit of FMCGs is not supported due to nonexistence of well-developed physical infrastructure.

OOH offers a brand safe environment with unparalleled view ability. Marketers always want to communicate their message to consumers in order to influence their behavior in ways suitable to the marketers. By this they adopt different marketing tools to pass product information to targeted consumers. With companies leveraging on this, billboards have been strategically developed using catchy creatives and placed strategically along catchment areas with high human traffics and footfall. Major highways like Thika road, Waiyaki way and Mombasa road have become lucrative sited for OOH companies hence being cluttered by billboards. This advancement of billboards in Kenya led to the entry of foreign companies like Alliance media, Havas Africa all trying to get a share of the Kenyan market. OOH advertising in Kenya is also adapting to certain trends like Digital OOH and transit media advertising. Motion digital OOH captures the attention of audiences even better, they are twice more likely to be seen and are more impactful compared to static OOH. Transit OOH on the

other hand is OOH media typically attached on the outside or inside of public transport such as busses and taxis. In Kenya this has been witnessed by the branding of city hoppas, Kenya busses and other public service vehicles. Companies like Sportpesa, BetIn, Switch T.V among others have largely adopted this strategy.

A study by Kotler, Wong, Saunders and Armstrong (2005) indicated that OOH influences the judgements, behavior, attitudes as well as preferences regarding particular products by the use of clear visual manifestation of these products. According to the scholars Carson, Gilmore, Perry and Gronhaug (2001), the explanations for painting products using bright colors is based on the fact that an increase or reduction of the appeals of any outdoor advertisement to consumer is determined by the nature as well as the design of the advertisement. Additionally, some of the common means of carrying out outdoor advertisements include erection of billboards as well as large posters, brochures in addition to flyers. Creation of the sought after visual as well as audio appeals to potential customers that is attained by the use of a combination of several methods of displaying information on specific products is the most recent outdoor advertisement trend.

A number of local studies have been done on outdoor advertising locally. Achieng (2009) looked at the effectiveness of billboard advertising, Muchai (2011) wrote on persuading Kenya youths, an analysis of the use of sex appeal on bill boards in Nairobi. Gitamu (2014) looked at the development of outdoor advertising application for Kenya business, Irumu (2011) considered the effectiveness of out of home advertising of residential houses in Nairobi and lastly Ouma (1999) highlighted the factors considered important in the successful usage of an outdoor advertising program. This study focused on understanding how out of home advertising influences consumer behavior.

1.3 Objective of study

The objective of the study was to establish the influence of out of home advertising on consumer attitudes in Fast Moving Consumer Goods in Wetlands division, Nairobi County.

1.4 Value of the study

In practice, the study leverages the role that out of home advertising plays in shaping consumer attitudes. The study benefits many stakeholders like marketing managers, marketing agencies, policy makers and scholars among others. Policy makers like government regulatory agencies may benefit from this study as the findings of this study could be used to determine various aspects of out of home advertising like licensing of billboards and billboard placements. Marketing managers and agencies may also benefit from this study as it advises them in the efficacy of billboards when it comes to influencing consumer behavior. This study also forms a basis of future references to scholars, students and others on the concept of consumer behavior. In addition the knowledge of this study can also be used in the building of relevant theories in the areas of out of home advertising and consumer attitudes.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter presents a literature summary on consumer attitudes towards out of home advertising. It describes the theoretical framework, the concept of out of home advertising.

2.2 Theoretical Foundation

This study is anchored by the Nudge theory, Tri component theory and Attitude towards ad model

2.2.1 Nudge Theory

A thought in economics, behavioral science, as well as political science, nudge theory states that decision making processes as well as motives of individual persons and groups are relatively more effectively influenced by positive reinforcement in addition to indirect suggestions, whereby non-forced compliance is attained, as compared to direct instructions, enforcements as well as legislations. This more flexible as well as contemporary change management perspective seeks to provide comprehension of the manner in which people think, behave, and make their own decisions besides enabling them to boost their thinking and decision making processes and adapt to different changes.

Another useful application of the nudge theory is in exploring for the purpose of comprehending and providing an account for prevailing influences regarding the manner in which individuals behave in particular unhelpful influences with an aim of eliminating or lessening them. Accordingly, the theory seeks to provide an

improvement in the comprehension as well as management of 'heuristic' influences on human behavior that is considered key in changing individuals. The main concern of the nudge theory is in creation of choices that affect the kind of decisions people make and advocates design of choices based on actual thought and decisions processes rather than the manner in which leaders and others in authority traditionally and rather incorrectly believe individuals think and make decisions. Unlike the conventional methods of achieving change in individuals such as use of punishment, direct instruction as well as enforcement, nudge theory differs as it is a more complicated approach of attaining the desired change in individuals. Its application is therefore understood in light of providing indirect encouragement in addition to individual enablement thereby shunning direct instruction.

One of the key foundations of nudge theory is its general acceptance of possession of different attitudes, knowledge as well as capabilities and, unlike autocratic methods allows for such traits. It therefore provides flexible grounds to allow and understand the realism of different situations in addition to different human tendencies which is a sharp contrast to more conservative methods such as forcible direct instruction that does not take into account the reality of situations. Fundamentally, therefore, the theory works through creation of different choices for individuals to spur more positive decisions by the ones choosing and by extension the overall interests of the society as well as the environment. Moreover, this theory provides a more effective method for identification, analysis as well as readjustment of prevalent choices presented to individuals by different authorities.

Some of the key areas in which nudge principles as well as techniques are being widely applied include communications, marketing, in addition to the motivation of groups, business, economics, education, marketing, organizational leadership, politics, selling and welfare.

2.2.2 Tri component theory

Tri component attitude model proposed by Howard and Sheth (1990) states that individual attitudes are made of three components that keep a somewhat steady as well as a balanced connection to one another. These three constituents of human attitude are the cognitive, affective and conative component and they jointly form an individual's attitude concerning an object and also exhibit a tendency of being consistent (Boone & Kurtz, 2004). Cognitive consistency principles state that individual consumers place great value in the harmony among their thoughts as well as feeling and are therefore inspired to maintain consistency (Solomon, 2002). This implies that for individuals to remain consistent with their experiences, they constantly alter their thoughts, feelings as well as behaviors which provides a consistency principle that serves to remind people that attitudes are not fashioned in vacuum. How an object fits with respect to other existing attitudes thus determines how it is evaluated by a consumer which forms the main basis for a considerable volume of marketing strategies (Dabholkar, 1994)

The cognitive component can be construed as an individual's knowledge, beliefs, and opinions regarding an object. It is the individual's collection of both information as well as knowledge regarding an object. Knowledge and perceptions thus form an individual's cognition and they are attained through a mix of attitude-object experience as well as associated from derived from different sources. Beliefs often

form the basis for knowledge in addition to resulting perceptions whereby an individual is made to believe that attitude-object is made of various attributes in which case specific behaviors spontaneously result to specific outcomes. In this regard, brand equity is enhanced by the use of positive brands attained by several positioning strategies. According to Berkman et al (1996), brand associations enable marketers to establish in addition to prompting favorable beliefs concerning a particular brand while at the same time prompting unfavorable beliefs about competitors because the beliefs concerning a particular object has a tendency of controlling any attitude change.

The affective component is concerned with the feelings, evaluation, or emotions about attitude object and appeals to the emotional content thereby arousing object likes or dislikes (Chisnall, 1975). Personality traits, social norms as well as motives yield these kind of individual feelings. Typically, motions in addition to feelings are treated by consumer researchers as being as principally evaluative which means that perceive a consumer's direct evaluation of attitudes upon which one rates the attitude-object as favorable or unfavorable. It is on this basis that manifest emotional states enhance either positive or negative experiences which also upon subsequent recollection can influence how an individual acts upon what comes to mind. The conative component reflects behavioral tendencies toward the attitude object. Conation is construed as an attempt to do something. It demonstrates the propensity of a consumer to undertake or refrain from a particular action or show certain behaviors based on attitude-object.

2.2.3 Attitude towards Ad Model

According to the attitude towards Ad Model, due to acquaintance to advertisements, a variety of feelings as well as cognition are formed by consumers of different products and this in turn influences the manner in which consumers show attitude regarding the advertisement as well as the particular brand. This model puts a significant influence alongside different variables that include credibility, ad perceptions in addition to attitudes with regard to the advertiser and the general mood (Mackenzie & Lutz, 1989). By moderating the relationship among several measures of advertising effectiveness, the model plays a central role as it influences intention to purchase and brand attitude. There is a total of four likely specifications of the causal role of Aad which are all founded on an overall effects framework hierarchy.

The four alternative advertising attitude models of dual mediation, reciprocal mediation, affect transfer and independent influences hypotheses tend to account for the manner in which antecedent variables associated with advertising outcomes tend to be mediated by attitude toward advertising. A direct influence of Aad attitude on Ab which is also a direct causation process is assumed by the affect transfer while the attitude transfer which is the mostly researched model and assumes a positive linear relationship between Aad and Ab which has been substantiated empirically. DMH provides an account of both of the relationships whereby it combines direct and indirect one-way causation. According to DMH, the tendency of consumers to accept the advertisement statements regarding a brand is influenced by the affective responses of the consumer which means that there is a direct linear association between feelings towards ad and claims about the ad remembered by the consumer.

Reciprocal mediation hypothesis points to an existence of a direct relationship between Aad and Ab based Heider (1946) balance theory which contends that individuals strive to maintain their cognitive balance. Accordingly, a balanced configuration only exists whenever there are similar parts of a causal unit. In this case, strengths of the reciprocal mediation hypothesis provide a precise account of the inherent differences that are dependent on situations as well as individual consumers. An example introduction of a new product will see a relatively stronger Aad to Ab flow due to the fact that an advertisement first serves the purpose of exposing a consumer to a brand. On the other hand, the independent influence hypothesis is based on the assumption that there is no association between Aad and Ab but they independently influence the intention to purchase by a consumer. Its concepts are founded on an adjustment of the discrepancy between brand concept and impersonal attitude which was originally put forward by Howard (1977). According to him, situational pressures play an integral part in purchase.

2.3 Empirical Literature Review

Several studies conducted internationally as well as locally that are related to the topic of study. Globally, (Barrault 2006) carried out a study on consumers to establish their attitudes towards coupons in France. The study aimed to obtain a better knowledge on the consumers' attitude couponing promotions. It also aimed to get the motives or restraints towards couponing as well as people not using them. Data was collected using questionnaires, which were given to housewives in households in France. The study concluded that there was no unfavorable reaction against coupons either from retailers or from consumers. Lunn (2005) did a study on attitudes and behavior in consumer research. R=the purpose of the study was to provide an overview of the current position in consumer attitude research with particular reference to the attitude

behavior controversy. The study adopted both qualitative and quantitative methods in which in depth interviews were used and factor analysis used to get results.

Putschi (2007) also conducted a study on consumer attitudes towards instructions in the pharmaceutical industry in Austria. The study showed the actual interest patients feel towards instructions and the difficulties they face towards trying to understand the instructions accurately. A survey was conducted for this study. The study concluded that consumers generally are unable to understand properly the explanations given for medication properly which makes them worry about side effects. Winkler (2000) did a study on consumer attitude towards marketing activities in Germany. The study was an inventory of how the consumer experiences and evaluates modern marketing. It looked at whether consumers actually recognize and make use of advertising as a source of information and how they judge advertising as a medium of communication. The study used questionnaires to collect data from respondents. It concluded that consumer discomfort with advertising does not result from exaggeration of advertising rather it is consumers who doubt whether advertising embodies the principle of truth.

Locally, studies have also been done relating to the topic. Munene (2000) carried out a study investigating attitudes towards opaque beer and the factors which would influence its sales performance. The study aimed at providing in depth understanding of opaque beers and how people view them. The study collected data through personally administered questionnaires. Data was analyzed through descriptive statistics like percentages and frequency tables. It concluded that the public had a negative attitude towards opaque beer due to the effects it had on society like loss of lives. Jepchirchir (2014) undertook a study on packaging attributes and consumer buying behavior of Fast Moving Consumer Goods in Kenya. The study used

questionnaires to collect data from shoppers from selected supermarkets. The study concluded that packaging attributes examined, contribute in communicating product quality and features in a manner that affects purchasing behavior.

Nyarunda (2016) undertook a study on consumer attitudes and patronage towards purchase of imported vs locally produced apparel in Nairobi. The objective of the study was to find out attributes considered in selecting apparel and determining public servants' perceptions towards locally produces and imported apparel. The study conducted a survey which was conducted within Nairobi. Primary data was used in this study and it was obtained by the use of questionnaires. The study conclusions indicated lack of difference with regard to the attributes considered by consumers to select apparel with imported and locally produced clothing viewed in the same standards.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter presents the research methodology that was applied in this study and the procedure used in the study. Specifically, it highlights the research design, population of the study, sampling technique, data collection methods and analysis techniques that were used to draw insights from the data.

3.2 Research Design

A descriptive design refers to a scientific design that comprises of observation as well as vivid description of a subject's behavior that does not influence the subject at all (Makenzie 2003). In circumstances where the possibility of testing as well as measuring a mass volume of items required to conduct a quantitative experimentation is not available, a descriptive research design usually proves more useful than other research designs. It is important to highlight the fact that the outcomes of a descriptive research provide a less definitive answer or hypothesis disapproval due to the limitations that are encountered during research but also acknowledge the usefulness of such findings in as far as various fields of research are concerned. According to Nolah (2000), different descriptive measures are applied to summarize data such as mean, standard deviation, mode, percentage as well as correlations between variables.

3.3 Target Population

A population refers to a group of individuals, objects or items with common characteristics from which data is collected for analysis (Kombo and Tromp 2003). The population of this study comprises of all residents of Westlands Area, Nairobi

City County. Westlands area is high economy area populated by the upper middle and middle class. The area has many food joints and major shopping malls like Sarit center and Westgate mall. This is because of the high purchasing power that the residents have.

3.4 Sample Selection

This study employed judgmental sampling technique also called purposive sampling which according to Sauller (2005) can be construed as non-probability sampling by which a researcher uses their own knowledge as well as professional judgement to choose sample units. This type of sampling technique is appropriate in selection of representative sample that can convey the desired results more accurately as compared to probability sampling. It involves purposely selecting sample units from a given population on the basis of a researcher's professional knowledge as well as judgement which rules out application of probability sampling techniques. Fraenkel and Wallen (2002) recommend a minimum of 100 subjects and a maximum of 1,000 for descriptive studies. This recommendation was used as a guide for the sample size of 100 people, split equally between female and male. A sample size of between 100 and 1000 is a good representative of the target population for adequate analysis (Mugenda & Mugenda, 2003).

3.5 Data Collection

Mall intercept method of data collection was applied in this study. This process involves interviewer stopping or intercepting individuals who are passing by and seeking to know if they would be willing to take part in a study whereby those who oblige are interviewed in a facility set aside for the interview (Kheller 2008). Some of the step involved in the method intercept method include stopping shoppers, probing

them to determine whether they are appropriate for the study and then either inviting them to the interview facility or administering the interview on spot. Despite the fact that shopping mall customers are generally less representative of the entire population, they still make up majority of the consumers of different products and can therefore be involved in a study of this kind.

3.6 Data Analysis

The purpose of carrying out data analysis is to explicate on the data collected therefore attaching more meaning and usefulness of the data by bringing out better structure and orderliness of the information. According to Kombo and Tromp (2006) data analysis is the process of examining the information that has been obtained during research and seeking to draw deductions as well as make inferences. According to Ary, Jacobs and Razavieh (2002), the three basic steps of data analysis are organization of data, interpretation of the findings and summarization of the findings. For this study, SPSS was used to process the data collected after it was edited and coded appropriately. Some of the descriptive statistics that were computed and used in summarizing the findings for various variables of interest are frequencies, mean scores, percentages as well as standard deviation. The study further used correlation as well regression techniques whereby mean scores of the variables were run to determine the associations among the variables.

CHAPTER FOUR

DATA ANALYSIS FINDINGS AND DISCUSSIONS OF FINDINGS

4.1 Introduction

Results as well as findings of the information obtained during research are presented in this chapter. These findings are presented under various subsections which include results on the demographic information of the respondents including their gender, age and level of education followed by descriptive findings on the different objectives of the study. The informed was obtained from questionnaires which was the main data collection tool. Correlation as well as regression statistics are also presented in this chapter to capture the relationship among the variables of the study.

4.2 Response Rate

It was noted that out of the 100 questionnaires give out to the consumers in Westlands division, 80 questionnaires were completed which provided a response rate of 80%. This response rate is deemed by several researchers as satisfactory for the purpose of drawing inferences and making conclusions (Mugenda & Mugenda, 2003). Accordingly, a response rate of 50% is deemed adequate, 60% is deemed good while any response rate above 70% considered excellent (Bailey (2000). Data analysis based on the current response rate was therefore justifiable based on the affirmation by Mugenda *et al* (2003). The results are as presented in Table 4.1.

Table 4.1: Response Rate

Response rate	Frequency	Percentage
Complete Questionnaires	80	80%
Incomplete questionnaires	20	20%
Total	100	100%

Source: Primary data

4.3 Pilot Test Results

Questionnaires which were the main instruments used to obtain data for this study were given to specialists for the purpose of establishing their validity as they used their experience to evaluate the pertinence of each of the items of the questionnaire. A rating of 1-4 was adopted with 1 considered very relevant and 4 not very relevant. CVI, which is applied to establish validity, was obtained by summing up items that were rated 3-4 and dividing the value by the sum of questionnaire items. This analysis yielded a CVI value of 0.759 which was above the 0.7 threshold recommended as acceptable to adopt the research tool (Oso & Onen, 2009).

Likert scale items were formulated in the questionnaire whereby SPSS was used to ascertain the reliability using Cronbach's alpha that normally ranges from 0-1. Accordingly, a Cronbach's alpha value that is more than the commonly set threshold of 0.7 indicates reliability (Cooper & Schindler, 2008). As indicated on table 4.2, all the coefficients exceeded the threshold of 0.7, the study concluded that the instrument was reliable with adequate Cronbach's alpha values and therefore confirmed the suitability of the research tool.

Table 4.2: Reliability Test

Scale	Cronbach's Alpha	Number of Items	Comment
Awareness and Knowledge	0.752	6	Reliable
Feelings towards billboards	0.796	10	Reliable
Attitude towards billboards	0.801	5	Reliable

4.4 Demographic Information

This section presents demographic results which provide more general information with regard to the participants of the study. Some of the key demographic factors that this study sought to establish were age, gender of the respondents and the highest level of education. The findings are presented on each of these factors by the use of figures and tables.

4.4.1 Gender of the Respondents

In order for the study to establish the gender disparity among the respondents, questionnaire information was analyzed to establish if there is gender disparity of the consumers in Westlands division. From the findings as indicated in Figure 4.1, there was an equal split of 50% each between both males and females.

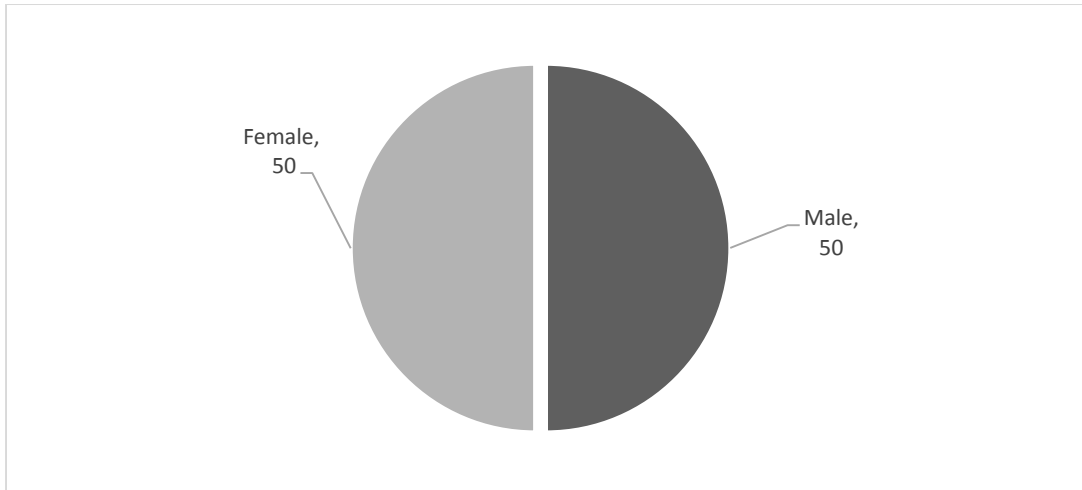


Figure 4.1: Gender of the Respondents

4.4.2 Age bracket

From the findings, majority of the participants of the study were aged between 26-35 years. This was noted as it made up the highest frequency of the respondents 22 stated so, and resulted to 28.8%. Closely after were respondents aged between 18- 25 years which covered 27.5%. This age bracket was noted to have a frequency of 22 respondents. 20.0% of all the respondents were aged between the ages of 36 and 45years determined from a frequency of 16 respondents. 15% of the respondents stated that they were aged between 46-54 years old with a frequency of 12 respondents while the least group was of respondents aged above 55 years (frequency 7). The general inference that was made from this section is that the respondents were old enough to provide dependable perceptions that were applicable to the study.

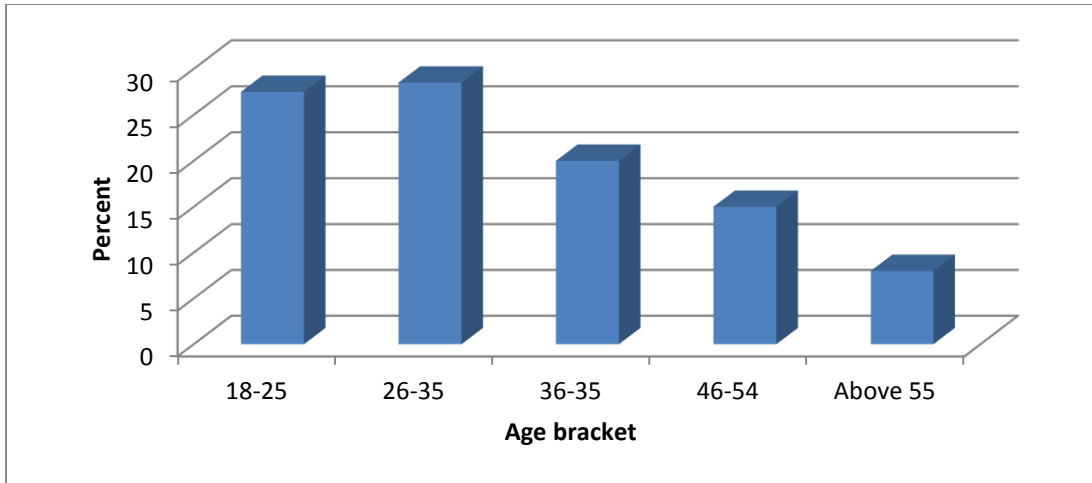


Figure 4.2: Age of Respondents

Source: Primary data

4.4.3 Education Level

Findings in this section indicated that majority of the respondents (28.8%) indicated undergraduate as their highest form of education. This was closely followed by college diploma calculating to 26.3% with a frequency of 21 respondents. 23.8% of the respondents stated their highest level of education to be Secondary school calculating to a frequency of 19 respondents. This was followed by 13.8% of the respondents having post graduate degrees as their highest level of education translating to a frequency of 11 respondents. The least percentage were respondents who attained primary school level to be their highest level of education calculating to 6 respondents. From these findings, this study inferred that majority of the participants of the study had adequate level of academic qualification with sufficient knowledge and therefore provided the study with reliable theoretical information involving the research topic.

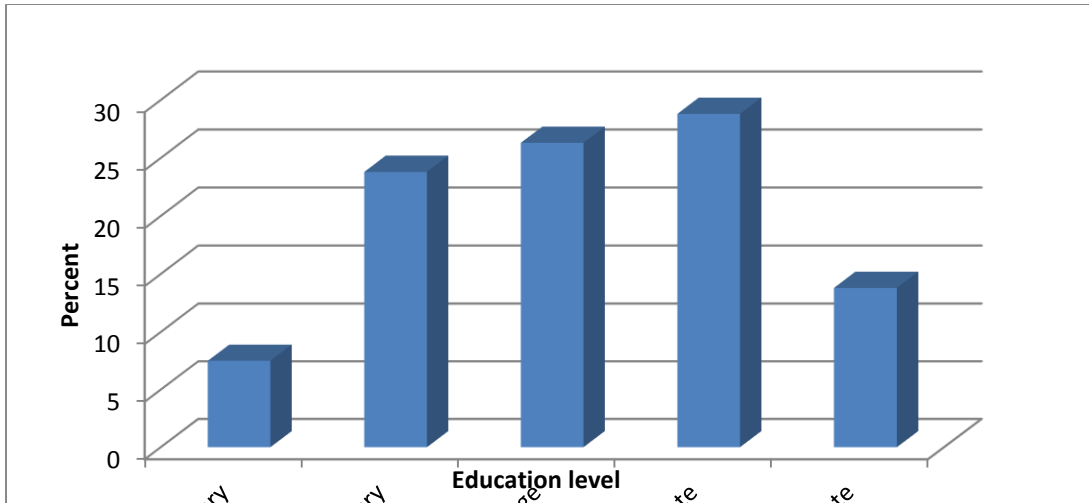


Figure 4.3: Education Level of Respondents

Source: Primary data

4.5 Descriptive Analysis

The study established the influence of outdoor advertising on consumer attitudes in fast moving consumer goods in Westlands division, Nairobi County. The respondents were required to provide their own rating on their feelings regarding different variables in connection to their attitude on outdoor advertising in a five point Likert scale.

4.5.1 Awareness and Knowledge

The study determined whether awareness and knowledge had any influence on outdoor advertising on consumer attitudes in FMCGs in Westlands division. Table 4.3 presents the findings.

Table 4.3: Awareness and Knowledge of Respondents

Statement	N	MEAN	STD.DEV
I am aware of what a billboard is	80	4.24	0.767
I am aware of where I see billboards	80	4.14	0.882
I am aware of different billboard suppliers	80	2.56	1.041
I am aware of billboard placements in Westlands area	80	4.00	0.941
I am aware of different types of billboards	80	2.40	1.109
I am aware of the different advertisements placed on billboards	80	4.11	0.886

Source: Primary data

From the results presented, there was an indication by majority of the respondents that they were aware of what billboards are. This was noted by the highest mean of highest mean of (4.24) meaning that majority strongly agreed that they were aware of outdoor advertising. The standard deviation value of 0.767 indicated a dismal variation in the responses provided on the statement. Similarly, majority strongly agreed that they were aware of the different advertisements placed on billboards. This was supported by the mean value calculated of 4.11. The standard deviation value of 0.866 indicated a dismal variation in the responses provided on the statement. The study's majority respondents also pointed out that they were aware billboard placements in Westlands division whereby the mean value to this effect was 4.00. The standard deviation of 0.941 derived by SPSS pointed out that majority of the respondents were of a similar opinion. The study also noted that some of the respondents indicated that they were not aware of the different billboard suppliers confirmed by a mean value of 2.56.

Winkler (2000) study also looked at whether consumers actually recognize and make use of advertising as a source of information and how they judge advertising as a medium of communication. It concluded that consumer discomfort with advertising does not result from exaggeration of advertising rather it is consumers who doubt whether advertising embodies the principle of truth.

4.5.2 Feelings towards Billboards

The influence of outdoor advertising on consumer attitudes in FMCGs in Westlands division was determined by this study. Table 4.4 presents the findings.

Table 4.4: Feelings towards outdoor Advertising

Statement	N	MEAN	STD.DEV
I like billboards because they provide information	80	3.58	1.230
Billboards are a sufficient way of getting information about products	80	4.24	0.767
It easy to get information from billboards	80	2.63	1.036
It is cumbersome to identify billboards on busy areas	80	2.45	1.135
I will definitely buy a fast moving consumer good I have seen on a billboard	80	4.05	0.940
Billboards are favorable for advertising	80	4.24	0.767
Fast moving consumer goods advertised on billboards are good quality	80	2.75	0.974
One is hesitant to buy fast moving consumer goods seen on billboards	80	2.63	1.036
Fast moving consumer goods do not advertise on billboards because it is expensive	80	2.75	0.974
Seeing an advertisement on a billboard makes you more confident about FMCG	80	4.05	0.940

Based on the analysis in Table 4.4, it was noted that majority of the respondents strongly agreed that billboards are favorable for advertising. This was noted true from a mean of 4.24. Also established in the analysis was that majority of the respondents indicated that Billboards are a sufficient way of getting information about clients confirmed a calculated mean of 4.24. The standard deviation of 0.767 provided an indication that the responses among the respondents did not vary greatly. The study also established that most respondents strongly agreed that they will definitely purchase FMCG they saw on a billboard whereby the mean value was 4.05 and the standard deviation of 0.940 confirmed that respondents had close to similar opinion regarding the statement.

Most respondents also agreed that seeing an advertisement on a billboard would make them more confident about FMCGs having a mean of 4.05. The study pointed out that majority disagreed that billboards provide sufficient information. This was noted so by the mean of 3.58. The standard deviation of 1.20 was an indication of low variation of the responses to the statement. The study concurred with Nyarunda (2016) who undertook a study on consumer attitudes and patronage towards purchase of imported vs locally produced apparel in Nairobi. The study conclusions indicated lack of difference with regard to the attributes considered by consumers to select apparel with imported and locally produced clothing viewed in the same standards.

4.5.3 Attitude towards Billboards

The study further determined the influence of outdoor advertising on FMCGs in Westlands division. Table 4.5 presents the findings.

Table 4.5: Attitudes towards Billboards

Statement	N	MEAN	STD. DEV
I definitely will buy a product I have seen on a billboard	80	2.75	0.974
The fast moving consumer goods I take are advertised on billboards	80	2.75	0.974
Billboard advertising is way more effective than other forms of promotions	80	2.96	1.263
Billboard advertising has improved my attitude towards fast moving consumer goods	80	4.11	0.886
Billboard advertising has increased my consumption of fast moving consumer goods.	80	3.50	1.141

From the results obtained as illustrated in the above table, majority of the respondents strongly agreed that billboard advertising has improved their attitudes towards fast moving consumer goods. This was represented by a mean of 4.11 and standard deviation of 0.886. From the analysis done, it also showed that majority of the respondents agreed that billboard advertising increased their consumption of fast moving consumer goods having a mean of 3.50 and a standard deviation of 1.41. SPSS analysis also showed that a mean of 2.96 of the respondents indicated that billboard advertising is a more effective way of advertising as compared to other methods of promotion, giving a standard deviation of 1.263. According to table 4.4 it indicated that consumers will agree purchase a product they have seen on a billboard to a moderate extent; mean of 2.75 and a standard deviation of 0.974.

The study finding support those of Munene (2000) who carried out a study investigating attitudes towards opaque beer and the factors which would influence its sales performance. The study concluded that the public had a negative attitude towards opaque beer due to the effects it had on society like loss of lives. Similarly, the finding concurs with those of Jepchirchir (2014) who undertook a study on packaging attributes and consumer buying behavior of Fast Moving Consumer Goods in Kenya. The study concluded that packaging attributes examined, contribute in communicating product quality and features in a manner that affects purchasing behavior.

4.6 Inferential Statistics

Results of inferential statistics are presented under this section whereby the strength of the association between the variables of the study i.e. Awareness & Knowledge, Feeling and Attitude towards billboards advertising and attitude to purchase the FMCGs was measured by correlation while significance of each of the independent variables on consumer attitude to purchase FMCGs was established through regressions analysis.

4.6.1 Correlation Analysis

The Pearson correlation coefficient was used in this study and measured the strength of the association between two variables. The Pearson correlation coefficient (R) was used to measure the strength of the correlation between Awareness and Knowledge of billboards, feelings towards billboards and attitude towards billboards which were the independent variables against dependent variable which was consumer attitude to purchase FMCGs. This was done using the responses to the questions in each of the sections. The values are computed within a range of -1 to +1. To establish the

relationship between independent variables (awareness and knowledge of billboards, feelings towards billboards and attitude towards billboards) and the dependent variable, Pearson correlation coefficient was obtained by the use of SPSS whereby a significance level of 5% was adopted with an aim of making useful conclusions regarding the association of the variables. The correlation results are shown in Table 4.6.

Table 4.6: Correlation Analysis

Correlations		Awareness and knowledge	Feelings towards Billboards	Attitude towards Billboards	Consumer attitude towards FMCGs
Awareness and knowledge	Pearson Correlation 1 Sig. (2-tailed)				
Feelings towards Billboards	Pearson Correlation .402 Sig. (2-tailed) 0.059		1		
Attitude towards Billboards	Pearson Correlation .239 Sig. (2-tailed) 0.053		0.201	1	
Consumer attitude towards FMCGs	Pearson Correlation .578** Sig. (2-tailed) 0.000 N 80	.578** 0.000 80	.473** 0.000 80	.472** 0.000 80	1 80

** Correlation is significant at the 0.05 level (2-tailed).

Source: Primary data

From the result, it was established that there is a moderate positive and significant correlation between knowledge and awareness of what a billboard is and consumer attitude to purchase FMCGs in the area studied as confirmed by Pearson correlation

coefficient of 0.578 and a level of significance of 0.000 which is below the level of significance threshold for this study (0.05). This implies that an increase in knowledge and awareness of what a billboard is would result to significant increase in consumption of FMCGs. Similarly, the findings of the study established that there is a moderate positive and significant correlation between feelings and attitude towards a billboard and consumer attitude to purchase FMCGs as confirmed by Pearson correlation coefficients of 0.473 and 0.472 respectively at 0.05 level of significance. This implies that an improvement in feelings and attitude towards billboards would result to significant increase in consumption of FMCGs.

The study finding support those of Munene (2000) who carried out a study investigating attitudes towards opaque beer and the factors which would influence its sales performance. The study concluded that the public had a negative attitude towards opaque beer due to the effects it had on society like loss of lives. Similarly, the finding concurs with those of Jepchirchir (2014) who undertook a study on packaging attributes and consumer buying behavior of Fast Moving Consumer Goods in Kenya. The study concluded that packaging attributes examined, contribute in communicating product quality and features in a manner that affects purchasing behavior.

4.6.2 Regression Analysis

The study also used multivariate regression to examine association between knowledge and awareness of billboards, feelings towards billboards and attitudes towards billboards and consumer attitude to purchase FMCGs. The following regression model was used: $Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$ Where; Y = consumer attitude towards FMCGs, X_1 = knowledge and awareness of billboards, X_2 = feelings

towards billboards, X_3 = attitudes towards billboards. The regression analysis summary results presented in Table 4.7 indicated that the coefficient of correlation (R) was 0.709 which implies that knowledge and awareness of billboards, feelings towards billboards and attitudes towards billboards have a strong positive association with consumer attitude to FMCGs. The results also indicated that the coefficient of determination (R squared) was 0.503 which implies that 50.3% of the variation in consumer attitude towards FMCGs in Westlands division is explained by out of home advertising represented by knowledge and awareness of billboards, feelings towards billboards and attitudes towards billboards.

Table 4.7: Model Summary

R	R Square	Adjusted R Square	Std. Error of the Estimate
.709	0.503	0.483	0.26807

a Predictors: (Constant), Attitude towards Billboards, Feelings towards Billboards, Awareness and knowledge of billboards

Source: Primary data

The study also established the model significance through ANOVA. The findings are shown in Table 4.8. The findings indicated that the regression model linking knowledge and awareness of billboards, feelings towards billboards and attitudes towards billboards and attitude of the consumers to purchase FMCGs in Westlands division was significant (Sig = 0.000). This implies that out of home advertising through use of billboards can predict the attitude of the consumers to purchase FMCGs in Westlands division significantly.

Table 4.8: Analysis of Variance (ANOVA)

	Sum of Squares	df	Mean Square	F	Sig.
Regression	5.518	3	1.839	25.594	.000
Residual	5.462	76	0.072		
Total	10.98	79			

a Dependent Variable: Consumer attitude to purchase FMCGs

b Predictors: (Constant), Attitude towards Billboards, Feelings towards Billboards, Awareness and knowledge of billboards

Source: Primary data

The findings also established the regression coefficients as shown in Table 4.9. The findings revealed that knowledge and awareness of billboards have a positive and significant impact on consumer attitude towards FMCGs (Beta = 0.0.34, Sig = 0.000). This implies that an increase in knowledge and awareness of billboards by one unit leads to 0.34 unit increase in consumption of FMCGs. The findings also revealed that attitude by consumers towards billboards have a positive and significant impact on consumption of FMCGs (Beta = 0.195, Sig = 0.000).

This implies that an improvement in the attitude towards billboards by one unit would result to 0.195 unit increase in consumption of FMCGs. Feelings towards billboards had a positive and significant impact on consumption of FMCGs (Beta = 0.189, Sig = 0.007). This implies that an improvement in the feelings towards billboards by one unit would result to 0.189 unit increase in consumption of FMCGs. The study finding support those of Munene (2000) who carried out a study investigating attitudes towards opaque beer and the factors which would influence its sales performance. The study concluded that the public had a negative attitude towards opaque beer due to the effects it had on society like loss of lives. Similarly, the finding concurs with those of Jepchirchir (2014) who undertook a study on packaging attributes and consumer buying behavior of Fast Moving Consumer Goods in Kenya. The study concluded

that packaging attributes examined, contribute in communicating product quality and features in a manner that affects purchasing behavior.

Table 4.9: Regression Coefficients

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	1.204	0.342		3.519	0.001
Awareness and knowledge of billboards	0.34	0.076	0.401	4.467	0.000
Feelings towards Billboards	0.189	0.068	0.246	2.764	0.007
Attitude towards Billboards	0.195	0.05	0.327	3.894	0.000

a Dependent Variable: Consumer attitude to purchase FMCGs

Thus the optimal regression equation is:

Consumer attitude towards FMCGs= 1.204 + 0.34 (Awareness and knowledge of billboards) + 0.189 (Feelings towards Billboards) + 0.195 (Attitude towards Billboards)

4.7 Discussion of the Findings

The inferential results of this study indicated a positive and significant influence of out of home advertising on consumer attitude to purchase FMCGs in Westlands division, Nairobi County. In particular, correlation findings indicated that knowledge and awareness of billboards, attitude towards billboards and feelings towards billboards as a means of out of home advertising had a positive and significant impact on the consumer attitude to purchase FMCGs in Westlands division. The results of the study imply that an improvement in out of home advertising of FMCGs reflected in increase in knowledge and awareness of billboards and a positive attitude and feelings

towards billboards would result to a significant improvement in purchase of the goods in Westlands division. The findings are consistent with the findings of a study by Lunn (2005) which concluded that consumers will have better attitudes towards products which have been well researched. The findings are also consistent with the study conclusions of Jepchirchir (2014) that advertising attributes contribute in communicating product quality and features in a manner that affects purchasing behavior.

The regression analysis findings indicated that 50.3% of the variation in the consumer attitude to purchase FMCGs was explained by out of home advertising. Comparing with the empirical literature of the study, (Barrault 2006) concluded that there was no unfavorable reaction against coupons either from retailers or from consumers due to increased out of home advertising activities, rather consumers are able to examine and compare the features of the goods they purchased which guided their decisions to purchase or not. Putschi (2007) also concluded that consumers generally are able to understand properly the explanations given for goods they consume properly which makes them less worried about side effects. On the other hand, Winkler (2000) examined consumer attitude towards marketing activities in Germany and concluded that consumer discomfort with advertising does not result from exaggeration of advertising rather it is consumers who doubt whether advertising embodies the principle of truth. These studies therefore concur with the results of this study, which indicated that an improvement in out of home advertising by way of improving consumer knowledge and awareness of billboards, positive attitude and feelings towards billboards would result to improvement in consumer attitude to purchase FMCGs.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

The study purposed to establish the influence of out of home advertising on consumer attitudes in FMCGs in Wetlands division, Nairobi County. This chapter outlines summary of the key findings, the resulting conclusions, limitations, suggestions and recommendations arising out of the study.

5.2 Summary of Findings

The study sought to investigate the influence of outdoor advertising on consumer attitude in fast moving consumer goods in Westlands division, Nairobi County. Descriptive statistics and inferential statistics, that is, correlation and regression were the main techniques used for analysis. Chapter four also presented the results of the study as well as discussions of the findings. The findings were also collaborated with the findings of other studies on the theme.

The study revealed a number of key findings that would go a long way in providing a deeper understanding of the concept of outdoor advertising in relation to fast moving consumer goods. With regard to knowledge and awareness of outdoor advertising, descriptive statistics indicated that majority of the consumers were found to be cognizant of outdoor advertising and were able to identify billboards in their different placement. The study also revealed that majority of the respondents agreed that billboards are a favorable form of advertising. This was supported by the facts that billboard that are strategically placed are in a position to provide consumers with sufficient information.

In regards to the purchase of FMCGs advertised on billboards, majority of respondents indicated that products advertised on billboards were of high quality and the manufacturers could be trusted. They would therefore definitely be more confident purchasing a product that they had seen being advertised on a billboard. The study also indicated that billboards positively influenced consumer attitudes and improved their perceptions towards fast moving consumer goods. Billboard advertising helped shape the consumer attitudes making them more inclined towards products that they had seen being advertised on billboard. This was a positive impact that was deduced from the study, revealing that a majority of the respondents would perceive those products in a better way.

These finding would also explain the number of billboards that have been placed in Westlands region and also the reason why fast moving products including eating joints are located in Westlands region. The high level of consumption of fast moving consumer goods would also mean more sale of products in Westlands region. The study also indicated that billboard advertising was a more efficient and effective method of doing marketing promotion in Westlands area. The respondents indicated that billboards had a higher value for money when it came to mass market advertising. Inferential statistics also indicated that that knowledge and awareness of billboards, attitude towards billboards and feelings towards billboards as a means of out of home advertising had a positive and significant impact on the consumer attitude to purchase FMCGs in Westlands division.

5.3 Conclusion

This research was a study on influence of out of home advertising on consumer attitudes in FMCG in Wetlands division, Nairobi County. For this purpose, three independent variables, knowledge and awareness of billboards, attitude towards billboards and feeling towards billboards by consumers were considered. It was concluded that out of home advertisement has a positive significant effect on consumer attitudes in FMCGs. This study is useful especially with regard to marketers who can seek to comprehend what prompts the intentions of consumers to buy by determining which element in out of home advertising is most effective.

Another conclusion that can be made from this study is that knowledge and awareness of billboards as a tool for outdoor advertising positively and significantly affects consumer attitudes in FMCGs. In this regard, ability of consumer to recognize and identify outdoor advertising tools such as billboards in their different placement positively and significantly enhances their attitude towards Fast Moving Consumer Goods. Similarly, having billboard that are strategically placed provides consumers with sufficient information which boosts their confidence in the quality of Fast Moving Consumer Goods.

It can also be concluded that feelings and attitudes of consumers towards billboard advertising has a positive significant effect on consumer attitudes in Fast Moving Consumer Goods. Accordingly, if consumers perceive billboard advertising positively, they are likely to develop positive attitudes towards Fast Moving Consumer Goods which would ultimately enhance their consumption of the goods. Billboard advertising would therefore influence consumer attitudes in a positive way and consequently increases purchase and consumption of fast moving consumer goods.

5.4 Recommendations

The study findings led to the recommendations that producers of fast moving consumer goods should focus more on out of home advertising such as use of billboards as opposed to other forms of media like T.V and Radio to help boost consumption and sale of their products based on the conclusion that home advertisement has a positive significant effect on consumer attitudes in Fast Moving Consumer Goods. Marketers of FMCGs should therefore seek to understand what prompts the intentions of consumers to buy and therefore include effective elements in in out of home advertising. Marketers of FMCGs should also determine the most effective out of home advertising tool that most triggers a consumer to purchase FMCGs.

The study also recommends marketers of FMCGs that for the purpose of increasing their sales, there is need to enhance the knowledge and awareness of consumers with regard to existence and location of billboards as knowledge and awareness of billboards positively and significantly affects consumer attitude towards FMCGs. The aspect of a 24 hour presence for billboards cannot be underplayed. It underpins, their utility as a high reach tool of advertising and finally visual impacts from advertisements sizes and message creativity are very important in advertising.

The study further recommends marketers of FMCGs to enhance the effectiveness of billboard advertising in terms of their content since consumer of fast moving goods are sensitive to some aspects of advertisement contained in the billboards. There is need to ensure that the billboards provide accurate information about the quality of the goods advertised, are sufficient as a means of getting information about products and are designed to enhance the confidence of the consumer to purchase FMCGs.

Consumer develop a certain level of dependability on a brand whose advertisement they have been exposed to and are keen to know the usage as well as benefits of the product before making the decision to purchase.

5.5 Limitations of the study

The study used a sample from only Westlands region. However, the sample size used is not representative of the total population in Kenya. Inference from the finding would therefore be misleading for policy makers. In the course of data collection, the researcher faced several challenges that were connected to the research. Firstly, dearth of resources meant that the research was conducted under financial constrictions. The second challenge that the research faced was inadequate or absence of cooperation from respondents that proved the biggest hurdle. The fact that some respondents failed to comprehend the purpose of the study meant that they were naturally predisposed to feel uneasy and have suspicion especially when they were urged to cooperate. In order to calm the respondents, the purpose as well as the nature of the study was communicated by the researcher whereby they were informed of the academic undertaking of the study and any information they provided would not be revealed.

5.6 Recommendations for Further Research

Future studies should use a representative sample of the entire Kenya population in investigating the influence of Outdoor advertising on Fast moving consumer goods. This is because billboards are a form of advertising used nationwide in all the counties and regions in Kenya. Although the information gotten from the residences in Westlands region provided sufficient information for the study, other studies should also include other sources of information like the companies that own billboards and the fast moving consumer goods companies as well.

REFERENCES

- Berkowitz E.N, Kerin R.A, Rudelius W. and Crane .F.G. (1991).Marketing.1st Canadian Edition. Irwin. Boston
- Black T.R. (1999). *Doing quantitative research in the social sciences: An integrated approach to research design, measurement and statistics*.Sage.
- Çelen, A., Erdogan, T. &Taymaz, E. (2005). Fast moving consumer goods competitive conditions and policies. *ERC Working Papers in Economics*.Middle East Technical
- Charan. A. (2013-2018): Marketing Analytics: A Practitioner’s Guide to Marketing Analytics and Research Methods. NUS Business School, National University of Singapore. Retrieved from: <https://www.ashokcharan.com/Marketing-Analytics/~rt-coverage-analysis-retail-tracking.php>
- Consultancy.uk (2015).50 largest Consumer Goods / FMCG firms of the globe: Retrieved from: <https://www.consultancy.uk/news/2453/50-largest-consumer-goods-fmcg-firms-of-the-globe>
- Cytonn (2017).Kenya’s Real Estate Sector Retail Report; “Cautious Optimism in the Face of Turbulence”. Retrieved from:https://propertibazar.com/article/kenya-retail-sector-report-cytonn-investments_5a45dc7ed64ab2451f23c4c7.html
- David Yadav (2006). Competitive Strategies Adopted by Small and Medium Audit Firms in Nairobi City County, Kenya.*A Research Project*. Master of Business Administration, Faculty of Commerce. University of Nairobi
- Denzin, N. and Lincoln.Y. (1994).*Handbook of Qualitative Research*. Thousand Oaks, CA, US: Sage Publications Inc.
- Dhruv .G. and Michael .L. (2009).Emerging Issues in Retailing Research.*Journal of Retailing*. U.S: Elsevier Inc.
- Euro monitor.(2015). Oils and fats in Kenya.Retrieved from <http://www.euromonitor.com/oils-and-fats-in-kenya/report>.

- Fisher .M. L, Krishnan .J and Netessine.S, (2006): Retail Store Execution: An Empirical Study; Operations and Information Management Department. The Wharton School, University of Pennsylvania.
- Jouhari I. (2007). Marketing Diversification: Harvard Business Review.35:PP.113-124
- Jung, J. and Sung, E. Y., (2008). Consumer-based brand equity; Comparisons among Americans and South Koreans in the USA and South Koreans in Korea, Journal of Fashion Marketing and Management, Vol. 12, No. 1, pp. 24-36.
- Kotler .P. (2003).Marketing Management.11th Edition.Prentice Hall. India. New Delhi.
- Kotler, P. & Keller, KL.(2009). Marketing management, 13th Ed, Prentice Hall, Pearson. International Edition, 59-60.
- KPMG, (2016).Fast Moving Consumer Goods; **Sector Report**.Kpmg.com/Africa. Retrieved from:
<https://assets.kpmg.com/content/dam/kpmg/br/pdf/2016/09/fast-moving-consumer-goods.pdf>
- Lee, K. (2009). Marketing of FMCG s in Kenya.*Journal of marketing* 22(1), 1-13.

APPENDICES

Appendix I: Questionnaire

I would like to seek your honest opinion of the issues highlighted in this questionnaire. Please do not indicate your name, or any information that can identify you anywhere since all responses are anonymous.

After filling the Questionnaire I will personally pick it from you.

Section One: General Information

Please tick where appropriate

1. Indicate your age;

- 18-25
- 26-35
- 36-45
- 46-54
- Above 55

2. Indicate your gender;

- Male
- Female

4. Indicate the highest level of education you have achieved so far.

- Primary

- Secondary
- Diploma/College
- Undergraduate
- Postgraduate

Section Two: Awareness and Knowledge

Please indicate the extent to which you agree or disagree with the following statements based on the following rating: **1= Strongly Disagree 2=Disagree 3=Neutral 4=Agree 5=Strongly Agree**

	1	2	3	4	5
I am aware of what a billboard is					
I am aware of where I see billboards					
I aware of the different billboard suppliers					
I am aware of billboard placements in Westlands area					
I am aware of the different types of billboards					
I am aware of the different advertisements placed on billboards					

Section Three: Feelings towards Billboards

Please indicate the extent to which you agree or disagree with the following statements based on the following scale: **1=not at all 2=small extent 3=moderate extent 4=Great extent 5=very great extent**

	1	2	3	4	5
I like billboards because they provide information					
Billboards are a sufficient way of getting information about products					
It easy to get information from billboards					
It is cumbersome to identify billboards on busy areas					
I will definitely buy a fast moving consumer good I have seen on a billboard					
Billboards are favorable for advertising					
Fast moving consumer goods advertised on billboards are good quality					
One is hesitant to buy fast moving consumer goods seen on billboards					
Fast moving consumer goods do not advertise on billboards because it is expensive					
Seeing an advertisement on a billboard makes you more confident about FMCG					

Section Four: Attitude towards Billboards

Indicate to what extent you agree with the following statements in relation to attitude of consumers on billboards in a Likert scale form as shown.

1= Strongly Disagree 2=Disagree 3 =Neutral 4=Agree 5= strongly agree

	1	2	3	4	5
I definitely will buy a product I have seen on a billboard					
The fast moving consumer goods I take are advertised on billboards					
Billboard advertising is way more effective than other forms of promotions					
Billboard advertising has improved my attitude towards fast moving consumer goods					
Billboard advertising has increased my consumption of fast moving consumer goods.					

14. What are some of the challenges you have face as a consumer in billboard advertising?

15. What can be done to promote better billboard effectiveness fast moving consumer goods?

THANK YOU!!