

**THE EXTENT TO WHICH VALUE PROPOSITION INFLUENCES CONSUMER
CHOICE FOR BEER BRANDS IN NAIROBI. ^**

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**A Project Proposal Submitted In Partial Fulfillment of the Requirements of
the Master of Business Administration (MBA) Degree, School Of Business,
University Of Nairobi**

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DECLARATION

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

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

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DEDICATION

To my late mother Mrs. Margaret Warunguru Mwangi, for instilling in me virtues of resilience and hard work early in my life. You believed in me even when I doubted my abilities. This work is an indelible mark to your contribution in my life.

To my father, Mr. Charles Mwangi, this far we have come. This work would not have seen the light of day in the absence of your moral and financial support. You understood me when I could not express myself. I say thank you.

ACKNOWLEDGEMENT

This work owes credit to a great number of individuals. Limitations of time and space impede me from mentioning them all. However, I am compelled to mention a few for their outstanding contribution.

Firstly, I am greatly indebted to my supervisor Mr. T. M Mutugu for his insight, suggestions, patience, time and support from conception to the final submission of this project.

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ABSTRACT

The beer consumer is always unconsciously asking "what is in it for me?" since the beer market is made up of products that are functionally similar. The challenge to the marketer therefore is to distinguish his products from competition by extending the brand identity to include the emotional and self expressive benefits.

The objective of the study was to determine the extent to which value proposition influence choice of beer brands in the consumer decision making process. It also sought to find out if some benefits influence brand choice more than others and if there exists other important factors that also influence choice of beer brands. Finally, the study sought to establish whether the influence of value proposition indicators differ along certain demographics variables like gender and age.

The research design was a descriptive survey with a population sample of 200 respondents who were selected from Nakumatt and Uchumi supermarket in Nairobi's Westlands area. Out of 200 respondents targeted, 191 responded thus having a 95.5% response rate. The data was analyzed using The Statistical Package for Social Science (SPSS). The study revealed that, value proposition influences consumer choice of beer brands but at varying degrees.

Clearly, the brand manager must therefore focus his attention and resources in creating and communicating emotional and functional benefits of their brand in order to beat competition and lead in their product category. The study suffered a major limitation as it was conducted primarily in Westlands area of Nairobi and hence did not take into account views from other parts of the country due to limitation of time and resources.

The researcher suggests that similar research should be carried out on another setting preferably rural. Also, another study may be carried out to find out whether value proposition benefits are equally important for non alcoholic beverages.

CHAPTER ONE

INTRODUCTION

1.1 Background

The most valued brands have one thing in common over their lesser rivals; more customers contributing more margins. Whatever assets a company may have, big or small, it is its customers and their willingness to contribute margin that creates value to the company. It is the loyal customers- those willing to return to a company's products on a regular basis that create sustaining value against which revenue can be forecast, investment raised, payrolls met, stock valued, and worth measured. It is in building and nurturing a base of loyal customers that the most valued companies separates themselves from the pack (Scott and Taylor 2002).

Depp (2002) states that companies should always be sensitive to the fact that customers are always unconsciously asking... "What is in it for me?" They make their choice of brand during purchase. She continues to suggest that the key to leapfrogging your competition is to be articulate in stating your unique value proposition. What distinguishing features do you bring to the prospect that cannot be found elsewhere? The value proposition is never about what you do, but rather about how customers benefits from the purchase (Depp, 2002).

Depp (2002) thus highlights the fact brand strategies should strive to compete on a level beyond price by transitioning from product communicators to value creators. She concludes by stating that logic makes buyers think, but emotions make them act. A strong value proposition thus explains what customer's should expect to receive for their investment in the brand. Every market category has a brand for which advantageous profits seem assured by disproportionate preference among both loyal customers and prospects. That is why it is so important for companies to understand their role in helping to perpetuate a brand

and build loyalty among customers. Brand leadership is the single most important contributor to long term competitive advantage. While more than half of the companies listed in the fortune 500 during the 1970s are gone from that list, 21 of the 25 brands that led their category in 1925 still do so today (Scott and Taylor 2003). A strong brand accelerates competitive advantage by migrating myriad that would otherwise impede the cycle of consumer awareness, consideration, experience and loyalty. One of the biggest success story of brands in the world has been in building of multimillion corporations with strong base of loyal customers e.g. coca-cola which is a brand worth \$68.9 billion (Kapferer, 1997).

Scott and Taylor (2003) thus suggest that a leading brand codifies value to loyal customers and prospects and guarantees consideration. It offers an emotional connection proving a value proposition that goes beyond the functional need that determines the category. It is the base upon which incremental margins can be built over time from loyal consumers. Similarly, the key to creating, developing and maintaining a brand is to develop attributes that identify the product and distinguish it from others (Dubberly, 1995; Hazer, 2000). Therefore, brands can reduce risks in product decisions for consumers which may be either real or perceived risk. Fundamentally they serve an identification purpose and simplify product handling or tracing for the firm (Keller, 1993).

1.1.1 Value Proposition And Consumer Decision Making

Aaker (1996), states that a brand's value proposition is a statement of the functional, emotional and self expressive benefits delivered by the brand that provide value to the customer. An effective value proposition should lead to a brand customer relationship and drive purchase decisions.

The functional benefits are based on a product attribute that provides functional utility to the consumers. It relates directly to the functions performed by the product or services for the customer. This must support a strong position relative to competitors. (Aaker, 1996).

According to Aaker (1996), emotional benefits provide the customer as strong positive feeling. This is evident in strong brand identifies. They add richness and depth to the experience of owning and using the product. Most functional benefits will have a corresponding feeling or set feelings.

Self-expensive benefits provide a way for a person to communicate his or her self-image. Each person has multiple roles and will consequently have an associated self-concept and a need to express that self concept [Aaker, 1996]

Consumer of consumer decision making is far broader than the mere selection of one brand from a number of brands. The model of consumer decision making has three major components: input, process and output.

The input component draws upon the external influences that serve as sources of information about a particular product and influence a consumer products-related values, attitudes and behaviour. They are both marketing-mix activities and socio-cultural influences that affect the consumers purchase decision.

The process component is concerned with how consumers make decisions. Many psychological concepts come into play. The psychological field represents the internal influences that affect the consumers' decision making process [what they need or want, their awareness of various products involves, this information gathering activities and their evaluation of alternatives].

The output component concerns the purchase behaviour and post purchase evaluation.

1.1.2 Branded Beer industry in Kenya

According to the East African Breweries Limited (EABL) Corporate Citizenship Report (2004), the branded alcohol beverage market in East Africa accounts for over fifty percent by volume of the formal market. Spirits and wines both local and imported make up the rest. EABL's brands are exclusively distributed in East

Africa. In Kenya alone EABLs business through Kenya Breweries Limited (KBL) and United Distillers and Vintners Kenya UDV(K), have an estimated 40% of total alcohol (both formal and informal) consumption in the country making it the leading branded alcohol producer and marketer.

If products are similar and not differentiated and competing only on price, they are referred to as commodities. One good way of differentiating products is through branding (Kotler, 2000; Keller 1998). Whilst a commodity is a product presumably so basic that it cannot be differentiated in the minds of the consumers (Keller, 1998), the key success factor in branding is that the consumers become convinced that all the product offerings in the product category are not the same and that meaningful differentiation exist.

Branding increases equity by providing a systematic reliable, sensitive and a valid measure of customer satisfaction and loyalty. It Creates awareness about a brand and helps consumers to create associations between the brand and other events evoking emotional and self expressive benefits Aaker (1991).

EABL was started in 1914, before the end of World War I at the time when there was no formal brew in Kenya. After the war two brothers, George and Charles Hurst came to Kenya and bought land at Kitale to form what later became the East African Breweries (EABL) that now ranks amongst the greatest private undertakings in Kenya and one of the largest growing concerns in Africa (Gikuri, 1981).

EABL is East Africa's premium beverage group dedicated to delivering world class beer to the market. It is the largest brewing group in East Africa with an annual turnover of Kshs. 28 Billion and it has the largest share of the beer industry in the region. Kenya Breweries markets a total of ten brewed brands that includes Tusker Lager which is the most popular, Tusker Malt, Pilsner Ice light, White Cup, Allsopps and the recently introduced Senator. Alongside these

local brews, the strategic partnership with Guinness UDV which has 48 percent shareholding, has enabled the group to market the Guinness Stout Lager as well as the Ready-to-drink Smirnoff Ice (eabl website, 2007). Former Castle Lager brewery's core brands include - Castle Lager, Castle Milk stout, Rangers, Trophy and Premium Reds Cold, all of which are now marketed by EABL under license. There are other players who manufacture local brews and other forms of alcoholic beverages in both formal and informal sectors who have not been considered because of their low market and brand usage is insignificant or not applicable (Market Intelligence, 2000).

Environmental changes have affected the beer industry. For instance, technological and innovation, globalization, regulation and deregulation by the government concerning advertisements and consumer behaviour like changing drinking habits, also the need for alcohol-free drinks and lastly the need for unmalted drinks. Managers of most beer brands have consequently come up with various measures in order to align their business strategies to the environment thereby matching the resources and activities of the organization to that of the environment. (Njai, 2000). They must therefore avoid overreliance on product related brand characteristics such as product scope, class or category, package, price and attributes or features and consider emotional and self-expressive benefits, organizational attributes, brand personality and brand symbolism, to create an enhanced, real differentiating value to customers (Aaker, 1996).

apt offers are critical to winning consumers in the segmented beer market; one size may no longer fit all, and that's the challenge for brands that seek to become regional or global brands. What works in one market, may not exactly work in another.

Aaker (1991) asserts that brands are strategic assets and company's primary source of competitive advantage. He further adds brands equity assets generally add or subtract value for customers. They can help them interpret process and

store huge quantities of information about product and brands. They also can affect customer's confidence in the purchase decision (due to either past experience or familiarity with the brand and its characteristics). There are many steps that are involved in developing a strong brand. Kotler (1999) recommends that this can be undertaken through two major avenues; building the brand and developing the value proposition. Developing the value proposition involves; choosing a brand position for the product, choosing a specific position for the product, choosing a value position for the product, and developing total value position for the product.

Kotler (1999) further asserts that companies need to go beyond a brand positioning to express a more concrete benefits and reason to buy drawing from such possibilities as best quality, best performance, most reliable.

1.2 Statement of the Problem.

The fundamentals of value proposition are to offer functional, emotional and self-expressive benefits that are supposed to influence the consumer in driving the purchase decision. This study aims at going further to determine the areas in which value proposition has an effect in influencing purchase decision in the consumer decision making process. Keller (1998) observes that favorable associations occur when consumers believe that the brand possesses attribute and benefits that satisfy their needs and wants such that a positive overall brand attribute is formed.

Aaker (1996) asserts that a common pitfall when creating brand identities is to focus on product related brand characteristics. He thus encourages strategies to break out of that box by considering emotional and self expressive benefits, organizational attributes, brand personality and brand symbol as well. For in taking the broader view of the brand, the likelihood of creating real differentiating value is enhanced. The aspect of value proposition is one that is postulated by

Aaker (1999) and has been adopted by various brand strategies. Its aims at driving purchase decisions.

Studies by Gikuri (1981), Rotich (1991), Njai (2000) and Lutta (2003), mainly focused on the brewing process of the EABL export brand - Tusker Premium, the transportation system of EABL, strategic responses by firms facing changed competitive conditions, a case of EABL respectively. Tharamba (2006), studied the influence of brand symbols on brand preference for consumers of Kenya Breweries Limited products in Nairobi. The study revealed that symbols for the drinks should emphasize more on feelings and emotions. Musembi (2003), looked at the tyre industry in Kenya and concluded that every market category has a brand leader for which advantageous profits seems assured by disproportionate preference among both loyal customers and prospects. He recommended that value proposition should be investigated in areas where one company controls all the brands. Nguruna (2002), sought to find out the extent to which functional, emotional and self expressive benefits influences brand choice, specifically feeds. He concluded that the challenges to feed manufacturers are how to position their products in the market and ultimately answer the question in the customer's mind **"Why should I buy from you"**. Gichuru (2006) contribution was on the extent to which value proposition influences choice of tea brands where he focused more on statement of function, emotional and self expressive benefits delivered by the brand that provide value to the customer in middle class tea consumers.

This paper thus seeks to examine the extent to which value proposition influences choice of beer brands. This study is timely because to the author's knowledge nobody has studied value proposition in the beer industry.

1.3 Objectives of the study

- i. To determine the extent to which value proposition influences choice of beer brands.
- ii. To identify which amongst the benefits are more important in influencing the choice
- iii. To establish whether the influence of value proposition indicators differ along certain demographic variables: like gender and age.

1.4 Importance of the Study

The marketing battle can be said to be a battle of brands, where each seeks dominance over the others in the eyes of the customer. The findings of this study will be of importance to marketers of beer who may apply some of its results to improve on their brand's personality which serves as a foundation for meaningful differentiation in a context where brands are similar with respect to product attributes. The study will also provide food for thought and a challenge to scholars, academicians and researchers to conduct further research in the subject of brand management.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

The purpose of this study is to elaborate the concept of the brand identity system together with the related concept of value proposition and its elements. The brand identity needs to provide a value proposition (whose central concepts are functional, emotional and self expressive benefits) to the customer and drive purchase decisions.

This chapter will also look into the factors that influence purchase behaviour among consumers and look at whether and how value proposition has been used to influence the same. The chapter will finally attempt to establish the branding strategies related to value proposition that have been adopted by beer industry in Kenya.

2.1 Brand Identity

Brand identity has been described as a unique set of brand associations that the brand strategist aspires to create or maintain. These associations represent what the brand stands for and imply a promise to customers by the organization members (Aaker, 1996). He further argues that it should help establish a relationship between the brand and customer by generating a value proposition involving functional, emotional or self expressive benefits.

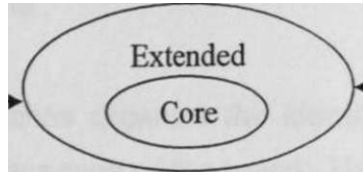
The brand identity structure as described by Aaker (1996) consist of twelve dimensions organized around four perspectives which he identifies as; brand-as-product, (brand scope, product attributes, quality/ value uses, users country of origin), brand-as-organization (organizational attribute, local versus global) brand-as-person (brand personality, brand customer, relationships), brand-as-symbol (visual imagery/ metaphors and brand heritage).

Aaker (1996) further describes the brand identity structure as including the core and extended identity. The core identity is said to be the central, timeless essence of the brand and is most likely to remain constant as the brand travels to new markets and products. The extended identity includes brand identity elements, organized into cohesive and meaningful groupings that provide texture and completeness.

Aaker (1996) has developed a brand identity planning model (fig. 2.1) which recommends that a firm should consider its brand as (1) a product (2) an organization, (3) a person and (4) a symbol. He goes on to state that their perspectives are very different. Their goal is to help clarify, enrich and differentiate an identity.

**FIGURE 2.1 BRAND IDENTITY PLANNING MODEL
BRAND IDENTITY SYSTEM**

BRAND IDENTITY



Brand as product

1. Product scope
2. Product attributers
3. Quality/ value
4. Uses
5. Users
6. Country of origin

Brand as organization

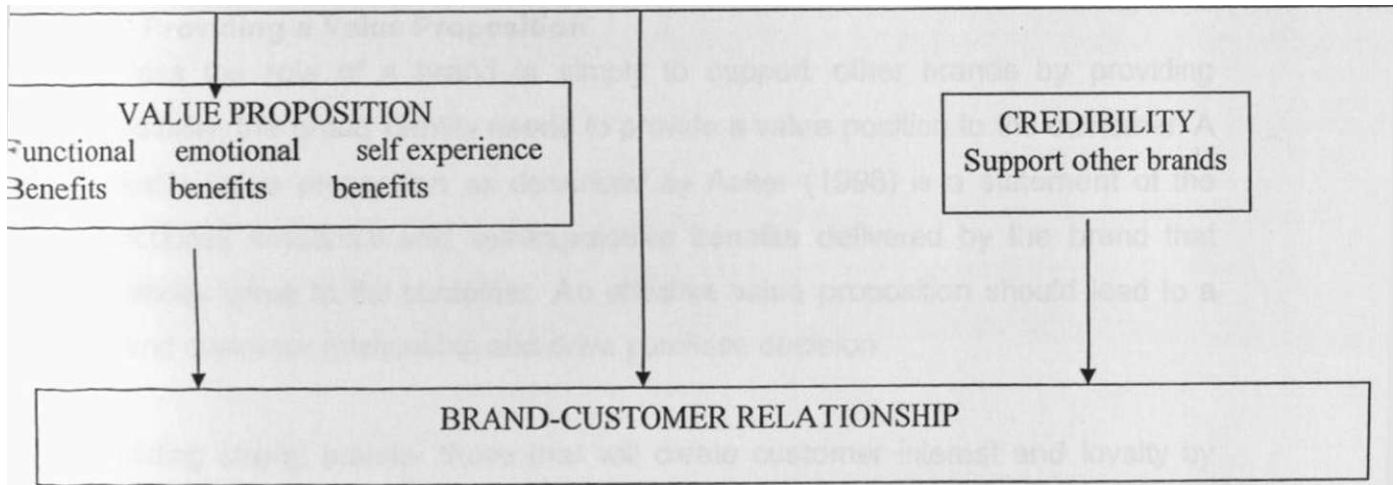
7. Organization attributes (e.g. innovation, consumer concern, trustworthiness)
8. Local Vs. Global

Brand as person

9. Personality (e.g. genuine energetic, rugged)
10. Brand customer relationships (e.g. friend, adviser).

Brand as symbol

11. Visual imagery and metaphors
12. Brand heritage



Source: Aaker, D.A. (1996) Building Strong Brands, New York , the Free Press pp. 79

Despite this, Aaker (1996) cautions that not every brand needs to employ even several of these perspectives. He adds that for some brands only one will be viable and appropriate. Each brand should however consider all of the perspectives and use those that are helpful in articulating what the brand should stand for in the customer's mind.

The core and extended identities organize the identity elements according to their role in representing the essence of the brand. The brand identity elements can also be organized into cohesive and meaningful groupings (or mental networks), usually around the core identity components. Strong effective brands will have cohesive and interpretable groupings of identity elements. In contrast, weaker brands will have an identity based on fewer elements and those elements will appear disjointed or even inconsistent (Aaker 1996).

2.2 Providing a Value Proposition

Unless the role of a brand is simply to support other brands by providing credibility, the brand identity needs to provide a value position to the customer. A brand's value proposition as described by Aaker (1996) is a statement of the functional, emotional and self-expressive benefits delivered by the brand that provides value to the customer. An effective value proposition should lead to a brand customer relationship and drive purchase decision.

Building strong brands- those that will create customer interest and loyalty by providing a value proposition and basis for a relationship- requires a clear effective specification of the brand identity and position.

2.2.1 Functional Benefits

Aaker (1996) describes functional benefits as the most viable basis for a value of proposition, he adds that they are benefits based on a product attribute that provides functional utility to the customer. Such benefit will usually relate to the functions performed by the product or service for the customer. Functional

benefits especially those based upon attributes have direct links to customer decisions and use experience. He concludes that if a brand can dominate a key functional benefit, it can dominate a category.

The challenge is to select functional benefits that will 'ring' the bell with consumers and that will support a strong brand position relative to competitors. The latter task involves not only creating a product or service that delivers but also communicating that capability to customers. Findings by Nguruna (2002), imply that functional benefits always form an important part of identity because they are directly linked to brand choice decisions and use experience.

However, functional benefits do have their limitations. They are often linked to fairly basic motivations such as psychological and safety needs and involve a desire to satisfy, problem removal or avoidance (Keller 1998). They also fail to differentiate, are easy to copy, assume a rational decision maker, can reduce strategic flexibility and inhibit brand extensions (Aaker 1996).

One way of overcoming these limitations is to expand the brand identity perspective beyond product attributes by considering the brand as a person, organization and symbol. Another is to expand the value proposition to include emotional and self-expressive benefits.

2.2.2 Emotional Benefits

According to Aaker (1996), a brand is considered to provide an emotional benefit when the purchase or use of a particular brand gives the customer a positive feeling. The strongest brand identities often include emotional benefits. He further states that emotional benefits add richness and depth to the experience of owning and using the brand, most functional benefits will have a corresponding feeling or set of feelings. The strongest brand identities have both functional and emotional benefits and recommends fusing the two in order to create a composite.

Keller (1998) refers to emotional benefits as experiential benefits and argues that those benefits relate to what it feels like to use the product or the service and can correspond to both product related attributes as well as non product related attributes such as sensory pleasure (sight, taste, sound, smell or feel), variety and cognitive stimulation.

Emotional rewards are often at the heart of the motivation that builds the value of brand equity. Emotions help to give products meaning and increase product use satisfaction while also enhancing product perceptions (Nguruna 2002).

As Batra, Myers and Aaker (1996) observe, ad evoked feelings can shape consumers attitudes towards brands. They further argue that the role of feelings on advertising is most important when consumers do have (or do not care to have) deeply considered attitudes towards brands. Attitudes towards brands have two components. An evaluation component that is influenced by beliefs about the brand and a brand specific liking that cannot be explained by knowledge about benefits. This evoking component is presumed to be based on the attitude toward the ad as well as exposure effects.

Those ads that evoke positive feelings reduce the total amount of thinking that consumers go through about the reasons stated in the ad and why that brand is better. They further noted that the ad evoking feelings are most likely to be needed when consumers have a low level of intrinsic interest in the product category or brand, so that they are not forming deeply considered attitudes. This is most likely to happen in the mature stages of the product (Batra , Myers and Aaker, 1996).

Aaker (1996) states that there can be a set of feelings and emotions attached to a brand personality just as there are to person. Such some brands can be aggressive and pushy while others can be warm and empathetic. Such use of a brand can cause feelings and emotions to emerge. These can be part of self-

expression. A warm person will be most fulfilled when a warm feeling occurs. Similarly an aggressive person will seek for a context where aggression is expressed.

Nguruna (2002) however did not find feelings as playing a significant role in brand choice since only 15% of respondents in his study considered it important. He however explains that this could be due to the fact that there was no fusion between functional and emotional benefits. Nguruna (2002) findings maintained that product related associations will nearly always be an important part of brand identity because they were found to be directly linked to brand choice decisions and use experience.

2.2.3 Self Expressive Benefit

Aaker (1996), states that a brand can provide self expressive benefits by providing the means for a person to communicate his or her self image. Brands and products can become symbols of a person's self concept. However, he continues to say that each person has multiple roles. For each role, the person will have an associated self concept and a need to self expressive benefit; hence the connection between the brand and the customer is heightened.

Keller (1998) further refers to these benefits as symbolic benefits and argues that they are more extrinsic advantages of product or services consumption and usually correspond to non product related attributes especially user imagery. In this case, symbolic benefits relate to underlying needs for social approval or personal expression and outer directed self esteem. Thus consumers may value the prestige exclusivity or fashionability of a brand because of how it relates to their self concept. Symbolic benefits should be especially relevant for socially visible "badge" products. A badge product is one where consumers believe that brand usage signals or conveys some important information about the person to others.

Sometimes there is close relationships between emotional and self expressive benefits, thus it is important to consider the self expressive benefits separately. Generally, in comparison to emotional benefits, self expressive benefits will focus on the following: Self rather than feelings, Public setting and products rather than the private ones, Aspiration and future rather than memories of the past, the permanent rather than the transitory, and the act of using the product rather than the consequence of using the product

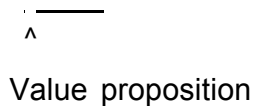
Aaker (1996), suggests that a brand personality and self expression needs must fit. In order to be effective, a brand personality needs to be desirable and important enough to matter to the persons using the brand. The person should feel better because of an association with the brand. A personality that is off target will not work. He further adds that brand personality effects might be larger for visible, involving products like cars and clothes. When the fit between brand personality, the context, and the self expressive need is right, however, any brand personality may facilitate identity expression.

2.2.4 The Role of Price

Aaker (1996) states that a brand's price is also related to the benefits that the brand provides. A price that is too high relative to the benefits will under cut the product or service's value proposition, as brands are not evaluated independent of price. He cautions that brand that seems to be overpriced by its customers will not be rewarded even if there are clear meaningful benefits. The author has adopted the model suggested by Aaker (1996) to illustrate the relationship between relative price and benefits (fig. 2.2).

FIGURE 2.2 THE RELATIONSHIP BETWEEN RELATIVE PRICE AND BENEFITS

Functional	Emotional	Self Expressive	Relative
Benefits	Benefits	Benefits	Price



Source: Aaker, D.A. (1996) Building Strong Brands, New York , the Free Press pp. 102

Price is however a complex construct. While a higher price can reduce the value proposition, it can also signal higher quality as long as consumers take it as true (Aaker 1996).

Heavy users of a brand are concerned with obtaining good value in all their purchases and tend to be attracted to whatever brand is on sale (Batra, Myer and Aaker 1996). Within a brand competitive set a high relative price signals a higher quality or premium position and a low price signals a lower quality or value position. Value proposition may therefore be driven benefits or by price. The goal in identity creation and management is to focus on benefits rather than price. This is also supported by findings by Nguruna (2002), who reported that 71.4% of respondents strongly agreed that high quality should be provided with reasonable prices.

If price is an important part of the brand identity, the challenge would be to make sure that the benefits are anchored by elements other than the price. One approach is to note explicitly that the brand, although comparable or superior to others in its set has a lower price. The price is then evaluated in the context of the competitive set.

2.3 Brand Value Proposition-Customer Relationship

Aaker (1996) asserts that brand customer relationship can be based upon a value proposition. The relationship may need to emanate directly from the brand identity especially when the value of proposition does not efficiency capture the relationship. Many brand customers relationships emerge when the brand is considered as an organization or as a person, rather than a product.

Organizational associations might translate into a respect or liking that forms the basis for a relationship. Despite this, Nguruna (2002) reported that consumers did not however really care whether a brand was an organization, as innovativeness of the organization behind the brand and commitment to modernizing its manufacturing technology really mattered to the test subjects. However just the fact that the organization incorporated local raw materials was a major determinant of brand choice with 69% responding strongly agree.

Relationships between a brand and a customer according to Aaker (1996) can be based on a host of positive feelings (such as admiration, friendship, having fun and being part of the same community) that cannot be accurately conceptualized in terms of value proposition.

2.4 Consumer Purchase Decision Making Levels

A decision can be described as a selection of an option from two or more alternative choices. Not all consumer decision situations require or receive the same degree of information search. Howard (1989) posits that on a continuum of effort ranging from very high to very low, we can distinguish the specific levels of consumer decision making; extensive problem solving, limited problem solving and routines response behaviour.

When consumers have no established criteria for evaluating a product category or specific brands in that category or have not narrowed the number of brands they will consider to small, manageable subset, their decision making efforts can

be classified as extensive problem solving. At this level the consumer needs a great deal of information to establish a set of criteria on which to judge specific brands and a corresponding large amount of information concerning each of the brands to be considered (Howard, 1989).

Limited problems solving Occur when the consumer has already established the basic criteria for evaluating the product category, and the various brands in the category (Howard 1989). However, they have no fully established preferences concerning a select growing of brands. The search for more information is meant to fine-tune their decision.

In the level of routine response behaviour, Howard (1989), states that consumers have some experience with the product category and a well established set of criteria with which to evaluate the brands they are considering. In some situations they may search for small amounts of additional information in others they simply review what they already know.

On the other hand, Kotler (2000) describes the varying degrees of consumer decision making as falling into four categories that bear resemblance to Howard (1989) model. He has described them as; a complex buying behaviour exhibited when consumers are highly involved in a purchase and are aware of significant brand differences. The product will usually be expensive, bought infrequently, risky or highly expressive.

Dissonance reducing buyer behaviour according to Kotler (2000) is exhibited when a consumer is highly involved in a purchase but sees little differences in the brands. The high involvement is exhibited due to the fact the purchase is expensive, risky or infrequent. The buyer will shop around to learn what is available but will fairly quickly. After the purchase the consumer might experience dissonance that stems from noticing certain disquieting feature or hearing

favorable things about other brands. The consumer will be alert to information that supports his or her decision.

Habitual buying behaviour according Kotler (2000) occurs when consumers buy brands under conditions of low involvement and the absence of significant brand differences. Consumers do not pass through the normal belief/attitude behaviour sequence. They do not search extensively for information about their brands, evaluate their characteristics and make a weighty decision on which to buy. Instead they are passive recipients of information. Thus for low involvement products the buying process begins with brand beliefs formed by passive learning and is followed by purchase behaviour which may be followed by evaluation.

The variety seeking behaviour it is characterized by a lot of brand switching (Kotler 2000). There is very low consumer involvement but significant brand differences. The market leader and the minor brands in this products category have different market strategies. The market leader encourages habitual buying behaviour by dominating the shelf-space and frequent advertising. The challenger firm encourages variety seeking offering by low prices free samples and advertising that presents reasons for trying something new.

Kotler (2000) advises that to understand how consumers actually make their buying decisions, marketers must identify who makes and has input into the buying decision. People can be initiators, influences, deciders, buyers or users and thus different campaigns might be targeted for each type of person.

2.5 Views of Consumer Decision Making

This aspect aims at examining the models of consumers in terms of the following four views as postulated by Shciffman and Kanuk (2000). These include economic view, passive view, cognitive view and emotional view. It attempt to look at how and why individuals behave as they do.

An economic view is derived from the field of theoretical economic which portrays a world of perfect competition, and the consumer has often been characterized as making rational decisions. This has however been heavily criticized by consumer researchers for a number of reasons. To behave rationally in the economies sense a consumer would have to be aware of all available product alternative be able to rank each alternative in terms of its benefits and disadvantages and be able to identify the one best alternative. Realistically however consumers rarely have all the information to make the so called perfect decision (Schiffman and Kanuk 2000).

The passive view according to Schiffman and Kanuk (2000), contrasts with the economic view. It depicts the consumer as basically submissive to the self-serving interests and promotional efforts of the marketers. Consumers are perceived as impulsive and irrational purchases, ready to yield to the arms and aims of marketers. It is best described by the hard-driving super salesmen of old, who were trained to regard the consumers as an object to be manipulated. The AIDA model supports the passive view

The cognitive view portrays the consumer as a thinking problem solver. Consumers are featured as being receptive or actively searching for products and services that fulfill their needs and enrich their lives. Information processing thus leads to the information of preferences formation strategy that is other based on which they allow another person to make the selection for them (Schiffman and Kanuk 2000).

In emotional view the consumer purchase decision lays less emphasis on searching for prepurchase information. More emphasis is placed in current mood/feelings this however doesn't project a lack of rationality, buying products

that afford emotional satisfaction is a perfectly rational decision (Schiffman and Kanuk 2000).

2.6 Consumer Decision Making Model

Consumer make two types of purchases trial and repeat purchase trial: when consumer purchases a product or brand for the first time and buys a smaller quantity than usual, such a purchase is through considered to be a trial. It is therefore an exploratory phase of purchase behaviour in which consumer attempt to evaluate a product direct use (Schiffman and Kanuk 2000).

Schiffman and Kanuk (2000) also postulate that if a product as brand to be found more satisfactory or better than other brands, consumers are likely to repeat the purchase. This is closely related to the concept of brand, loyalty, which most firms try to encourage as it ensures them of stability in the market place. It signifies that the Product meets with the consumer approval and that the consumer is willing to use it again and in larger quantities.

Schiffman and Kanuk (2000) have proposed a simple model of the consumer decision making model that reflects the cognitive (i.e. problem solving) consumer and to some degree the emotional consumer (fig. 2.3). The model is designed to tie together many of the ideas on consumer decision making although the authors caution that it does not presume to provide an exhaustive picture of the complexities of consumer decision making. Rather, it is designed to synthesize and coordinate relevant concepts into a significant whole. The model consist of three major components: input, process and output as depicted by figure 2.3.

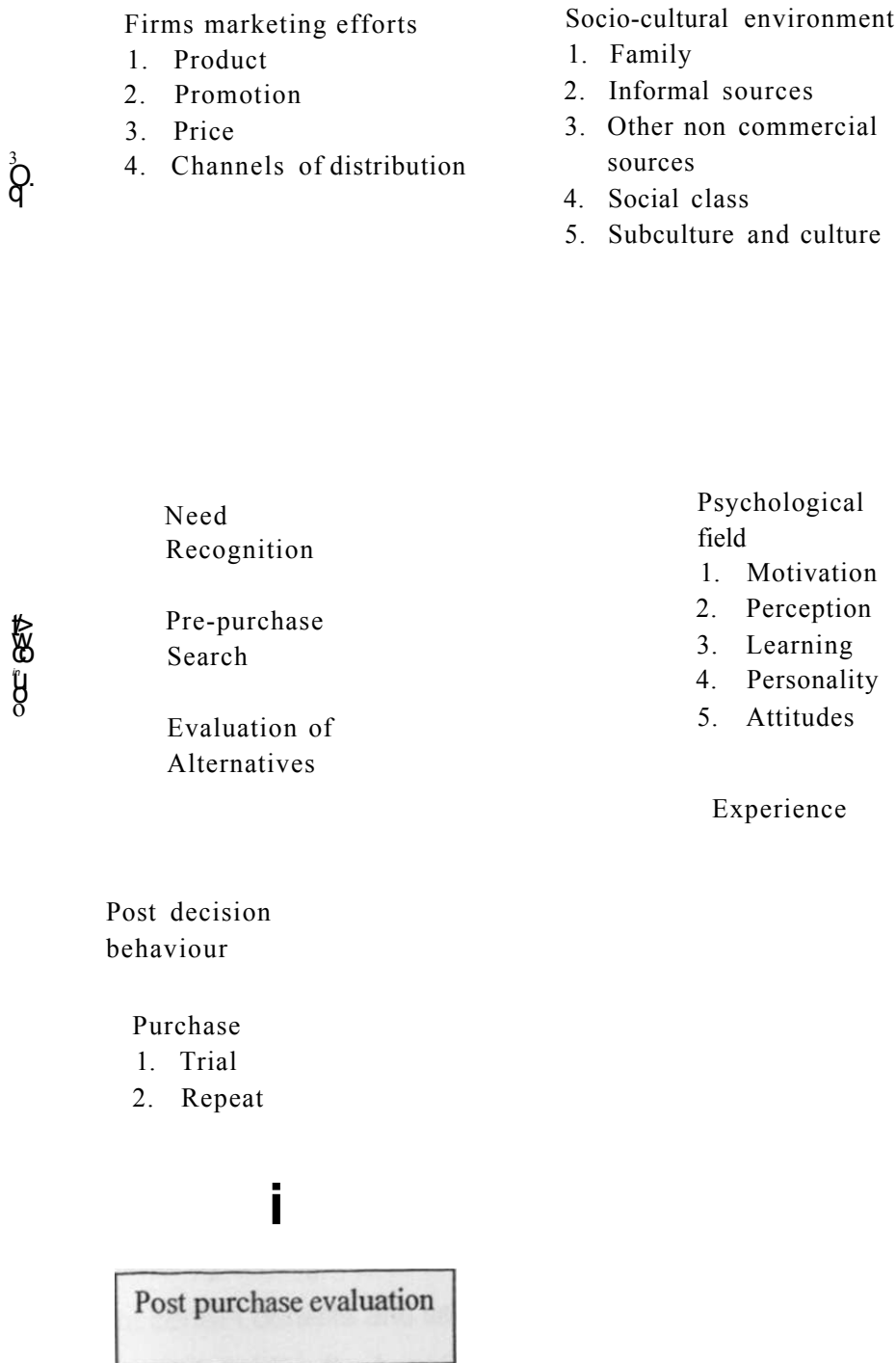
2.6.1 Input

Schiffman and Kanuk (200) describe input in the consumer decision making model as one that draws from external influences that serve as source of information about a particular product and influences a consumer's products, related values, attitudes and behaviour. They continue to state that chief among these inputs factors are the marketing mix activities or organizations attempt to

communicate the benefit of their products and services to potential consumers, and the non marketing socio-cultural influences which when internalized, affect the consumer's purchase decisions. The cumulative impact of each firm's marketing efforts; the influence of family, friends and neighbours; and society's existing code of behaviour are all inputs that are likely to affect what consumers purchase and how they use what they buy (Schiffman and Kanuk 2000).

FIGURE 2.3 A SIMPLE MODEL OF CONSUMER DECISION MAKING

External Influence



Source: Schiffman, L.G. and Kanuk L. (2002); Consumer behaviour, 6th Edition Prentice Hall; pp. 565

2.6.2 Process

Schiffman and Kanuk (2002) describe the process component of the model as one that is concerned with how consumers make decisions, which involve complex psychological concepts. They further add that the psychological field represents the internal influences (motivation, perception, learning, personality and attitudes) that affect consumer's decision making processes (what they need or want, their awareness of various products choices, their information gathering activities and their evaluation of alternatives. As depicted in fig. 2.1 the act of making a consumer decision consist of three stages need recognition, pre-purchase search and evaluation of alternatives.

Need recognition in the buying process starts when a buyer recognizes a problem or need. This can be triggered by external or internal stimuli. According to Schiffman and Kanuk (2002), there seems to be two different need recognition styles among consumers.

In pre-purchase search, an aroused consumer will be inclined to search for more information (Kotler, 2000). The recollection of past experiences might provide the consumer with adequate choice to make the present choice. However, when the consumer has had no previous experience, he/ she may have to engage in extensive search of the outside environment for useful information (Schiffman and Kanuk 2000).

In Evaluation of alternatives, Kotler (2000) asserts that there is no single evaluation process used by all consumers or by one consumer in all buying situations. The most current models see the process as cognitively oriented in that the consumer forms judgments largely on a conscious and rational basis. He concludes by saying that the consumer will be largely looking to satisfy a need, look for certain benefits and see the product as a bundle of attributes with varying abilities of delivering the benefits sought to satisfy this need.

Schiffman and Kanuk (2000) on the other hand argue that when evaluating potential alternatives, consumers tend to use two types of information: (1) a "list" of brands from which they plan to make their selection (i.e. the evoked set) and (2) the criteria they will use to evaluate each brand. This is not a simple process. For a product to be in the choice set, the consumer must have interacted with the product say through advertising in order to create a favourable attitude leading to purchase. The importance of attention creation through advertising has been acknowledged in most advertising processing models (Rossiter and Percy 1983), but despite tremendous amount of money spent on buying consumer attention, little or no research is done on consumer attention (Janiszewski 1994).

2.6.3 Output

This portion according to Schiffman and Kanuk (2000) model concerns two closely related kinds of post decision activity; purchase behaviour and post purchase evaluation. The objective of both being to increase the consumers' satisfaction with his/her purchase. Consumers make three types of purchases: trail, repeat and long term commitment purchase. The ability to undertake any of these will largely depend on the product class in consideration.

As regards the post purchase evaluation Schiffman and Kanuk (2000) asserts that as consumers use a product particularly during trail purchase they evaluate its performance in view of their own expectations. There are three possible outcomes of these evaluations; (1) Actual performance matches expectations, leading to a neutral feeling (2) performance exceeds expectations causing what is known as positive disconfirmation of expectations (which leads to satisfaction) and (3) performance is below expectations causing negative disconfirmation of expectations and dissatisfaction. Schiffman and Kanuk (2000) assert that for each of these three outcomes consumers; expectations and satisfactions are closely linked; i.e. consumers tend to judge their experiences against their expectations when performing a post purchase evaluation.

Another important component of post purchase evaluation is the reduction of uncertainty or doubt that the consumer might have had about the selection. Then try to reassure themselves that their choice was the wise one; that is they try to reduce post purchase cognitive dissonance (Schiffman and Kanuk 2000).

The degree of post purchase analysis that consumers undertake depends on the importance of the product decision and the experience acquired using the product. Thus the consumers post purchase experience feeds back to the consumer's psychological field and serves to influence future related purchase decisions (Schiffman and Kanuk 2000).

2.7 Value Proposition and Positioning in the beer Industry

Positioning as defined by Kotler (2000) is the effort to implant the offerings of key benefits and differentiation in the customer's mind through various communications. On the other hand Batra, Myers and Aaker (1996) describe positioning as not what you do to the product, but what you do to the consumer's mind through various communications (in the author's case the focus being use of value proposition).

Batra Myers and Aaker (1996) note that the key idea is positioning strategy is that the consumer must have a clear idea of what your brand stands for in the product category, and that a brand cannot be sharply and distinctly positioned if it tries to be everything to everyone. Such positioning is achieved mostly through a brand's marketing communications, although its distribution, pricing, packaging and actual product features also play major roles.

Advertising plays a major role in positioning and influencing the consumer purchase decisions. However, with increasing competition the consumer has a lot to choose from in terms of products/ services and the media to pay attention to. Britt, Adams and Miller (1972) demonstrated that consumers (in USA) were exposed to between 300 and 6000 commercial messages daily. This, as echoed

by Miniard et al (1991), clearly shows that competition for consumers' limited attention is high in crowd markets and media. In essence this has resulted in advertising clutter. As the Kenyan economy continues to expand and competition intensifies, the role of advertising is bound to become more critical in determining the success or failure of brand and by extension that of companies.

Despite this, advertising plays a significant role in initiating the impressions that get into consumer-level brand equity. Aaker and Biel (1993) echo these words and argue that along with personal experience, advertising is an undeniable important force in creating brand equity. Aaker and Biel (1993) further notes that advertising drive brand equity by creating or changing brand image.

As part of the message execution on advertising there is extensive use of slogans to convey the brand attributes to the consumers. Slogans can be described as short phrases that communicate descriptive or persuasive information about the brand which appear in advertising but can play an important role in packaging and in other aspects of the marketing program (Keller 1998).

According to Foster (1998-2000) a perfectly formed slogan should in part of its criteria include a key benefit. This has been clearly taken up by the beer brand managers considered for this research purpose on that for all their slogans there is the inclusion of one of more benefit encompassed in the value proposition.

Arens and Boree (1994) note that through continuous use slogans become standard statements not just in advertising but also for the sales people and company employees. Keller (1998) adds that slogans are powerful branding devices because like brand names, they are extremely efficient, shorthand means to build brand equity. They can function as useful "hook" or "handles" to help consumers grasp the meaning of a brand in terms of what the brand is or is not. As elaborated in chapter one the slogans used by the various beer brands

in their communication contain varying elements of the value proposition and as yet there is no concrete evidence to show how effective each of the elements is in driving purchase despite their use in positioning the brands in the market.

Examples of beer slogans are; Beer Imara Kama simba(Pilsner Brand), Guinness gives you power(Guinness),Baada Ya Kazi(Tusker).

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

The chapter outlines overall methodology used in the chapter. This includes the research design, population of the study sample size sample frame, data collection methods, research procedures and data analysis and presentation.

3.1 Research Design

A descriptive survey was conducted to establish the extent to which value propositions influences the choice of beer brands in Nairobi. According to Mugenda and Mugenda (1999) a descriptive survey seeks to obtain information that describes existing phenomenon by asking individuals about their perception attitudes, behavior or values. This assertion is also supported by Emory Copper (1994) where he asserts that descriptive study aims to determine who, what, when where and how of a phenomenon, which is what this study was all about.

3.2 The Population

The population of interest for this study consisted of shoppers in key retail outlets identified as Uchumi and Nakumatt supermarket in Nairobi's Westlands area since they handle relatively huge traffic flows of shoppers. The area was chosen because of its cosmopolitan nature handling shoppers from both high and low income zones. Finally the area was identified for the study since its geographic boundaries are well defined by the City Council of Nairobi.

3.3 Sample and Sampling design

The primary data was obtained from a random sample comprising a statistically significant portion of the population where a sample of 200 respondents was considered adequate. However the researcher managed to secure 95.5% (191 respondents) response rate which was within the acceptable range. Tharaba,

(2006), in a related study used a similar sample size. An equal number of shoppers were obtained from each outlet where convenience sampling was used to locate the respondents to qualify for the study.

3.4 Data Collection Method

Primary data was collected using a semi structured questionnaire which was self administered. This was sectionalized into three parts; Part A contained questions of general information of the respondents (demographics) which was captured through nominal measures. Part B contained questions on a likert type scale aimed at determining the influence of value proposition on brand preference and part C contained elicited reactions by consumers when consuming their brand of choice.

3.5 Data Analysis

The quantitative data was analyzed using statistical package for social science (SPSS). Bar Graphs and tables were also used in the analysis. This was appropriate since value proposition variables were all Likert type questions that were coded into ordinal scales.

CHAPTER FOUR

DATA ANALYSIS AND RESEARCH FINDINGS

4.1 Introduction

The chapter is divided into four sections: the first section presents the findings on the bio data of the respondents. This will help to analyse how value proposition differ along the demographic variables; the second part analysis the respondents evaluation of the value proposition elements; the third part analysis the relative importance of the value proposition elements in influencing consumer choice of beer brands and lastly the fourth part seek whether value proposition indicators along certain demographic variables.

4.2 Demographic profile of the respondents

The demographic profile of respondents for this research includes; gender, age category, marital status, education level, and the average monthly income. This will help in establishing the relative influence of value proposition benefit across the mention demographic variables.

4.2.1 Gender of the respondents

The research findings show that out 191 respondents sampled 64% were male and 36% were female. Thus, the number of males outweighed that of females.

Table 4.1 gender of the respondents

	Gender			
	Male		Female	
	x	d	x	d
Functional benefits	3.88	1.30	3.81	1.08
Emotional benefits	4.27	1.11	4.15	1.21
Self expressive benefits	3.64	1.3	3.54	1.45

4.2.2 Age category of the respondents.

The respondents were required to indicate the age category where they fall. The collected data revealed that 36% were between the ages of 18-24; 52 were between age 25-40; 8% were between age 41-50 and only 3% were above 50 years if age. **Thus** the findings indicate that most of the respondents were aged between 25-40 years.

Table 4.2 Age category of the respondents

Age Bracket	Freq	Percent
18-24	69	36%
25-40	100	52%
41-50	16	8%
Above 50	6	3%
Total	191	100%

4.2.3 Marital Status of the Respondents.

The respondents were required to reveal their marital status where they could be either married or unmarried. The results in table 4.3 below shows that 64% were unmarried whilst only 36% were married. Therefore majority of the respondents were not married.

Table 4.3: Marital status of the respondents

Marital Status	Freq	Percentage
Unmarried	122	64%
Married	69	36%
Total	191	100%

4.2.4 Education level of the respondents

This was also found to be important for the purpose of the study. From the table below we observe that 3% of the respondents were found to have primary school education at the highest level ;12% had secondary school education at the highest level; 48% had tertiary or college level education; whilst 38% had attained university education level. Therefore majority of the respondents were found to have college or tertiary level of education

Table 4.4: Education level of the respondents

	freq	Percentage
Primary	5	3%
Secondary	22	12%
College	92	48%
University	72	38%
Total	191	100%

4.2.5 Average monthly income of the respondents

The monthly personal income was crucial for the study. The summary results of the research findings showed that; 44% had incomes ranging between 10,000-20,000; 15% had incomes of between 20001 - 30000; 12% between 30001 and 40001; 10% between 40001 - 5000 and 13% above 50,000.

Table 4.5 Average monthly personal income of the respondents

Monthly income	Freq	Percentage
10000-20000	84	44%
20001-30000	29	15%
300001-40000	22	12%
400001-50000	20	10%
Above -50000	24	13%
None	12	6%

4.3 Determination of the extent to which value proposition influences choice of beer brands

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4.3.1 Evaluation of functional benefits

Table 4.6 below reveals that out of the total 191 respondents 54% found the functional benefits to be extremely important when choosing their preferred beer brands; 16% found functional benefits to be somewhat important whilst 30% were non committal. Aaker (1996) argues that the functional benefits are based on product attributes that provide functional utility to the customer. The findings therefore largely support Aakers position.

4.3.2 Evaluation of emotional benefits

The emotional benefits were found to be extremely important in determining consumer choice of beer brand. The results showed that 61% of the respondents indicated that emotional benefits were extremely important; 18% considered the emotional benefits to be somewhat important whilst 21% were non committal. The findings agree with Aaker (1996) assertion that emotional benefits occur when the purchase or use of a particular brand gives the customers a positive feeling.

4.3.3 Evaluation of self expressive benefits

This were considered to be extremely important by 35% of the 191 respondents; 23% felt the self expressive benefits for beer brands were somewhat important and 42% were not opinionated. This findings agree with Keller (1998) position, that self expressive benefits are symbolic as they relate to more extrinsic advantages of product or service consumption. They are socially acceptable badge products.

Table 4.6 extent to which value proposition elements influences consumers choice of beer brands.

	Self expressive			Emotional			Functional		
	%	F	Cf	%	F	Cf	%	F	Cf
Extremely important	35	67	67	61	17	116	54	103	103
Somewhat important	23	44	111	18	34	159	16	134	31
Not at all important	42	80	191	21	41	191	30	191	57
		191			191			191	

4.5 Importance of value proposition factors in influencing the choice of beer brands.

In this part, the respondents were asked to state the extent to which value proposition elements influenced their choice of beer brand. Likert type questions ranging from extremely important to not at all important were used. The data has been analyzed using mean scores and standard deviation.

A mean score greater than 4 ($M > 4$) is considered to imply a very large extent a mean, > 3 but < 4 implies large extent, while mean score > 2 but < 3 imply to a moderate extent and while means less than 2 imply to no extent. A standard deviation > 1.0 implies a significant difference in the responses.

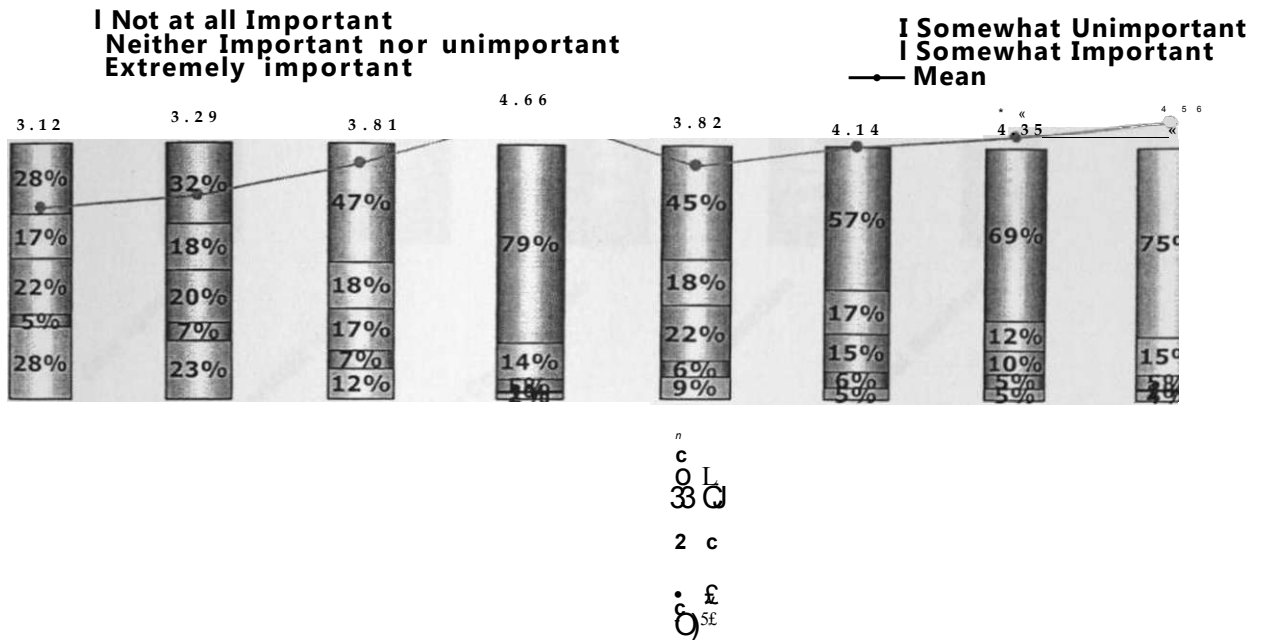
4.5.1 Functional benefits

From the research data contained in fig 4.41 below, Aroma, taste freshness (4.66), trustworthiness of the brewer/safety (4.35) and availability (4.54) had mean of greater than 4.00 and hence considered to influence choice of beer brand a large extent.

The shape of the bottle (3.12) and colour of the bottle were least considered to influence choice of beer brand. This agrees with Keller's(1998) observation that functional benefits that are easy to copy and which fail to differentiate will not support a strong position relatives to competitors. Price/value for money also

rated highly (4.56). This further strengthens Aakers (1996) position that a brand is not evaluated independent of price.

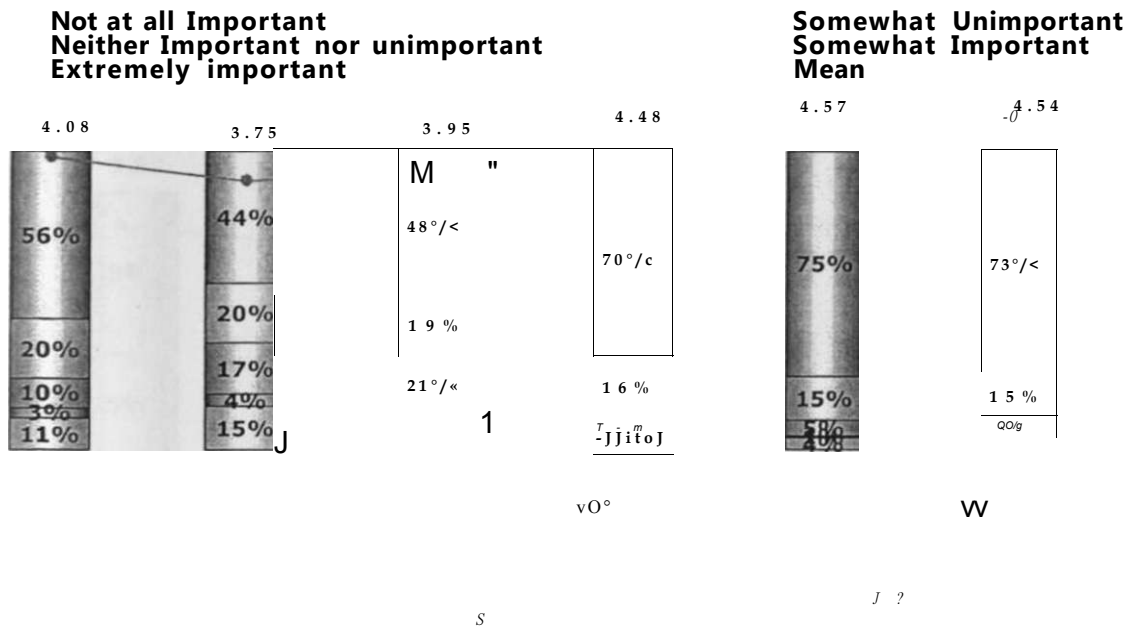
Fig 4.1 Relative Importance of functional benefits indicators on consumer choice of beer brands.



4.5.2 Emotional benefits

The respondents as shown in the research data diagram 4.2 below were very emphatic that emotional benefits contributed immensely to their choice of beer brand. Excitement (4.08) assurance of brand safety (4.48), Relaxation (4.57) and social bonding (4.54) determined to a large extent their choice of beer brand. This agrees with Nguruna (2002) findings that emotions help to give products meaning and increase product use satisfaction and also enhance product perception.

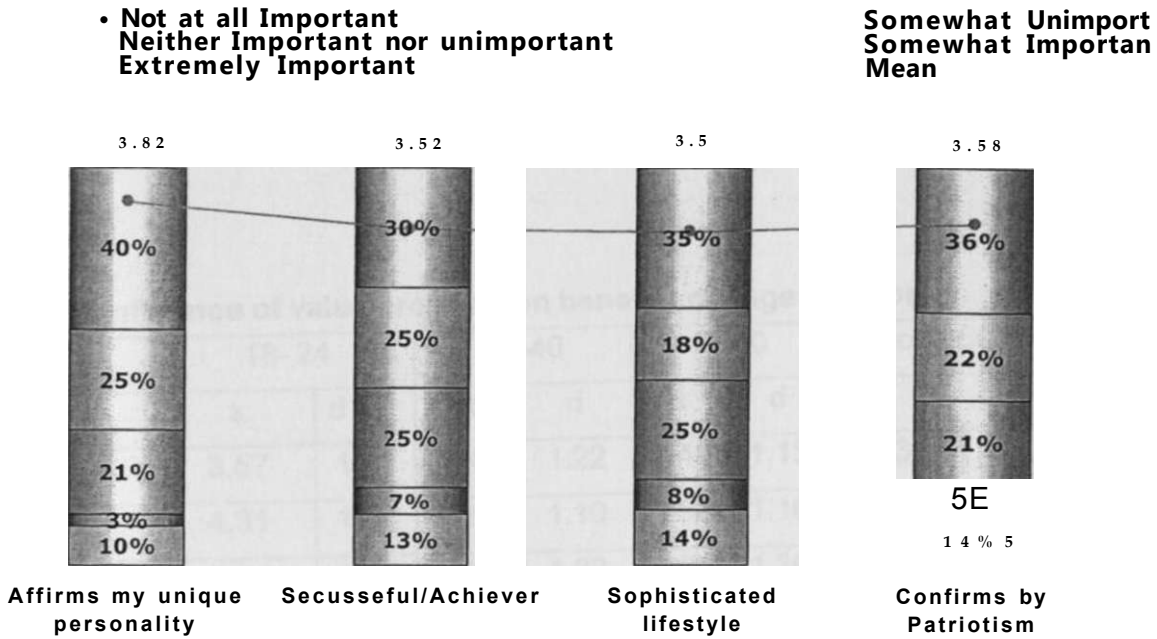
Fig 4.2 Relative importance of Emotional Benefits indicators on consumer Choice of Beer Brands.



4.5.3 Self Expressive benefits

As well illustrated in fig 4.3 below, the research findings found the respondents to be less emphatic as to the role of played by the self expressive benefits in influencing choice of beer brand. In all aspects - affirmation of a unique personality (3.82), successful - achievement (3.58), sophisticate lifestyle (3.50) and patriotism (3.58), the self expressive benefits influenced choice of beer to a large extent. This resonates well with Aaker's (1996) assertion that brands and products can become symbols of a persons self concept. He however states that this can be transient since each person has multiple roles.

Fig 4.3 Relative importance of self expressive benefits indicators on consumer Choice of Beer Brands



4. 6. Establishing whether the influence of value proposition indicators differ along certain demographic variables.

4.6.1 Gender

The research data represented by table 4.7 found the emotional benefits to be extremely important amongst both male (4.27) and female (4.15). However, the variation was higher amongst the female (1.21) for emotional benefits. The self expressive benefits were least important consideration for both male (2.64) and female (3.54). The variation was highest for the self-expressive benefits.

Table 4.7 influence of value proposition benefits on Gender.

	MALE		FEMALE	
	X	d	X	d
Functional benefits	3.88	1.30	3.81	1.08
Emotional benefits	4.27	1.11	4.19	1.21
Self expression benefits	3.64	1.30	3.54	1.45

4.6.2 Age

From table 4.8 below, it is observed that only age category 18 - 24 (4.31) and above 50 (4.06) considered emotional benefits to be extremely important in determining the choice of beer brand. The functional benefits were least influential in majority of the categories 18-24 (3.5); 25 - 40 (3.46); and above 50 (3.33).

Table 4.8 Influence of value proposition benefits on Age categories.

	18- 24		25-40		41-50		Above 50	
	x	d	x	d	x	d	x	d
Functional	3.57	1.12	3.46	1.22	3.40	1.13	3.33	1.04
Emotional	4.31	1.09	3.67	1.10	3.93	1.16	4.06	1.08
Self expression	3.74	1.38	3.57	1.38	3.30	1.30	3.50	.80

4.6.3 Marital Status

Generally emotional benefits influenced to a very large extent the choice of beer brands amongst the unmarried 4.26 as compared to a mean 4.17 amongst the married. The self expressive benefits least influenced the choice of beer brands.

Table 4.9 Influence of value proposition benefits marriage categories.

	MARRIED		UNMARRIED	
	X	d	X	d
Functional	3.95	1.28	3.98	1.24
Emotional	4.17	1.17	4.26	1.13
Expressive	3.57	1.27	3.58	1.40

4.6.4 Level of Education

To a very large extent the self expressive benefits (4.1) influenced the choice of beer brand amongst the primary school graduates; emotional benefits

(4.36) amongst the secondary school graduates compared favourably with college (4.31) and university (4.11) graduate.

Table 4.10 Influence of value proposition benefits on educational demographics

	PRIMARY		SECONDARY		COLLEGE		UNIVERSITY	
	X	d	X	d	X	d	X	d
Functional	3.83	1.38	4.06	1.43	3.97	1.23	3.96	1.23
Emotional	4.15	1.42	3.63	1.55	3.66	1.33	3.49	1.33
Self expression	3.87	1.44	4.36	1.13	4.31	1.11	4.11	1.17

4.6.5 Average monthly income

From the research data in table 4.11, the emotional benefits once again influenced to a very large extent the choice of beer brands in view of average of monthly personal income. This was highest at income levels of between 20001 - 30000 whose mean stood at 4.34. However, unlike other demographic variables, functional benefits of beer brands least influenced consumer choice of beer brand.

Table 4.11 Influence of value proposition benefits on average monthly income educational demographics

	10000-20000		20001-30000		3001 - 4000		4001 - 5000		Above 500	
	X	d	X	d	X	d	X	d	X	d
Functional	4.03	1.30	4.00	1.26	3.81	1.28	4.15	1.07	3.77	1.15
Emotional	4.31	1.16	4.34	1.00	4.12	1.13	4.11	1.14	4.67	1.28
Self expression	3.67	1.48	3.72	1.28	3.39	1.26	3.55	1.16	3.49	1.28

CHAPTER FIVE

DISCUSSION, CONCLUSION AND FINDINGS

5.1 Introduction

The chapter provides the discussions and conclusive deductions derived from chapter four. After the liberalization of Kenya's economy, the market place has been inundated with variety in the offering of products and services. It is imperative therefore that marketers should articulate clearly their unique value proposition if they are to remain competitive.

The objective of this study was to determine the effect beer brand and identify which amongst the value proposition benefits are more important in influencing the consumers choice of beer brands and also to establish whether the influence of value proposition differ along certain demographic variables.

5.2 Discussion

The study has revealed that certain emotional benefits and functional benefits are extremely important in influencing the consumer choice of beer brand. The emotional benefits were highly rated with the highest rated aspect being relaxation and followed closely by social bonding. This is in line with Aaker (1996), who noted that emotional benefits give the customer a positive feeling. Keller (1998) also noted that emotional benefits relate to what it feels like to use the product or service and closely correspond to both product related and non-product related attributes.

The self expressive benefits were least important in influencing choice of beer brand. Aaker (1996), noted that products communicating a persons self concept must be socially acceptable 'badge products'. The research findings therefore reveal that the beer brands failed to communicate the respondents self concept.

The study found that functional benefits that relate directly to the functions performed by the product for the consumer were highly rated (Aaker, 1996). These benefits include, aroma, taste, freshness, availability and safety in that order.

The findings revealed the customer's unique personality mattered to a very large extent amongst the self-expressive benefits which was closely followed by the consumer's patriotism in influencing the brand of choice. Success and achievement was least considered as an important indicator of the self-expressive benefit.

The findings also found that the relative importance of value proposition was not greatly influenced by the demographic variables. For all demographic variables, emotional benefits were highly rated followed by functional benefits whilst the least considered was self-expressive benefits.

5.3 Conclusion

The study revealed that value proposition influences consumer choice of beer brands. This however is at varying degrees where emotional benefits were extremely important in brand identity creation, followed by functional benefits and finally self-expressive benefits.

The functional benefits such as taste and freshness which 'ring the bell' with consumers were found to be extremely important as compared to those that do not such as shape and color of the bottle.

All aspects of emotional benefits that result in a strong positive feeling were highly rated and therefore must form the core theme in brand identity creation. More work still needs to be done by brand managers for self-expressive to contribute meaningfully in brand identity creation.

5.4 Recommendation

Providing a value proposition whose central concepts are functional, emotional and self expressive benefits is an integral part of brand identity creation. The brand manager must focus his attention and resources in creating and communicating emotional and functional benefits of their brand. This must however be done concurrently in order to realize a brand that can thrive under stiff competition and lead in the product category.

As the study has revealed a universal strategy in creating and communicating a brand identity based on value proposition elements would be appropriate as there exists no fundamental differences alongside the selected demographic variables.

5.5 Limitations of the study

The study was confined to Nairobi's West Lands Area due to time and resource constraints. This did not allow the researcher to compare the views of respondents from other parts of Kenya where the demographic profiles of the respondents may vary considerably.

5.6 Suggestion for further research

The study should be extended to cover the Kenyan rural setting so as to give a wholistic picture on the extent to which value proposition is important in influencing choice of beer brands.

Further, a study may be carried out to find out whether value proposition benefits are equally important for non alcoholic beverages such energy drinks and milk based products.

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APPENDIX I



UNIVERSITY OF NAIROBI

SCHOOL OF BUSINESS

MBA PROGRAM - LOTFER KABETE CAIU'U⁵

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TO WHOM IT MAY CONCERN

The bearer of this letter

Registration No . \ . I I V . I . 1 ^ . ' J .

is a Master of Business Administration (MBA) student of the University of Nairobi.

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 if you assist him/her by allowing him/her to collect data in your organization for the research

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.

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Ai-

J.T. KARIUKI
CO-ORDINATOR, MBA PROGRAM

APPENDIX II

QUESTIONNAIRE

SECTION A: DEMOGRAPHICS

What is your gender? : Male { } Female { }

Please indicate the age under which you fall

Below 18 years	{ }
18-24	{ }
25-40	{ }
41-50	{ }
Above 50 years	{ }

Please indicate your marital status: Married { } Unmarried { }

What is your education level?

Primary	{ }
Secondary	{ }
College / tertiary	{ }
University	{ }

What is your current monthly income?

	Personal	Household
10,000-20,000	{ }	{ }
20,001-30,000	{ }	{ }
30,001-40,000	{ }	{ }
40,001-50,000	{ }	{ }
Above 50,001	{ }	{ }

SECTION B: BRAND SATISFACTION MEASURE

Are you overly satisfied with the consumption of your current beer brand?

	Very satisfied	Somewh at Satisfied	Neither Satisfied Nor dissatisfied	Somewhat dissatisfied	Very dissatisfied
	5	4	3	2	1
Quenches thirst	{ }	{ }	{)	{ >	{ }
My kind of beer	{ }	{ }	{ >	{ >	{)
Makes me 'high' fast	{ }	{ }	{ >	{ >	{ }
Makes me courageous	{ }	{ }	{ >	{ >	{ < >
Less 'hangover' effect	{ }	{ }	{ }	{ }	{ }
Taste great	{ }	{)	{ >	{ }	{ }
Easily available	{ }	{ }	{ >	{ }	{ }
Value for money	{ }	{ }	{ >	{ }	{ }
It has class	{ }	{ }	{ }	{ }	{ }
Others (Specify)	{ }	{ }	{ }	{ }	{ }

SECTION C: VALUE PROPOSITION

Functional Benefit

This is a benefit based on a product attribute. It is what the product does in the fulfillment of a customers' expectations. Which of the functional benefits listed below best expresses how important or unimportant the benefit is to you.

(Please tick once for each attribute.)

	Extremely important	Somewhat important	Neither important nor unimportant	Somewhat unimportant	Not at all important
	5	4	3	2	1
Shape of the Bottle	{ }	{ }	{ }	{ }	{ u
Color of the bottle	{ }	{ }	{ }	{ }	{ >
Color of the beer	{ }	{ }	{ }	{ }	{ < >
Aroma/taste/freshness	{ }	{ }	{)	{ }	{ < >
Original /traditional Kenyan beer/heritage	{ }	{ }	{ }	{ }	{ }
PriceA/value for money	{ }	{ }	{ >	{ }	{ }
Trustworthiness of the l brewer	{ }	{ }	{ }	{ }	{ }
Availability	{ }	{ }	{ }	{ }	{ }
Others (Specify)	{ }	{ }	{ }	{ }	{ }

Emotional Benefit

These are benefits based on what the consumers expect to feel as a result of using a particular product. Which of the emotional benefits listed below best express how important or unimportant the benefit is to you ?. (Please tick once for each attribute).

	Extremely important	Somewhat important	Neither important nor unimportant	Somewhat unimportant	Not at all important
	5	4	3	2	1
Excitement	{ }	()	{ }	{ >	()
1 Courageous	{ }	()	{ >	{ >	{ }
Proud/Patriotic Kenyan	{ >	{ >	()	()	{ >
Safety in consumption	{ }	()	{ >	{ >	{ }
Relaxation	()	{ }	{ >	{ >	{ }
Social bonding	{ }	()	()	{ }	{ }
Others (Specify)	n	{ }	{ }	{ }	{ }

Self Expressive Benefits

Consumption of certain beer brands symbolizes a person's self-concept by communicating his/her self image. Listed below are self-expressive benefits associated with beer brands. For each benefit tick the one that best expresses how important or unimportant that benefit is to you.

	Extremely important	Somewhat important	Neither important nor unimportant	Somewhat unimportant	Not at all important
	5	4	3	2	1
Affirms my unique personality					{ }
Successful /Achiever					{ }
Sophisticated lifestyle					{ }
Confirms by patriotism					{ }
Others (Specify)					{ }

APPENDIX III

TABLE OF VALUE PROPOSITION INDICATORS

Section A: Gender of the respondent																	
TOTAL	AGE			Educational Level				Marital Status		Monthly Personal Income							
	18-24 Years	25-40 Years	Above 40 Years	Primary	Secondary	College/Tertiary	University	Married	Unmarried	Ksh 10,000-20,000	Ksh 20,001-30,000	Ksh 30,001-40,000	Ksh 40,001-50,000	Above Ksh 50,001	None		
BASE	191	98	100	72	5	24	92	78	69	172	84	78	72	20	24	12	
Male	64%	57%	60%	60%	100%	68%	67%	63%	72%	52%	67%	59%	60%	55%	71%	58%	
Female	30%	43%	32%	32%	0%	32%	33%	38%	29%	41%	33%	41%	37%	45%	29%	42%	
Section A: Age of the respondent																	
TOTAL	GENDER		Educational Level				Marital Status		Monthly Personal Income								
	Male	Female	Primary	Secondary	College/Tertiary	University	Married	Unmarried	Ksh 10,000-20,000	Ksh 20,001-30,000	Ksh 30,001-40,000	Ksh 40,001-50,000	Above Ksh 50,001	None			
BASE	191	122	69	5	22	92	72	69	122	84	29	22	20	24	12		
18-24 Years	30%	32%	43%	60%	36%	30%	35%	9%	52%	51%	34%	5%	5%	17%	83%		
25-40 Years	57%	56%	48%	40%	64%	50%	46%	67%	44%	48%	59%	66%	70%	33%	17%		
41-50 Years	8%	10%	6%	0%	0%	7%	14%	19%	2%	1%	7%	9%	15%	33%	0%		
Above 50 Years	3%	2%	4%	0%	0%	2%	6%	6%	2%	0%	0%	0%	10%	17%	0%		
Section A: Marital status of the respondent																	
TOTAL	GENDER		AGE				Educational Level			Monthly Personal Income							
	Male	Female	18-24 Years	25-40 Years	41-50 Years	Above 50 Years	Primary	Secondary	College/Tertiary	University	Ksh 10,000-20,000	Ksh 20,001-30,000	Ksh 30,001-40,000	Ksh 40,001-50,000	Above Ksh 50,001	None	
BASE	191	122	69	69	100	16	6	5	22	92	72	84	29	22	20	24	12
Married	30%	41%	28%	9%	46%	81%	67%	20%	36%	38%	35%	29%	31%	45%	60%	54%	8%
Unmarried	64%	59%	72%	91%	54%	19%	33%	80%	64%	62%	65%	71%	69%	55%	40%	46%	92%
Section A: Education level of the respondent																	
TOTAL	GENDER		AGE				Marital Status		Monthly Personal Income								
	Male	Female	18-24 Years	25-40 Years	41-50 Years	Above 50 Years	Married	Unmarried	Ksh 10,000-20,000	Ksh 20,001-30,000	Ksh 30,001-40,000	Ksh 40,001-50,000	Above Ksh 50,001	None			
BASE	191	122	69	69	100	16	6	69	122	84	29	22	20	24	12		
Primary	3%	4%	0%	4%	2%	0%	1%	2%	6%	0%	0%	0%	0%	0%	0%		
Secondary	12%	12%	10%	12%	14%	0%	0%	12%	11%	21%	10%	0%	5%	0%	0%		
College/Tertiary	48%	47%	51%	48%	51%	38%	33%	51%	47%	51%	52%	55%	50%	21%	58%		
University	38%	37%	39%	36%	33%	63%	67%	36%	39%	21%	38%	45%	45%	79%	42%		
Section A: Education level of the respondent																	
TOTAL	GENDER		AGE				Marital Status		Educational Level								
	Male	Female	18-24 Years	25-40 Years	41-50 Years	Above 50 Years	Married	Unmarried	Primary	Secondary	College/Tertiary	University					
BASE	191	122	69	69	100	16	6	69	122	5	22	92	72				
Ksh 10,000-20,000	44%	45%	47%	67%	40%	6%	0%	35%	49%	100%	82%	47%	25%				
Ksh 20,001-30,000	15%	14%	17%	14%	17%	13%	0%	13%	16%	0%	14%	16%	15%				
Ksh 30,001-40,000	12%	12%	10%	1%	19%	13%	0%	14%	10%	0%	0%	13%	14%				
Ksh 40,001-50,000	10%	9%	13%	1%	14%	19%	33%	17%	7%	0%	5%	11%	13%				
Above Ksh 50,001	13%	14%	10%	6%	8%	50%	67%	19%	8%	0%	0%	5%	26%				
None	6%	6%	7%	14%	2%	0%	0%	1%	9%	0%	0%	8%	7%				

Section B: Brand Satisfac																	
TOTAL	AGE				Marital Status			Educational Level				Monthly Personal Income					
	16-24 Years	25-40 Years	41-50 Years	Above 50 Years	Married	Unmarried	Primary	Secondary	College/Tertiar	Univer	Ksh 10,000-20,000	Ksh 20,001-30,000	Ksh 30,001-40,000	Ksh 40,001-50,000	Above Ksh 50,001	None	
191	122	68	100	16	55	122	5	22	92	72	84	29	22	22	22	22	
2%	1%	4%	13%	3%	0%	0%	1%	2%	0%	14%	1%	0%	0%	0%	0%	5%	
57%	6%	48%	61%	52%	63%	57%	61%	54%	90%	32%	56%	61%	52%	50%	71%	42%	
4.17	4.25	4.01	4.22	4.05	4.45	4.42	4.46	3.4	4.4	4.33	4.4	4.48	4.27	4.4	4.41	3.51	
1.15	1.15	1.14	1.19	0.73	0.64	1.1	1.1	1.14	1.14	1.02	1.23	0.74	0.88	1.33	1	1.51	
0.01	0.01	0.01	0.01	0.12	0.11	0.34	0.13	0.0	0.04	0.31	0.12	0.12	0.12	0.13	0.22	0.4	
Section B: Brand Satisfaction Measure My unc beer																	
TOTAL	AGE				Marital Status			Educational Level				Monthly Personal Income					
	18-24 Years	25-40 Years	41-50 Years	Above 50 Years	Married	Unmarried	Primary	Secondary	College/Tertiar	Univer	Ksh 10,000-20,000	Ksh 20,001-30,000	Ksh 30,001-40,000	Ksh 40,001-50,000	Above Ksh 50,001	None	
191	122	68	100	16	55	122	5	22	92	72	84	29	22	22	22	22	
2%	2%	1%	1%	2%	0%	0%	3%	1%	0%	5%	1%	4%	0%	0%	0%	0%	
19%	17%	22%	25%	11%	30%	33%	16%	20%	23%	18%	16%	11%	21%	14%	25%	17%	
4.55	4.52	4.55	4.55	4.55	4.67	4.67	4.54	4.61	4.1	4.36	4.51	4.61	4.4	4.72	4.6	4.65	
0.07	0.07	0.1	0.1	0.09	0.13	0.21	0.11	0.07	0.02	0.23	0.09	0.0	0.11	0.1	0.14	0.13	
Section B: Brand Satisfaction Measure Makes me high fast																	
TOTAL	AGE				Marital Status			Educational Level				Monthly Personal Income					
	18-24 Years	25-40 Years	41-50 Years	Above 50 Years	Married	Unmarried	Primary	Secondary	College/Tertiar	Univer	Ksh 10,000-20,000	Ksh 20,001-30,000	Ksh 30,001-40,000	Ksh 40,001-50,000	Above Ksh 50,001	None	
191	122	68	100	16	55	122	5	22	92	72	84	29	22	22	22	22	
8%	7%	10%	7%	0%	0%	6%	0%	5%	10%	7%	1%	3%	9%	5%	13%	8%	
46%	35%	45%	45%	25%	0%	39%	43%	50%	59%	30%	40%	49%	55%	32%	35%	29%	
3.97	3.97	3.75	3.87	3.88	3.44	3.5	3.71	3.71	4.1	4.22	3.82	3.81	4.05	4.1	3.73	3.75	
1.23	1.2	1.2	1.33	1.18	1.11	0.55	1.33	1.16	0.55	1.15	1.24	1.25	1.23	1.14	1.24	1.12	
0.09	0.11	0.1	0.16	0.12	0.3	0.22	0.16	0.11	0.24	0.25	0.13	0.21	0.2	0.25	0.20	0.33	
Section B.B and Satisfaction Measure Makes me courageous																	
TOTAL	AGE				Marital Status			Educational Level				Monthly Personal Income					
	18-24 Years	25-40 Years	41-50 Years	Above 50 Years	Married	Unmarried	Primary	Secondary	College/Tertiar	Univer	Ksh 10,000-20,000	Ksh 20,001-30,000	Ksh 30,001-40,000	Ksh 40,001-50,000	Above Ksh 50,001	None	
191	122	68	100	16	55	122	5	22	92	72	84	29	22	22	22	22	
7%	3%	3%	3%	8%	0%	6%	4%	0%	4%	7%	2%	10%	9%	0%	0%	17%	
17%	18%	19%	19%	19%	67%	19%	19%	20%	9%	23%	13%	19%	10%	9%	20%	21%	
3.97	3.97	3.75	3.87	3.88	3.44	3.5	3.71	3.71	4.1	4.22	3.82	3.81	4.05	4.1	3.73	3.75	
1.17	1.17	1.17	1.17	1.17	1.17	1.17	1.17	1.17	1.17	1.17	1.17	1.17	1.17	1.17	1.17	1.17	
0.11	0.11	0.11	0.11	0.11	0.11	0.11	0.11	0.11	0.11	0.11	0.11	0.11	0.11	0.11	0.11	0.11	
Section B.B and Satisfaction Measure Makes me courageous																	
TOTAL	AGE				Marital Status			Educational Level				Monthly Personal Income					
	18-24 Years	25-40 Years	41-50 Years	Above 50 Years	Married	Unmarried	Primary	Secondary	College/Tertiar	Univer	Ksh 10,000-20,000	Ksh 20,001-30,000	Ksh 30,001-40,000	Ksh 40,001-50,000	Above Ksh 50,001	None	
191	122	68	100	16	55	122	5	22	92	72	84	29	22	22	22	22	
4%	4%	4%	4%	13%	0%	13%	0%	9%	11%	13%	10%	6%	5%	0%	0%	25%	
20%	20%	20%	20%	31%	0%	31%	0%	40%	18%	23%	14%	17%	31%	73%	15%	13%	
59%	59%	59%	59%	44%	67%	61%	54%	40%	64%	57%	55%	55%	63%	46%	46%	33%	
1.17	1.17	1.17	1.17	1.17	1.17	1.17	1.17	1.17	1.17	1.17	1.17	1.17	1.17	1.17	1.17	1.17	
0.11	0.11	0.11	0.11	0.11	0.11	0.11	0.11	0.11	0.11	0.11	0.11	0.11	0.11	0.11	0.11	0.11	

TOTAL	GENDER		AGE				Marital Status		Educational Level			Monthly Personal Income							
	Male	Female	18-24 Years	25-40 Years	41-50 Years	Above 50 Years	Married	Unmarried	Primary	Secondary	College/Tertiary	Unemployed	Ksh 10,000-20,000	Ksh 20,001-30,000	Ksh 30,001-40,000	Ksh 40,001-50,000	Above Ksh 50,001	Nona	
191	122	69	100	16	60	11	122	1	23	92	72	84	21	23	20	20	24	1	
Very Dissatisfied	3*	3*	1*	1*	3*	8*	0*	8*	1*	2*	3*	3*	0*	0*	0*	0*	4*	0*	
Satisfied	4*	3*	6*	7*	3*	0*	0*	4*	0*	7*	3*	5*	3*	3*	3*	0*	4*	0*	
Neither Satisfied nor Satisfied	14%	15%	12%	12%	17%	8%	0*	17%	11%	15%	10%	13%	17%	23%	15%	15%	4*	6*	
Very Satisfied	20*	20*	20*	14*	21*	25*	87*	25*	50*	20*	22*	14*	14*	73*	50*	30*	58*	33*	
MEAN SCORE	1.54	1.19	1.27	1.1*	1.05	1.01	0.03	1.42	1.29	1.3	1.48	1.24	1.4	1.38	1.21	1.34	1.14	1.54	1.21
Standard Error of	0.1	0.12	0.15	0.10	0.14	0.04	0.28	0.17	0.12	0.58	0.31	0.13	0.16	0.15	0.24	0.29	0.25	0.21	0.11

a t a* at al important	TOTAL	AGE				Marital Status		Educational Level				Monthly Personal Income				
		19-24	25-34	35-44	45-54	Married	Unmarried	Primary	Secondary	College	University	Ksh 10,000-20,000	Ksh 20,001-30,000	Ksh 30,001-40,000	Ksh 40,001-50,000	Above Ksh 50,001
BASE	191	12	28	40	11	58	122	5	7	97	7	30	23	21	11	24
Not at all Important	191	12	28	40	11	58	122	5	7	97	7	30	23	21	11	24
Sorrowful	191	12	28	40	11	58	122	5	7	97	7	30	23	21	11	24
Very Important	191	12	28	40	11	58	122	5	7	97	7	30	23	21	11	24
Important	191	12	28	40	11	58	122	5	7	97	7	30	23	21	11	24
MEAN SCORE	0.74	0.07	0.17	0.27	0.09	0.60	0.91	0.04	0.06	0.98	0.07	0.10	0.08	0.07	0.14	0.16
Standard Error of Mean	0.06	0.00	0.04	0.01	0.00	0.17	0.01	0.07	0.02	0.07	0.09	0.11	0.14	0.16	0.16	0.3

a t a* at al important	TOTAL	AGE				Marital Status		Educational Level				Monthly Personal Income				
		19-24	25-34	35-44	45-54	Married	Unmarried	Primary	Secondary	College	University	Ksh 10,000-20,000	Ksh 20,001-30,000	Ksh 30,001-40,000	Ksh 40,001-50,000	Above Ksh 50,001
BASE	191	12	28	40	11	58	122	5	7	97	7	30	23	21	11	24
Not at all Important	191	12	28	40	11	58	122	5	7	97	7	30	23	21	11	24
Sorrowful	191	12	28	40	11	58	122	5	7	97	7	30	23	21	11	24
Very Important	191	12	28	40	11	58	122	5	7	97	7	30	23	21	11	24
Important	191	12	28	40	11	58	122	5	7	97	7	30	23	21	11	24
MEAN SCORE	1.33	0.12	0.14	0.25	0.14	0.75	1.21	0.09	0.18	1.27	0.12	0.13	0.12	0.09	0.14	0.16
Standard Error of Mean	0.07	0.01	0.01	0.01	0.01	0.12	0.01	0.04	0.02	0.13	0.07	0.08	0.08	0.07	0.14	0.16

a t a* at al important	TOTAL	AGE				Marital Status		Educational Level				Monthly Personal Income				
		19-24	25-34	35-44	45-54	Married	Unmarried	Primary	Secondary	College	University	Ksh 10,000-20,000	Ksh 20,001-30,000	Ksh 30,001-40,000	Ksh 40,001-50,000	Above Ksh 50,001
BASE	191	12	28	40	11	58	122	5	7	97	7	30	23	21	11	24
Not at all Important	191	12	28	40	11	58	122	5	7	97	7	30	23	21	11	24
Sorrowful	191	12	28	40	11	58	122	5	7	97	7	30	23	21	11	24
Very Important	191	12	28	40	11	58	122	5	7	97	7	30	23	21	11	24
Important	191	12	28	40	11	58	122	5	7	97	7	30	23	21	11	24
MEAN SCORE	1.18	0.11	0.13	0.21	0.11	0.77	1.24	0.16	0.14	1.22	0.12	0.13	0.12	0.09	0.14	0.16
Standard Error of Mean	0.08	0.01	0.01	0.01	0.01	0.13	0.01	0.03	0.03	0.13	0.04	0.03	0.03	0.02	0.19	0.16

TOTAL	at HEXR		1>J4	M l a a	k i U » C		Value Propoeaw		trees-ortnaee of 11e taeeel		T	paatLevrif		Kali 10.000	Mc Kah 20.401 30.000	Kah 30.001 40.000	SI	Above Kah >0.001	Nona	
	Mat*	haiaa			AOE	AbaraH Yarn	Married	unmarried	Prim	Con. T		Uatven «Y								
1 Swx1ant	5*	12*	M		10*		0*	0*	0*	0*	9*	9*	4*	5*	7*	5*	5*	4*	0*	
1<«	5*	12*			10*		0*	0*	0*	0*	9*	9*	4*	5*	7*	5*	5*	4*	0*	
Immnt	« 25*	15*	74*		7*		0*	0*	0*	0*	14*	10*	10*	10*	24*	9*	0*	25*	100*	
MU « -CRIMf	1 14	m	177		U		t>	OSS	IX	0 «	0 »	1 *	1 1	10	1 11	12	111		10*	<
	0 00									0	021	0 1	0 1	0 11	or	023	02*	OZ		(

Sacton C Value Prooombxw AwMlabUHV

TOTAL	OF NOER		AGE				Marria: Matus		Educational Level				Monthly Personal Income						
	Mat*	Famal*	19-34 Taara	75-40 Taara	41-50 Yaara	Above 50	Married	Unmarried	Prim an	In mill	Con. T	UMvar «Y	Kah 10.000 20.000	Kah 20.001 30.000	Kah 30.001 40.000	Kah 40.001 50.000	Above Kah 50,001	None	
M K	191	122	59	0*	10*	13*	5*	12*	23	9*	3*	7*	84	7*	22	7*	1*	0*	
M « « Important	4 V	5*	1*	0*	0*	0*	0*	0*	0*	0*	0*	0*	5*	7*	51	0*	0*	0*	
<«W>at	1*	1*	1*	1*	1*	1*	0*	0*	0*	0*	0*	0*	5*	7*	51	0*	0*	0*	
><Hf Important nor	5*	1*	1*	1*	1*	1*	0*	0*	0*	0*	0*	0*	5*	7*	51	0*	0*	0*	
ly i w M Important	151*	4*	70*	1*	1*	1*	0*	0*	0*	0*	0*	0*	5*	7*	51	0*	0*	0*	
f is w w f Important	73*	75*	77*	74*	79*	09*	50*	74*	70*	00*	77*	77*	74*	74*	195	68*	85*	75*	75*
		453	4x1	4 57	425	45	4 4	454	44	430	4 0	4 5	45	45	4 3	485	40	4 71	
MAM	0 95	1	10	0 53	107	130	OSS	1 10	0 01	009	133	0 M	023	1 04	10*	109	0 37	088	041
M M	0 07	o n	0 11	0 M	0 11	OSS	0 22	0 14	0 07	0 4	0 20	0 09	o n	0 11	0 2	0 23	0 08	0 18	0 13

Sacton D Emotional Banafit Eicrtamant

TOTAL	GfNDER		AGE				Marital Statut		Educational Level				Monthly Personal Income						
	Mala	Female	19-24 Yaara	25-40 Taara	4140 Yaara	Above 50 Yaara	Married	Unmarried	Primary	Second ary	College ETartier Y	UUnvera «T	Kah 10.000 20.000	Kah 20.001 30.000	Kah 30.001 40.000	Kah 40.001 50.000	Above Kah 50,001	None	
-AK	10*	12*	51*	14*	10*	13*	5*	12*	23	9*	3*	7*	84	7*	22	7*	1*	0*	
M U M Important	1*	1*	1*	1*	1*	1*	0*	0*	0*	0*	0*	0*	5*	7*	51	0*	0*	0*	
V*awtut	1*	1*	1*	1*	1*	1*	0*	0*	0*	0*	0*	0*	5*	7*	51	0*	0*	0*	
NEW Important nor	1*	1*	1*	1*	1*	1*	0*	0*	0*	0*	0*	0*	5*	7*	51	0*	0*	0*	
ly i w M Important	151*	4*	70*	1*	1*	1*	0*	0*	0*	0*	0*	0*	5*	7*	51	0*	0*	0*	
f i t e m y Important	73*	75*	77*	74*	79*	09*	50*	74*	70*	00*	77*	77*	74*	74*	195	68*	85*	75*	75*
		453	4x1	4 57	425	45	4 4	454	44	430	4 0	4 5	45	45	4 3	485	40	4 71	
M	0 95	1	10	0 53	107	130	OSS	1 10	0 01	009	133	0 M	023	1 04	10*	109	0 37	088	041
M	0 07	o n	0 11	0 M	0 11	OSS	0 22	0 14	0 07	0 4	0 20	0 09	o n	0 11	0 2	0 23	0 08	0 18	0 13

Sacton DEmotional Banafit Cou/aocoua

TOTAL	GENDER		AGE				Marital Statut		Educational Level				Monthly Personal Income					
	Mala	Female	19-24 Yaara	25-40 Taara	4140 Yaara	Above 50 Yaara	Married	Unmarried	Primary	Second ary	College ETartier Y	UUnvera «T	Kah 10.000 20.000	Kah 20.001 30.000	Kah 30.001 40.000	Kah 40.001 50.000	Above Kah 50,001	None
RASE	10*	12*	51*	14*	10*	13*	5*	12*	23	9*	3*	7*	84	7*	22	7*	1*	0*
V* at aH Important	4*	5*	3*	4*	4*	4*	0*	0*	0*	0*	0*	0*	5*	7*	51	0*	0*	0*
WaAkar injMrtant ma	1*	1*	1*	1*	1*	1*	0*	0*	0*	0*	0*	0*	5*	7*	51	0*	0*	0*
Erfamdy Important	44*	4)*	« 2*	48*	19*	19*	0*	0*	0*	0*	0*	0*	5*	7*	51	0*	0*	0*
			393	11	291	25	1 4	25	1 4	1 4	1 4	1 4	1 30	1 3	1 3	1 4	1 1	1 X
AN SCORE	1 X	1 sa	1 32	141	1 44	1 47	0 17	0 13	0 03	0 22	0 15	0 15	0 15	0 15	0 24	0 32	0 33	0 31
Standard Error of	o n	0 15	0 10	0 11	0 3C	oe	0 17	0 13	0 03	0 22	0 15	0 15	0 15	0 24	0 32	0 33	0 31	

TOTAL	OCNOOR		AGE				Marital Status		Educational Level				*Monthly Personal Income					
	Mala	Famata	1424 Yaara	2540 Taara	4140 Yaara	Above 50 Yaara	Married	Unmarried	Primary	Second ary	TTartier Y	UUnvera «T	Kah 10.000 20.000	Kah 20.001 30.000	Kah 30.001 40.000	Kah 40.001 50.000	Above Kah 50,001	None
BASE	1 J	122	59	51	10*	13*	5*	12*	23	9*	3*	7*	84	7*	22	7*	1*	0*
Hot at all Important	5*	7*	0*	0*	0*	0*	0*	0*	0*	0*	0*	0*	5*	7*	51	0*	0*	0*
Somawttat	6*	7*	«	«	8*	0*	9*	5*	20*	5*	7*	8*	5*	3*	5*	14*	10*	13*
	2 1 *	2 1 *	20*	25*	19*	25*	0*	15*	20*	18*	18*	25*	20*	24*	18*	25*	17*	25*
Somawttat Important	19*	17*	22*	17*	15*	31*	50*	14*	21*	20*	14*	17*	22*	13*	28*	27*	15*	21*
	48*	43*	«	«	52*	25*	33*	43*	50*	40*	54*	53*	36*	50*	41*	38*	45*	25*
	3 40	3 87	3 97	403	3 1	3 0	3 e	401	1 1	430	40S	1 8 7	43	4	377	385	m	333
MEAN SOCIE	1 23	121	120		122	132	1 47	1 21	1 11	1 1	09*	1 17	H	1 14	107	123	1 5	14
Standard Error of	0 09	0 1	0 15	0 14	0 12	0 33	0 8	0 4	0 11	0 1	0 2	0 12	0 10	0 2	0 20	0 28	0 29	0 41

mSt «(O)» Important	TOTAL	GENDER		AGE			Marital Status		Educational Level			Monthly Personal Income					None	
		Male	Female	11-24	25-40 Year	41-50 Year	Above 50 Year	Married	Unmarried	Primary	Second	College/Teacher	Univer	Ksh 10,000-20,000	Ksh 20,001-30,000	Ksh 30,001-40,000		Ksh 40,001-50,000
191	123	123	0	0	5	177	5	23	92	77	64	21	22	21	21	2	B	
3*	3*	3*	3*	3*	3*	3*	3*	3*	3*	3*	3*	3*	3*	3*	3*	3*	3*	
1*	1*	1*	1*	1*	1*	1*	1*	1*	1*	1*	1*	1*	1*	1*	1*	1*	1*	
8*	9*	7*	7*	9*	6*	9*	9*	9*	6*	6*	10*	14*	10*	14*	10*	17*		
15*	12*	10*	14*	14*	13*	33*	16*	14*	0*	14*	14*	17*	12*	14*	23*	20*	25*	
73*	75*	71*	72*	74*	75*	67*	74*	73*	40*	73*	75*	74*	77*	76*	59*	70*	93*	
<H	455	457	44	457	41	467	462	445	32	41	457	458	46<	436	411	45<	401	
MEAN SCORE	0.07	0.09	0.11	0.13	0.09	0.17	0.11	0.07	0.24	0.09	0.11	0.09	0.03	0.067	0.09	0.069	1.14	1.2<
MAN	0.07	0.09	0.11	0.13	0.09	0.17	0.11	0.07	0.24	0.09	0.11	0.09	0.03	0.067	0.09	0.069	1.14	1.2<
Standard Em* of	0.07	0.09	0.11	0.13	0.09	0.17	0.11	0.07	0.24	0.09	0.11	0.09	0.03	0.067	0.09	0.069	1.14	1.2<
Section D Emotional Benefit Social bond																		
TOTAL	GENDER		AGE			Marital Status		Educational Level			Monthly Personal Income					None		
	Male	Female	11-24	25-40 Year	41-50 Year	Above 50 Year	Married	Unmarried	Primary	Second	College/Teacher	Univer	Ksh 10,000-20,000	Ksh 20,001-30,000	Ksh 30,001-40,000		Ksh 40,001-50,000	Above Ksh 50,001
191	123	123	0	5	177	5	23	92	77	64	21	22	21	21	2	B		
3*	3*	3*	3*	3*	3*	3*	3*	3*	3*	3*	3*	3*	3*	3*	3*	3*	3*	
1*	1*	1*	1*	1*	1*	1*	1*	1*	1*	1*	1*	1*	1*	1*	1*	1*	1*	
8*	9*	7*	7*	9*	6*	9*	9*	6*	6*	10*	14*	10*	14*	10*	17*			
15*	12*	10*	14*	14*	13*	33*	16*	14*	0*	14*	14*	17*	12*	14*	23*	20*	25*	
73*	75*	71*	72*	74*	75*	67*	74*	73*	40*	73*	75*	74*	77*	76*	59*	70*	93*	
<H	455	457	44	457	41	467	462	445	32	41	457	458	46<	436	411	45<	401	
MEAN SCORE	0.07	0.09	0.11	0.13	0.09	0.17	0.11	0.07	0.24	0.09	0.11	0.09	0.03	0.067	0.09	0.069	1.14	1.2<
MAN	0.07	0.09	0.11	0.13	0.09	0.17	0.11	0.07	0.24	0.09	0.11	0.09	0.03	0.067	0.09	0.069	1.14	1.2<
Standard Em* of	0.07	0.09	0.11	0.13	0.09	0.17	0.11	0.07	0.24	0.09	0.11	0.09	0.03	0.067	0.09	0.069	1.14	1.2<
Section E Self Efficacy Benefits Affirm unique personality																		
TOTAL	GENDER		AGE			Marital Status		Educational Level			Monthly Personal Income					None		
	Male	Female	11-24	25-40 Year	41-50 Year	Above 50 Year	Married	Unmarried	Primary	Second	College/Teacher	Univer	Ksh 10,000-20,000	Ksh 20,001-30,000	Ksh 30,001-40,000		Ksh 40,001-50,000	Above Ksh 50,001
191	123	123	0	5	177	5	23	92	77	64	21	22	21	21	2	B		
3*	3*	3*	3*	3*	3*	3*	3*	3*	3*	3*	3*	3*	3*	3*	3*	3*	3*	
1*	1*	1*	1*	1*	1*	1*	1*	1*	1*	1*	1*	1*	1*	1*	1*	1*	1*	
8*	9*	7*	7*	9*	6*	9*	9*	6*	6*	10*	14*	10*	14*	10*	17*			
15*	12*	10*	14*	14*	13*	33*	16*	14*	0*	14*	14*	17*	12*	14*	23*	20*	25*	
73*	75*	71*	72*	74*	75*	67*	74*	73*	40*	73*	75*	74*	77*	76*	59*	70*	93*	
<H	455	457	44	457	41	467	462	445	32	41	457	458	46<	436	411	45<	401	
MEAN SCORE	0.07	0.09	0.11	0.13	0.09	0.17	0.11	0.07	0.24	0.09	0.11	0.09	0.03	0.067	0.09	0.069	1.14	1.2<
MAN	0.07	0.09	0.11	0.13	0.09	0.17	0.11	0.07	0.24	0.09	0.11	0.09	0.03	0.067	0.09	0.069	1.14	1.2<
Standard Em* of	0.07	0.09	0.11	0.13	0.09	0.17	0.11	0.07	0.24	0.09	0.11	0.09	0.03	0.067	0.09	0.069	1.14	1.2<

SM n1 S*lipirinv> liiflti																			
TOTAL		AOI			Mara Situa)lattOh A taw				UgMHL P*horifl MKOM						
1U	FM*	1141	H4>TMn	<140 Tan	M<vt lo	Uantad	UMunM	tacand	Tagtar	Uama <l	KaA 10000	KaA 20001-30000	A ah 30000-40000	KaA 40001-50000	KaA 50001	—			
19	4	4	14	..	19	0*	10	13	10	11	10	11	14	2	2	1			
rlwpaKj1	11	30	3.07	1.7	11	17	17	10	10	23	14	21	14	2	2	0*			
ua	14	m	1	1.20	1!	1M	1	1.31	107	1.41	1X	1.45	1.42	1.17	145	1*			
Error of	01	012	017	oid	01S	034	01)	013	9.7.2	9><	9.5	9.11	0.10	OX	0.23	0.32	9.21	OX	
S*ck> ESAM Epwitriv* Confim by latrottom																			
TOTAL		« UOR			Mara Situa				Education* Laval				UgrfAy Paraonal Income						
1U	Ura	1174	siarun	41-KTaan	Above 90 Tun	H4H4	UmiirM	Primay	Sacord	CO Oat Tartar	Uarvna <l	Kah 10000	KaA 20001-30000	A ah >0001-40000	KaA 40001-50000	KaA 50001	Nora		
7	2	20	27	19	11	13	0*	7	10	0*	9	15	14	14	14	13	25*		
mpoUr MD	2	20	27	19	11	13	0*	7	10	0*	9	15	14	14	14	13	25*		
n	3	30	34	2	3	3	4	3	7	2	1	4	3	4	3	4	4?		
Sd	1M	303	344	«	1 X	132	003	123	1.40	13	1.30	1*	140	1.41	14	1.23	107	1.30	1M
error al	u	1.12	017	• it	014	0.5a	021	fl'i	0.13	054	u>	0.14	0.11	0.2f	0.2f	0.2	us	9.U	