

# **Influence of brand personality on Glaxosmithkline products in Nairobi**

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## **Abstract:**

The proliferation of assorted brands of toothpaste products in the country has led to cut-throat competition for increased market share being witnessed among the operators in the toothpaste industry. When competition is keen and the consumers are faced with brand choice in the market, it becomes imperative for the manufacturers to understand the major factors that can attract the attention of buyers to their own brand. These then forms the basis for marketing, planning and action. This was a descriptive survey aimed at investigating the influence of brand personality on GlaxoSmithKline products in Nairobi, the case of Aquafresh toothpaste. In order to undertake the study successfully the objectives that were set out included the need to evaluate the influence of brand sincerity on consumer buying decision as well as to establish the brand excitement elements on consumers. The study surveyed 120 randomly selected consumers of Aquafresh toothpaste brand in Nairobi's Eastlands area in the Buruburu locality, it examined the role played by advertising in influencing consumers preference for Aquafresh toothpaste, which is one of the leading toothpastes in the Kenyan market. Results revealed that both male and female of different age groups were equally influenced by advertising strategies of GlaxoSmithKline in their preference for the Aquafresh brand. Most of the consumers showed preference for Aquafresh brand of toothpaste. The major reasons advanced for the preference are the captivating advertising strategies of GlaxoSmithKline and the unique quality of the toothpaste brand. The need for high preference to advertising is therefore highlighted for companies that want to not only retain their position standing but also take positive steps to increase their market share