

**A SURVEY OF THE RESPONSIVENESS OF
CUSTOMERS TO VALUE PROPOSITION IN
INFLUENCING PURCHASE BEHAVIOUR OF
SELECTED TYRE BRANDS**

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BY

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**A RESEARCH PROJECT SUBMITTED IN PARTIAL
FULFILMENT FOR THE AWARD OF THE
DEGREE OF MASTER OF BUSINESS
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UNIVERSITY OF NAIROBI.**

JULY 2003

DEDICATION

DECLARATION

I declare that this project is my original work and has never been presented for academic purposes in any other University.

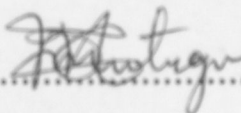
I dedicate this project to:

My Parents and friends who have been loving and supportive all through in my life.

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DEDICATION

ACKNOWLEDGEMENT

I wish to acknowledge the contributions that were made in the course of this project by several individuals and organizations.

I wish to acknowledge gratefully the following people, whose effort influenced the content and direction of this project.

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ABSTRACT

Value proposition is one of the related concepts generated by brand identity. Its purpose is to provide value for a customer. An effective value proposition should lead to a brand customer relationship and drive purchase decisions. However the consumer decision making process is one that can be influenced at various levels besides marketing activities carried out by brand strategists. This was a descriptive study on the influence of value proposition in consumer decision-making process in driving purchase decision. The study was done as a survey of consumers in Nairobi who drove non-commercial passenger saloon motor vehicles. The researcher aimed at a sample size of 200 respondents and achieved 64% response rate. The data collection instrument was a semi-structured questionnaire.

The value propositions addressed the functional benefits, the emotional benefits, self-expressive benefits and the relative price. An effective value proposition should lead to a brand-customer relationship and drive purchase decisions. On the environmental input the respondents indicated that these have influenced their preference for brand. In the case of the processes, the respondents strongly agreed that the firm's brand name and slogan assists them in remembering the brand easily. The respondents also strongly agreed that in terms of output, the brand name and the slogan are important for them when buying the brand as their loyal choice, when buying the brand again and when buying the brand for the first time on a trial basis. They also indicated that they strongly agreed the brand name and slogan would have an effect on their experience of using the brand. In conclusion, the objective of the study was to determine how and where value

proposition influenced the consumer decision-making process in driving the purchase decision. It is evident that the consumers' choice of a product is greatly influenced by the brand and the slogan as it appeals to their functional, emotional, self-expression and price needs. It is thus important that those that greatly influence consumer purchase decisions be given more attention and exploited to their greatest benefits.

It's by building and nurturing a base of loyal customers that the most valued companies separate themselves from the pack (Scott and Taylor, 2002).

Depp (2002) states that companies should always be sensitive to the fact that consumers are always unconsciously asking, "What's in it for me?" as they make their choice of brand during purchase. She continues to suggest that the key to leapfrogging your competitors is to be articulate in stating your unique value proposition: "What differentiating 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 the customer benefits from the purchase.

Depp (2002) also highlights the fact that brand strategists 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

CHAPTER 1: 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's 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, investments raised, payrolls met, stocks valued, and worth measured. It's by building and nurturing a base of loyal customers that the most valued companies separate themselves from the pack (Scott and Taylor, 2002).

Depp (2002) states that companies should always be sensitive to the fact that consumers are always unconsciously asking.. “What’s in it for me?”as 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 the customer benefits from the purchase.

Depp (2002) thus highlights the fact that brand strategists 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 customers should expect to receive for their investment in the brand.

Every market category has a brand leader for which advantageous profits seem assured by a disproportionate preference among both loyal customers and prospects. That's why it's 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 mitigating myriad factors that would otherwise impede the cycle of consumer awareness, consideration, experience, and loyalty.

Scott and Taylor (2003) thus suggest that a leading brand codifies value to loyal customers and prospects. It guarantees consideration. It offers an emotional connection. It provides 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.

1.2 The tyre industry

The tyre industry was for a very long time monopolized by Firestone East Africa. Since its inception in 1969, Firestone E.A. enjoyed government protection until the industry was opened to other competitors in 1993. The industry is currently estimated to be worth in the tune of Kshs 7.6 billion (The Economic Review, March 30-April 5, 2001)

In the recent past there has been entry into the local market of various other players. The entry has not only ended the giant firm's local domination, but sent its sales and profits sliding to an all-time low. (Firestone E.A Audited Financial reports, 2002). The firm's main competitors include French giant Michelin Tyres, Italy's Pirelli Tyres, Goodyear tyres from the United States and Dunlop tyres all of whom have made significant inroads. The list also includes a host of other brands that are generally not extensively marketed. Pirelli is locally represented by Nyanza Petroleum Dealers Ltd. Michelin is distributed locally by Kingsway tyres. Also in the market are large quantities of imported second-hand products. The private multinationals appear to have ended the virtual monopoly Firestone enjoyed before deregulation in 1993.

Firestone, which by 1995 controlled 72 percent of the Kenyan market, and now claims a 50 percent export niche in Uganda, employs 700 workers, and is the only local manufacturer. Some estimates put the Firestone market share for new tyres at just over 60 percent, while the rest have taken the remaining 40 percent. (The Economic review, March 30-April 5,2001)

The industry has also been affected by global patterns where vehicle manufacturers are making vehicles, which use particular tyre brands through strategic agreements between the vehicle manufacturers and the tyre companies. This is coupled with the decline in locally assembled motor vehicles and an increase in the importation of used cars. In essence this can be interpreted to mean that when consumers purchase motor vehicles they will invariably end up with a tyre brand that they virtually have little or no input in choosing.

Before Firestone established its manufacturing plant in Kenya nearly two decades ago, all tyres were imported. The government, eager to promote import-substitution imposed quotas and tariffs to protect the local industry which gave the company a virtual monopoly. However, some imports were allowed since there were vehicles in the market, which could not use the company's products. This in essence meant that Firestone had a huge advantage in ensuring that they were well entrenched in the market before any other competitors would be allowed into the country.

Fifteen percent of Firestone, a member of the Sameer group of companies, is controlled by Bridgestone Firestone Inc of the US, which, in turn, is a subsidiary of Japan's Bridgestone Corporation. On a global perspective, in 1987, the Japanese company bought Firestone Tyre and Rubber Corporation of the US. Before 1995, buoyed by a weak Japanese yen, Bridgestone was the world's foremost tyre producer. But as the value of the yen against major hard currencies shot up, and dollar-based sales plummeted, it was overtaken by Michelin. By 1996, Michelin's sales were valued at \$13.1 billion compared to Bridgestone's \$12.9 billion, and Good Year Corporation of the US with \$11.7 billion. Together, the trio controls about 53 percent of the global volume of tyre sales. Other manufacturers include Germany's Continental (worth \$4.86 billions in sales 1996) and Japan's Sumitomo (\$4billion). Pirelli, which has made significant forays into the local heavy vehicle tyre market, were marketing goods worth \$3.14 billion in 1996. (The Economic Review, March 30-April 5, 2001)

Tyres are one of the most important components of an automobile. The tyres are the only contacts between the vehicle and the ground. That is why it is so important to have a tyre capable of doing what the driver wants the car to do. To create a quality-grading standard, the Uniform Tire Quality Grading standards, better known as the UTQG has been developed. The grades are based on three qualities of a tyre; the tread wear, traction and temperature. This information is found on the sidewall of the tyre.

A tyre's tread wear is comparative scale that measures how well a tyre wears. A tyre graded 200 would wear 50 percent better than the tyre with 150 grade. However, a tyre's actual performance varies depending on driving habits, road conditions, climate, and tyre care. A 100 grade tyre should last 30,000 miles (48,279 km). This is one of the important aspects that is concerned with durability.

Traction grades represent how well a car stops on wet pavement under controlled conditions. The traction grades are as follows, from "excellent" to "satisfactory": AA, A, B, C. However, note that the traction grading does not take into account cornering, hydroplaning, or accelerating. This is the aspect that is concerned with control in terms of what the driver wishes to do.

A temperature grading system measures how well a tyre resists heat generation and its ability to dissipate heat under a controlled indoor laboratory test wheel. The reason why there is a temperature test is because high temperatures can degenerate the materials in a tyre, hence shortening its life. The tyre grades are as follows from excellent to

satisfactory ratings: A, B, C. This is the second important element that determines durability. All these tests are done on tyres that are properly loaded and inflated.

A tyre's sidewall offers a wealth of information about the tyre. The following will assist in determining a tyre's specifications.

Take for example the following side wall marking: **225/50 R 16 92V**. This is translated as follows.

-225

This first number measures the width of the tyre from sidewall to sidewall (in millimeters). Therefore, the tyre is 225 millimeters wide.

-50

The second number measures the aspect ratio. This is a ratio between the width and height of the tyre. Therefore, the height of the tyre is 50% of the width of the tyre.

R

This letter implies that the tyre is a Radial tyre.

16

This number is the diameter of the rim in inches

92

This number is the load index rating of the tyre. According to the load index chart, this tyre's maximum load should not be greater than 1389lbs (630 kg)

V

This letter is the tyre's speed rating. A V speed rated tyre means that the vehicle should not travel above 149 miles/hour (240km/hour).

Load index ratings determine the maximum load the tyre is made to support. The higher the number, the higher load the tyre can support. Load index ratings should also be used as a guide to determine the chances of blowouts and pothole damage. A low load index tyre combined with a thinner sidewall has a greater chance of blowing from potholes and construction plates compared to a tyre with a higher load index and thicker sidewall.

Speed ratings indicate a tyre's top speed under the most optimal conditions. One is not supposed to drive above your tyre's speed.

From an advertising perspective, in the recent past, the tyre companies in Kenya had carried their rivalry into advertising campaigns. Michelin is exclusively marketed by Kingsway Tyres, and Pirelli, is sold locally by Nyanza Petroleum Dealers. The industry has also witnessed in 2001 the entry of a new player in Goodyear Kenya, a joint venture between the Kenyan retread company, Treadsetters Tyres and Goodyear South Africa, a subsidiary of the US parent company, Goodyear Tyre and Rubber. (The East African, March 12, 2001)

Promotional strategy is a controlled integrated program of communication methods and materials designed to present an organization and its products to prospective customers, and communicate need satisfying attributes of products to facilitate and thus contribute to sales performance and profit (Engel 1991). Present and potential consumers will in most instances not have any input as to the choice of brand of tyre that they would like when purchasing a motor vehicle despite the various promotional strategies that the tyre companies may have in place. Their input is only potentially viable on replacement

purchase, in which case they can replace only one or all the tyres depending on the intervening circumstances. Decision as to what choice is favourable for the consumer can be made on rational or emotional motives. Consumer behaviourists use the term rationality in the traditional economic sense, which assumes that consumers behave rationally when they carefully consider all alternatives and choose those that give them greatest utility. In marketing context the term rationality implies that consumers select goals based on totally objective criteria, such as size, weight, price or miles per gallon. Emotional motives imply the selection of goals according to personal or subjective criteria (Schiffman and Kanuk 2002).

Aaker (1991) asserts that brands are strategic assets and a company's primary source of competitive advantage. He further adds that brand equity assets generally add or subtract value for customers. They can help them interpret process and store huge quantities of information about products and brands. They also can affect customer's confidence in the purchase decision (due to either past -use 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 broad positioning for the product
- Choosing a specific position for the product
- Choosing a value position for the product
- Developing total value position for the product

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

The aspect of creating brand identity provides direction, purpose and meaning for the brand. It consists of both the core identity and an extended identity. The core identity should include elements that make the brand both unique and valuable e.g. *Michelin-advanced technology tyres for the driver who is knowledgeable about tyres* (Aaker 1996).

Thus the core identity should usually contribute to the value proposition and to the brands basis for credibility. Further more Brand identity should help establish a relationship between the brand and the customer by generating a value proposition. Value proposition is one of the related concepts generated by brand identity. Too often a limited, tactical perspective inhibits strategists from building a strong brand even when the potential exists (Aaker 1996). Brand position is that part of the brand identity and value proposition that is to be actively communicated to the target audience and that demonstrates an advantage over competing brands. Thus the brand position guides the current communication programs and is distinct from the general brand identity construct (Aaker 1996).

Thus to ultimately satisfy the customer the brand needs to offer a set of benefits and features referred to as the total brand offering and by comparing this to the total cost of for each competitive offering, the customer will choose the supplier who appears to offer the most attractive value proposition (Kotler,1999).

A Brand's Value proposition as defined by Aaker (1999) 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 leading brands that the author referred to in his study are Firestone, Michelin and Pirelli and Goodyear. These were intentionally selected because, in the author's opinion, are the ones that featured more frequently in advertising campaigns. They also had slogans that imply the companies' value proposition and hence would be most suitable for the study.

Firestone has consistently made reference to their brands as being the most suitable for African roads which are generally of poor condition. The Firestone brand generally states that their tyres are "*Built Stronger to last longer.*" An analysis of this shows the functionality aspect of their tyres for the African terrain. All the other tag lines that they come up with for their various sub-brand like e.g. Fire hawk and Firestone F570 tubeless tyres will all revolve around the concept of strength and durability both of which are basically a functional aspect of tyres. The fact that they are also locally manufactured and tested also adds credibility to this aspect of quality tyres for the local market however Nguruna (2002) cautions that the effect of this probably depends on the product class and individual.

On the other hand Michelin's slogan states, "*The finest performances are only those that last.*" This is reinforced with the visual symbol of "Michelin man" whose enthusiastic personality represents a tyre with strength and energy (Aaker1996). With this they propose that functionally their tyres are bound to last and are also strong as portrayed by the image of the Michelin man. They also bring about the issue of a good performance tyre which is an emotional aspect. Nguruna (2002) identifies that a strong symbol can provide cohesion and structure to an identity and make it much easier to gain recognition and recall. He further adds that its presence can be a key ingredient of brand development and its absence can be a substantial handicap.

Pirelli takes on a more a self expressive approach with the slogan "*Power is nothing without control*". The brand thus proposes the functional aspect of control and also an emotional aspect of consumers feeling safe while using them. More importantly it is quite strong on the self-expressive attribute with the element of power need in the consumer. Schiffman and Kanuk (2002) describe the power need as one that relates to an individual's desire to control his/her environment. This need appears to be closely related to the ego need in that many individuals experience increased self-esteem when they exercise power over objects or people. A number of products, such as automobiles, lend themselves to promises of power or superiority for users. They continue to state that the need to control one's environment can be subsumed under Maslow's safety need. The brand thus may exhibit functionality emotional and also self-expressive qualities.

Goodyear tyres are on the other hand promoted with the proposition "*We discover, You explore.*" Analysis of this show that the company's proposition would be attractive to

consumer innovators due to the aspect of discovery. Among the adopter categories innovators are described to be venturesome hence eager to try new ideas (Schiffman and Kanuk 2002) and thus the proposition second phrase of "...you explore" would be ideal in pushing them to try out the brand. The brand name is also reinforced with the image of a winged shoe, which signifies speed. Thus it captures some of the aspects of self-expressiveness, emotional and functionality of the brand.

Advertising is obviously an expensive affair for any company to undertake. Management is increasingly demanding evidence that advertising and sales promotions impact buyer behaviour (Engel 1991) hence all that is being communicated to the consumers should in essence be able to drive the desirable purchase behaviour effectively. All these propositions are in the end supposed to drive buyer behaviour. There is a general lack of knowledge to show how value proposition affect the various elements of consumer decision making process. Where this actually happens, and to what extent the elements of the value proposition may contribute in driving purchase decisions is the area that the author intends to investigate. The element of value proposition is also one that have not received a lot of attention in research thus there is a general lack of knowledge in this field.

The aspect of value proposition is one that was postulated by Aaker (1999) and has been adopted by various brand strategists. Its aims at driving purchase decisions. Nguruna (2002) examined the influence of value proposition on brand choice and his study concentrated more on the brand identity structure. The two previous authors have not identified the actual areas that value proposition influences buyer behaviour.

1.3 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 paper aimed at going further to determine the areas in which value proposition has an effect in influencing purchase decision in the consumer decision making process.

As mentioned previously, majority of consumers do not have any input as to the choice of brand of tyre during motor vehicle purchase. The only time that marketing forces can influence the choice of brand decision is during replacement purchase. This paper thus seeks to examine where and how in the buying process does value proposition influence consumers in driving the purchase decision?

1.4 Objectives of the study

The objective of the study was;

- To determine how and where value proposition influences the consumer decision-making process in driving the purchase decision.

1.5 Importance of study

The marketing battle can be said to be a battle of brands, each seeking dominance over the other in the eyes of the consumer. Brand identity seeks to provide direction, purpose

and meaning for the brand. A lot of resources are utilized in coming up with communication in building up a brand identity in the market. Brands are strategic assets and a company's primary source of competitive advantage. Brand equity assets generally add or subtract value for customers. They can help them interpret process and store huge quantities of information about products and brands. They also can affect customer's confidence in the purchase decision (Aaker 1996). It is thus important that those that greatly influence consumer purchase decisions be given more attention and exploited to their greatest benefits.

This study hopes to establish more information about value proposition and how it can be used to drive purchase decision. It also seeks to explore how effectively each of the elements can be used in coming up with communication message to the consumers, which can also be a basis for developing points of differentiation. The recognized need is to develop sustainable competitive advantage based on non-price competition.

This study will also help marketing strategists in making decisions as to how to fully exploit their brand assets in order to maximize their business strengthening it with appropriate value propositions to the consumers or by altering its components.

The study can also be used as stepping stone in the study of value proposition in other industries or product categories, in order to establish any differences if any so that marketers will not make blanket assumptions as to the potential of its use across industries.

It can also be used to evaluate the importance of each of the elements of the value proposition across industries so that brand strategists will avoid making blanket assumptions about brand strategies across industries and products.

The purpose of this chapter is to elaborate the aspect 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 decision.

The 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 attempt to establish the branding strategies as relates to value proposition that have adopted by tyre industry in Kenya.

2.1 Brand Identity

Brand identity has been described as a unique set of brand associations that the brand strategist wishes to create or maintain. These associations represent what the brand stands for and imply a promise or consistency from the organization members (Asker 1996). He further suggest that it should help establish a relationship between the brand and customer by providing a value proposition including functional, emotional or self-expressive benefits.

The brand identity construct as described by Asker (1996) consists of twelve dimensions organized around four constructs which he identified as brand-as-product (brand name, logo, symbol, graphics, marketing mix, core values, country of origin), brand-as-

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

The purpose of this chapter is to elaborate the aspect 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 decision.

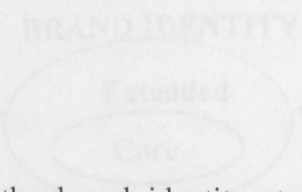
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2.1 Brand Identity

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 from 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) consists 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 attributes, local versus global), brand-as-person (brand personality, brand-customer relationships), brand - as - symbol (visual imagery/metaphors and brand heritage)

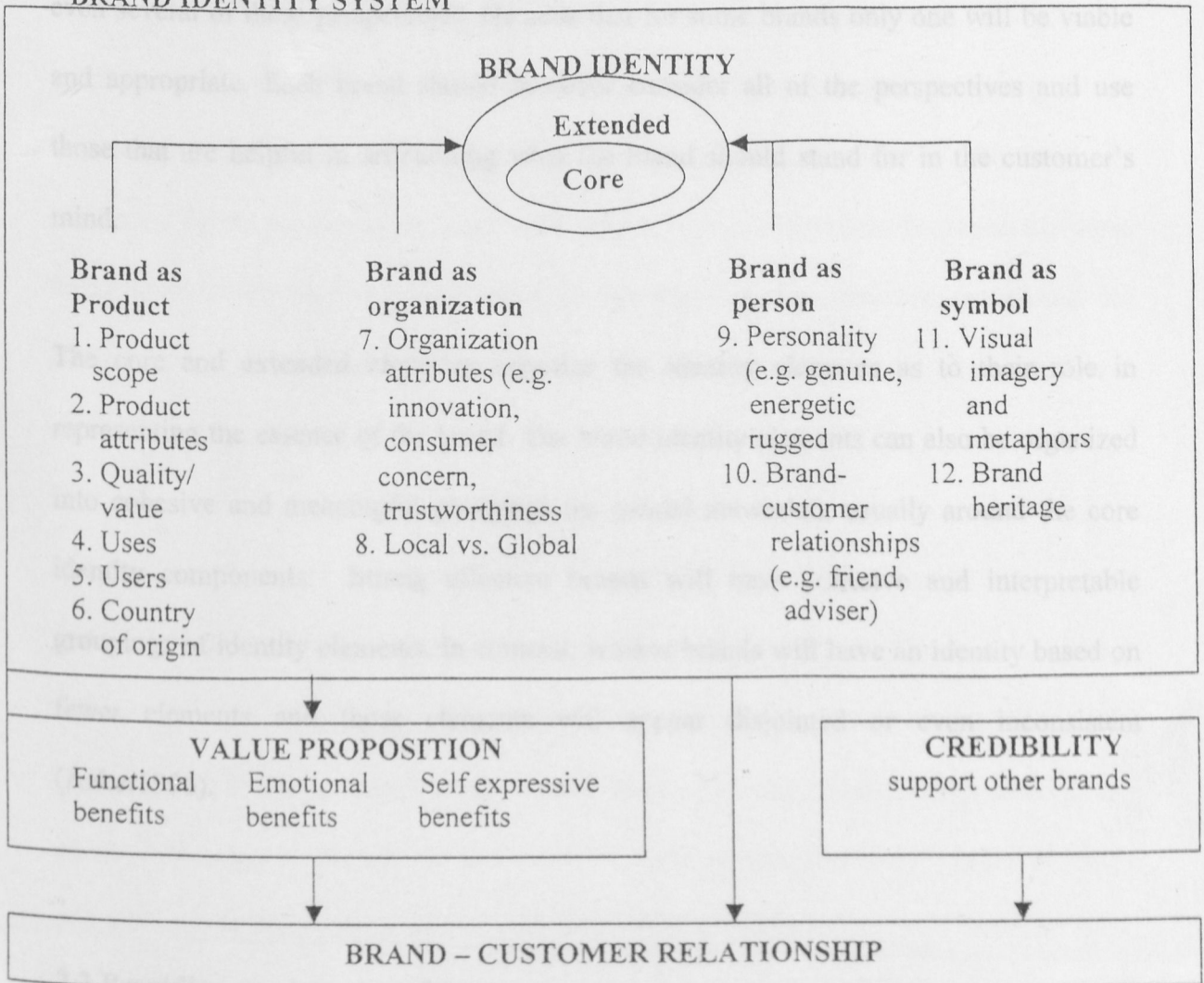


Aaker (1996) further describes the brand identity structure as including a core and extended identity. The core identity is said to be the central, timeless essence of the brand and is most likely to remain constant as the brand travels to new markets and products. The extended identity includes brand 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 the brand strategist to consider different brand elements and patterns that can help clarify, enrich and differentiate an identity.

FIG 2.1. BRAND IDENTITY PLANNING MODEL

BRAND IDENTITY SYSTEM



Source: Aaker, D.A (1996), Building strong brands, New York, The Free press

Despite this, Aaker (1996) cautions that not every brand identity needs to employ all or 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 as 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 need to provide a value proposition 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.

2.2.1 Functional benefits

Aaker (1996) describes functional benefits as the most visible basis for a value 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 from 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, can be 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 these benefits relates 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 give products meaning and increase product use satisfaction while also enhancing product perceptions (Nguruna 2002).

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As Batra, Myers and Aaker (1996) observes, ad evoked feelings can shape consumers attitudes towards brands. They further argue that the role of feelings in advertising is most important when consumers do not 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 beliefs. This liking 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 note that the ads 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) state that there can be a set of feelings and emotions attached to a brand personality just as there are to a 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 feelings can be part of self-expression. A warm person will be most fulfilled when a warm feeling occurs. Similarly an aggressive person will seek out contexts where aggression is accepted.

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. This he however explains could be due to the fact that there was no fusion between functional and emotional benefits. Nguruna (2002) findings still maintained that product related associations will almost 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 benefits

Aaker (1996) states that a brand can provide self expressive benefits by providing a way 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 express that self concept. He further adds that when a brand provides self expressive benefit, 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 service 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 a close relationship between emotional and self expressive benefits thus it is important to consider the self expressive benefits thus it is important to consider the self expressive benefits separately. In general, in comparison to emotional benefits, self expressive benefits focus on the following:

- Self rather than feelings

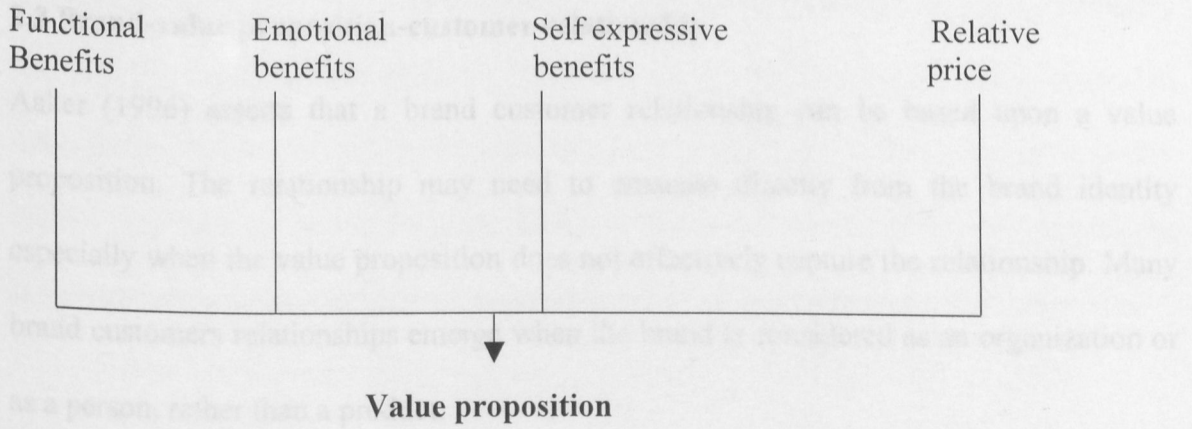
- Public settings and products rather than the private ones
- Aspiration and future rather than memories of the past
- The permanent rather than the transitory
- The act of using the product rather than the consequence of using the product

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 person 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 a visible, involving product 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 a brand that is seen 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 2.1).

FIG 2.2 VALUE PROPOSITION



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). Aaker (1996) thus recommends that in value proposition focus on benefits rather than price, for if you talk benefits, then you can claim to be competitive in that product competitive class. This is also supported by findings from 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 a 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 proposition does not effectively 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 as an organization, for 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 a 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 three specific levels of consumer decision making; extensive problem solving, limited problem solving and routinized 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 a 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).

At the level of limited problem solving, Howard (1989) states that consumers already have established the basic criteria for evaluating the product category and the various brands in the category. However, they have not fully established preferences concerning a select group of brands. Their search for additional information is more "like fine tuning" so they must gather additional brand information to discriminate among the various brands.

In the level of routinized 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.

Kotler (2000) on the other hand 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 difference in the brands. The high involvement is exhibited due to the fact that the purchase is expensive, risky or infrequent. The buyer will shop around to learn what is available but will buy fairly quickly. After the purchase the consumer might experience dissonance that stems from noticing certain disquieting features or hearing favourable things about other brands. The consumer will be alert to information that supports his or her decision.

Habitual buying behaviour according to Kotler (2000) occurs when consumers buy brands under conditions of low involvement and the absence of significant brand differences.

In the case of Variety seeking behaviour it is characterized by low involvement but significant brand differences. Here consumers do a lot of brand switching (Kotler 2000).

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, influencers, deciders, buyers or users and thus different campaigns might be targeted for each type of person.

2.5 Consumer decision making model

The author will refer to Schiffman and Kanuk (2000) who have proposed a simple model that reflects the cognitive (i.e. problem solving)

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 Schiffman 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 economics which portrays a world of perfect competition, and the consumer has often been characterized as making rational decisions. This has however been heavily criticised by consumer researchers for a number of reasons. To behave rationally in the economic sense a consumer would have to be aware of all available product alternatives, 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 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

preference formation strategy that is other based in which they allow another person to make the selection for them (Schiffman and Kanuk 2000).

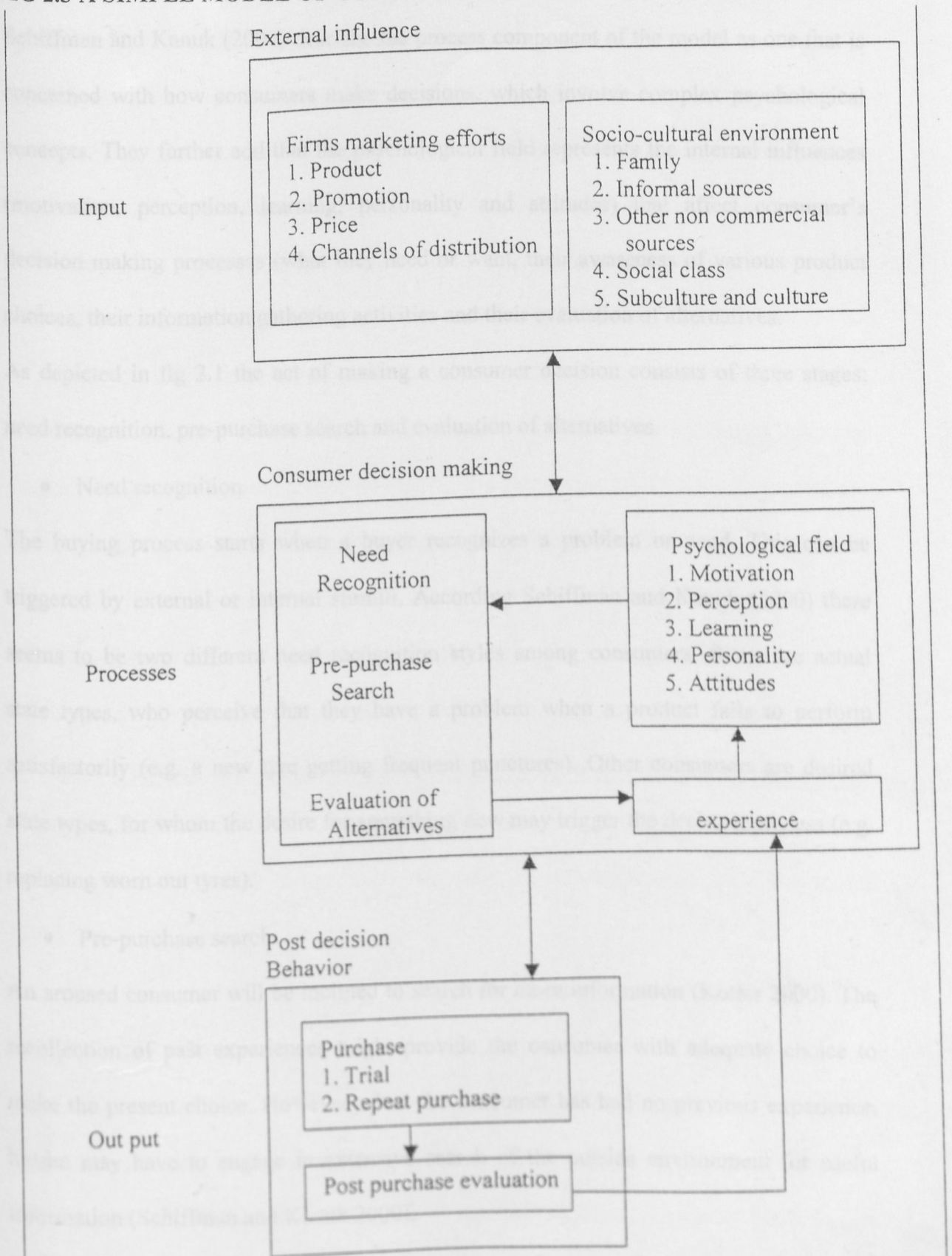
2.6 Consumer decision making model

The author will refer to Schiffman and Kanuk (2000) who 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 consists of three major components: input, process and output as depicted by figure 2.3.

2.6.1 Input

Schiffman and Kanuk (2000) describe input in the consumer decision making model as one that draws from external influences that serve as sources of information about a particular product and influences a consumer's product, related values, attitudes and behaviour. They continue to state that chief among these input factors are the marketing mix activities of organizations that attempt to communicate the benefits of their products and services to potential consumers, and the non marketing socio-cultural influences which when internalised, 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).

FIG 2.3 A SIMPLE MODEL OF CONSUMER DECISION MAKING



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

2.6.2 Process

Schiffman and Kanuk (2000) 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 product choices, their information gathering activities and their evaluation of alternatives).

As depicted in fig 2.1 the act of making a consumer decision consists of three stages; need recognition, pre-purchase search and evaluation of alternatives.

- Need recognition

The buying process starts when a buyer recognizes a problem or need. This can be triggered by external or internal stimuli. According Schiffman and Kanuk (2000) there seems to be two different need recognition styles among consumers. Some are actual state types, who perceive that they have a problem when a product fails to perform satisfactorily (e.g. a new tyre getting frequent punctures). Other consumers are desired state types, for whom the desire for something new may trigger the decision process (e.g. replacing worn out tyres).

- 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).

- 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 judgements 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: trial, 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 trial 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 feeds back as experience 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 tyre 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 in 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 every thing to every one. Such positioning is achieved mostly through a brand's marketing communications, although its distribution, pricing, packaging and actual product features also play major roles.

Batra Myers and Aaker (1996) argue that a positioning strategy is vital to provide focus to the development of an advertising campaign. They identify seven approaches to positioning strategy, some of which have been adopted by some brand strategists locally which also adopt some or all the elements of the value proposition.

- Using product characteristics or customer benefits. This has been extensively used through various slogans for example Firestone that state "Built stronger to last longer". This associates with a product characteristic with a customer benefit.

- Positioning by price and quality. Batra Myers and Aaker (1996) note that the price quality is so important that it needs to be considered in any positioning decision. This is well captured by Michelins slogan “Good performances are those that last”. The slogan captures the aspect of quality tyres and durability, with an emotional appeal, thus are capable of charging some of the highest prices in the market.
- Positioning by use or application. This can be seen in Pirellis slogan that states “Power is nothing without control” which suggest that their tyres should be used in powerful cars for better control.
- Positioning by product user. The product is positioned in terms of a target user group (Kotler 2000). This has been adopted by Goodyear tyres whose slogan states, “We discover you explore”. This would appeal to consumer innovators.
- Positioning by cultural symbols
- Positioning by product class
- Positioning by competitor

Advertising thus 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 U.S.A.) were exposed to between 300 and 600 commercial messages daily. This, as echoed by Miniard et al (1991), clearly shows that competition for consumers' limited attention is high in crowded 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 enhancing brand image.

As part of the message execution in 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 tyre companies considered for this research purpose in that for all their slogans there is the inclusion of one or 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 “hooks” 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 tyre companies 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 behaviour despite their use in positioning the brands in the market.

3.2 Population

The study was done as a survey of a cross-section of non-commercial passenger saloon motor vehicles. The reason for this choice was that it was capable of giving feelings, beliefs and attitudes. The study was done on non-commercial passenger saloon motor vehicles. This choice was made because this group that can be identified and studied, and would give useful information on their needs and hence purchase decisions. Equally they are also involved in all manner of marketing activities and would give useful information on their needs and hence purchase decisions. Other categories like taxis, trucks, and commercial vehicles were excluded because they would include more of the commercial vehicles which would make the research difficult to conduct.

3.2 Sample design

The sample for the study was selected from a cross-section of non-commercial passenger saloon motor vehicles. This was done because they are involved in all manner of marketing activities and would give useful information on their needs and hence purchase decisions. The study was done on non-commercial passenger saloon motor vehicles. This choice was made because this group that can be identified and studied, and would give useful information on their needs and hence purchase decisions.

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Research design

This was a descriptive study of the influence of value proposition in consumer decision-making process in driving purchase decision. This was because a descriptive study presupposes much prior knowledge about the phenomenon being studied.

3.2 Population

The study was done as a survey of consumers in Nairobi who drive non-commercial passenger saloon motor vehicles. The survey method was chosen because it was capable of giving feelings, beliefs and attitudes of the consumers. Non commercial passenger saloon motor vehicles were chosen because this is a homogenous group that can be identified and studied, and should bear similar characteristics in their needs and hence purchase decisions. Secondly they are more likely to have been exposed to all manner of marketing activities and would hence be in a better position of giving valid results. Other categories like lorries, trucks, commercial pickups etc were intentionally excluded because they would include many other variables in organizational buying behaviour that would make the research difficult to conduct.

3.3 Sample design

The sample for the study was selected from the specific owners or those responsible for the purchase decisions. They were presented with the questionnaire as they made their purchases in 4 identified tyre outlets for each tyre brand within Nairobi. These included

Michelin tyre center Kingsway, Pirelli tyre center Mombasa road, Total petrol station South C (Firestone distributor) and Treadsetters Industrial area (Good year tyres distribution center). These were selected because they were the ones that handled the highest number of clients for each brand as per information from the respective companies. The researcher aimed at a sample size of 200 respondents equally divided amongst the chosen centers. Only respondents who requested for the brands mentioned in this study were interviewed. This was due to the assumption that they had gone through the decision making process and had come up with their choice. Hence they were the best study subjects to determine how value proposition influenced their choice if at all it did.

3.4 Data collection method

The data collection instrument was a semi-structured questionnaire with a likert scale forming the bulk of the questionnaire. It started with demographic data and motor vehicle details then proceeded to a likert scale, which was to capture the degrees to which the elements of value proposition affected consumer's choice of different brands and finally captured the influence of value proposition at various levels of the consumer decision making process. Each brand slogan was included as a reminder in the questionnaire for each respective brand outlet

The researcher recruited four research assistants, one for each outlet, who helped administer the questionnaire. Before the final questionnaire was administered it was pilot tested to check understanding of all the questions.

3.5 Data analysis

CHAPTER 4 DATA FINDINGS AND DISCUSSIONS

The major tools of analysis were descriptive statistics. Percentages, frequencies and mean scores were used to summarize the data. Cross tabulation was also applied and comparisons across brands made.

questionnaires. Out of 200 questionnaires distributed, 128 were received back. This represented a response rate of 64%. The survey was on the responsiveness of customers to value proposition in driving purchase behaviour of selected company tyre brands. There were four selected tyre brands. The questionnaire was divided into three sections of which section one was to collect information on the demographic data and the motor vehicle details. Section two was to collect data on the degrees to which the elements of value proposition affected customer's choice of different brands. The third part was intended to capture the influence of value proposition on various levels of the customer decision-making process.

4.2 Demographic Data

TABLE 4.2.1

Gender of the respondents	Frequency	Percent
Male	96	77.5
Female	28	22.5
Total Responses	124	100

Source: Response Data

77.5% of the respondents indicated that they are male and 22.5% indicated they are female.

CHAPTER 4: DATA FINDINGS AND DISCUSSIONS

4.1 Introduction

The survey was carried out using questionnaires. Out of 200 questionnaires distributed, 128 were received back. This represented a response rate of 64%. The survey was on the responsiveness of customers to value proposition in driving purchase behaviour of selected company tyre brands. There were four selected tyre brands. The questionnaire was divided into three sections of which section one was to collect information on the demographic data and the motor vehicle details. Section two was to collect data on the degrees to which the elements of value proposition affected customer's choice of different brands. The third part was intended to capture the influence of value proposition on various levels of the customer decision-making process.

4.2 Demographic Data

TABLE 4.2.1

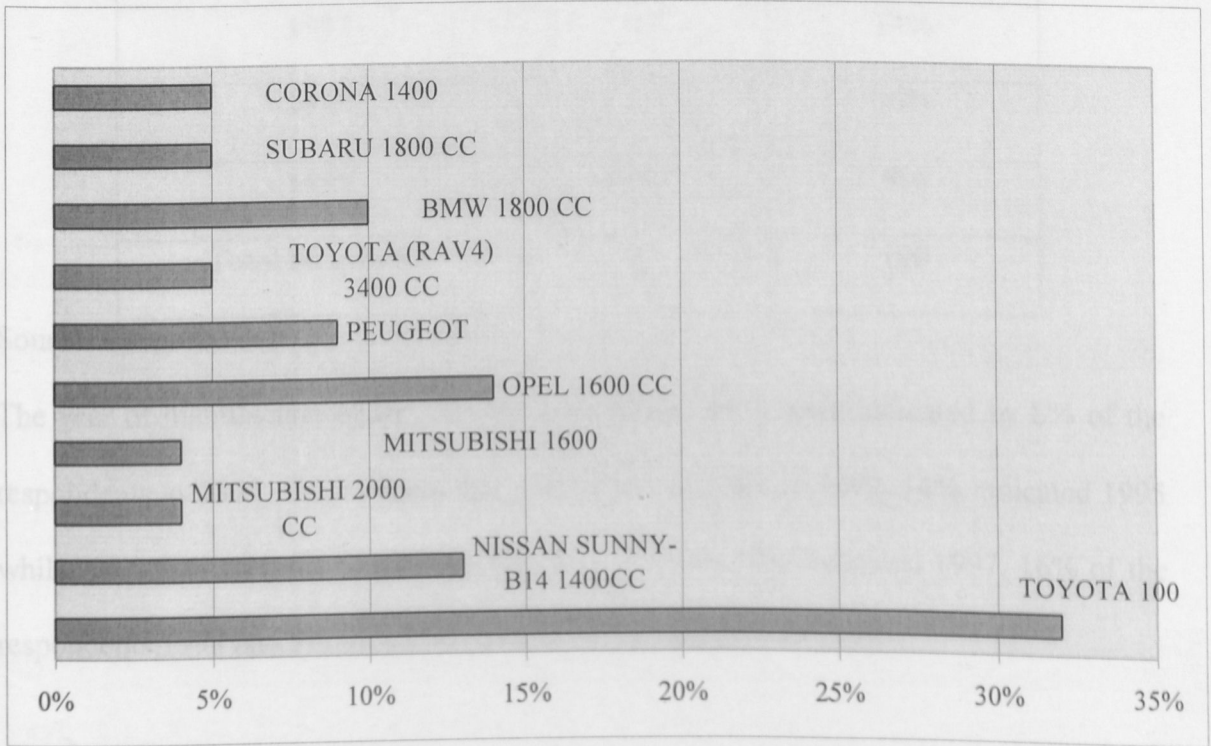
Gender of the respondents	Frequency	Percent
Male	86	77.5
Female	25	22.5
Total Responses	111	100

Source: Response Data

77.5% of the respondents indicated that they are male and 22.5% indicated they are female.

According to age, 6% of the respondents were aged between 20 – 29 years, 74% of the respondents were aged between 30 – 39 years, 17% of the respondents were aged between 40 – 49 years and 3% of the respondents indicated their age category as 50-59 years. This implies that majority of the respondents were middle persons who would be said that they like to have a car with good tyres for a speedy and good drive.

FIGURE 4.2.2: MODEL OF CAR OWNED/DRIVEN AND CC RATING



Source: Response Data

The majority, 32% of the respondents indicated the model of the car they are driving as Toyota 100, 13% indicated Nissan Sunny- B14 1400 CC, while 4% indicated their car models as Mitsubishi 2000 CC and another 4% as Mitsubishi 1600, 14% indicated Opel 1600 CC, 9% indicated Peugeot, another 5% indicated their car models as Toyota (Rav4), 10% indicated BMW 1800 CC, 5% indicated Subaru 1800 and 5% indicated their car model as Corona 1400.

TABLE 4.2.3:

Year of manufacture	Frequency	Valid Percent
1991	3	8%
1992	4	9%
1995	6	14%
1996	13	30%
1997	6	14%
1998	7	16%
1999	4	9%
Total Responses	43	100

Source: Response data

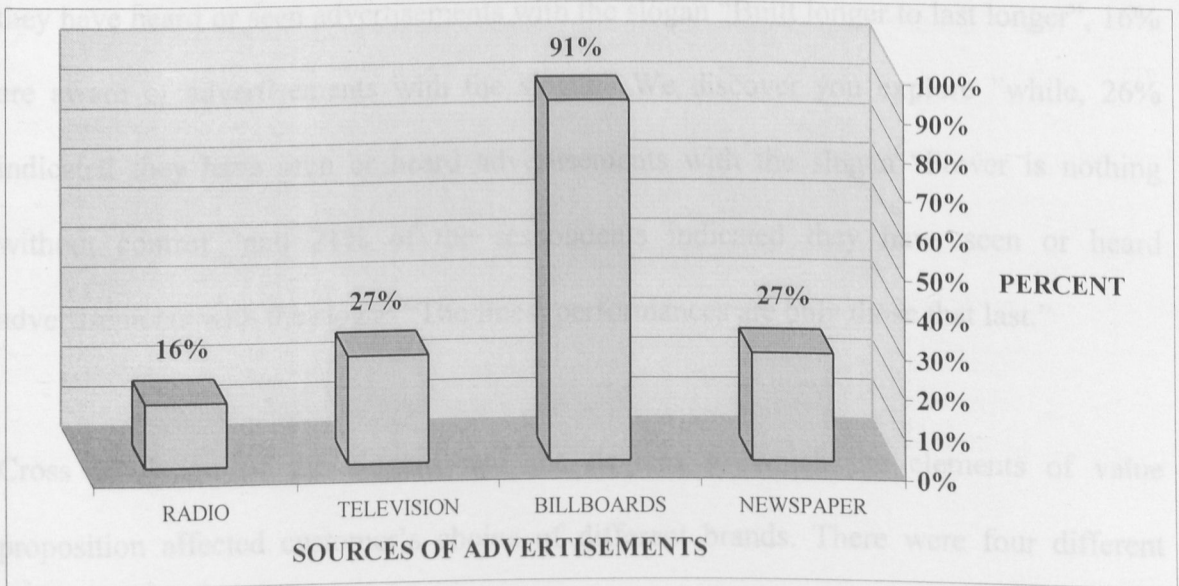
The year of manufacture of the cars the respondents drive were indicated by 8% of the respondents as 1991, 9% indicated the year of manufacture as 1992, 14% indicated 1995 while, 30% indicated the year of manufacture as 1996, 14% indicated 1997, 16% of the respondents 1998 and 9% indicated the year of manufacture as 1999.

TABLE 4.2.5: SLOGANS AS KNOWN BY RESPONDENTS

Brand slogan	Frequency	Percent
Built stronger to last longer	47	37%
We discover, You explore	21	16%
Power is nothing without control	33	26%
The finest performances are only those that last	27	21%
Total Responses	128	100%

Source: Response data

FIGURE 4.2.4: SOURCES OF ADVERTISEMENTS FREQUENTLY SEEN BY RESPONDENTS



Source: Response data.

On the sources of advertisements the respondents frequently see, 16% of the respondents indicated the frequently get the tyre advertisements by means of radio while 27% of the respondents through the television, an overwhelming 91% of indicated they received tyre advertisements through billboards and 27% indicated they received tyre advertisements through newspapers.

TABLE 4.2.5: SLOGANS AS KNOWN BY RESPONDENTS

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The finest performances are only those that last	27	21%
Total Responses	128	100%

Source: Response data

As for the slogans that affect the customers' choices, 37% of the respondents indicated they have heard or seen advertisements with the slogan "Built longer to last longer", 16% are aware of advertisements with the slogan "We discover you explore" while, 26% indicated they have seen or heard advertisements with the slogan "Power is nothing without control" and 21% of the respondents indicated they have seen or heard advertisements with the slogan "The finest performances are only those that last."

Cross tabulation of the slogans and the degrees to which the elements of value proposition affected customer's choice of different brands. There were four different brand slogans that the customers had to comment on. The slogans were "Power is nothing without control", "The finest performances are only those that last", "We discover, you explore", and "Built stronger to last longer". These slogans were cross tabulated with the customers' experiences about the brands. Findings were that, for the slogan "Power is nothing without control" the respondents strongly agreed with several propositions and experiences. 12% strongly agreed that the tyres tread wear will serve its full expected mileage and 79% agreed, 12% strongly agreed that the tyre is durable and will last long and 79% agreed, 70% indicated that controlling the car while driving on the tyres is excellent while 21% indicated that it is very good, 12% strongly agreed that the tyres have a low chance of experiencing blow outs or damage and 70% agreed, 18% strongly agreed that they will get a positive feeling by buying the tyres while 39% agreed, 67% agreed that buying the tyres will help them express their inner selves, and 12% strongly agreed that the tyres will give them value for their money while 79% agreed.

TABLE 4.2.6: POWER IS NOTHING WITHOUT CONTROL

BRAND EXPERIENCE	STRONGLY AGREE/ EXCELLENT	AGREE/ VERY GOOD	TOTAL
The tyres tread wear will serve its full-expected mileage	12%	79%	91%
The tyre is durable and will last long	12%	79%	91%
Controlling the car while driving on the tyres should be..	70%	21%	91%
The tyres have a low chance of experiencing blow outs or damage	12%	70%	82%
I will get a positive feeling by buying the tyres	18%	39%	57%
Buying the tyres will help me express my inner self	0%	67%	67%
The tyres will give me value for money	12%	79%	91%

On the slogan that “The finest performances are only those that last”, on cross tabulating, 41% of the respondents indicated that they strongly agreed that the tyre tread wear will serve its full expected mileage and 59% agreed. The same proportions also indicated the same agreement levels for the proposition that the tyre is durable and will last long. 11% indicated that controlling the car while driving on the tyres is excellent and 89% indicated that it is good. 30% of the respondents indicated that they strongly agree that the tyres have a low chance of a blow out or damage and 70% agreed. 15% indicated that they strongly agree that they get positive feeling by buying the tyres and 26% agreed, 44% indicated that they agreed that buying the tyres will help them express their inner feelings, 41% indicated that they strongly agreed that the tyres give them value for their money and 59% agreed.

TABLE 4.2.7: THE FINEST PERFORMANCES ARE ONLY THOSE THAT LAST

Brand experience	STRONGLY AGREE/ EXCELLENT	AGREE/ VERY GOOD	TOTAL
The tyres tread wear will serve its full-expected mileage	41%	59%	100%
The tyre is durable and will last long	41%	59%	100%
Controlling the car while driving on the tyres should be..	11%	89%	100%
The tyres have a low chance of experiencing blow outs or damage	30%	70%	100%
I will get a positive feeling by buying the tyres	15%	26%	41%
Buying the tyres will help me express my inner self	0%	44%	44%
The tyres will give me value for money	41%	59%	100%

On the slogan that “We discover, you explore”, on cross tabulating, all of the respondents indicated that they agreed that the tyre tread wear will serve its full expected mileage, that the tyre is durable and will last long, that controlling the car while driving on the tyres is excellent, that the tyres have a low chance of a blow out or damage, and that the tyres will give them value for their money. 62% indicated that they agreed that they get positive feeling by buying the tyres and 81% agreed that buying the tyres helps them express their inner selves.

TABLE 4.2.8: WE DISCOVER, YOU EXPLORE

Brand experience	AGREE	TOTAL
The tyres tread wear will serve its full-expected mileage	100%	100%
The tyre is durable and will last long	100%	100%
Controlling the car while driving on the tyres should be..	100%	100%
The tyres have a low chance of experiencing blow outs or damage	100%	100%
I will get a positive feeling by buying the tyres	62%	62%
Buying the tyres will help me express my inner self	81%	81%
The tyres will give me value for money	100%	100%

On the slogan that “Built stronger to last longer”, on cross tabulating, 47% of the respondents indicated that they strongly agreed that the tyre tread wear will serve its full expected mileage and 43% agreed. 68% strongly agreed and 32% agreed that the tyre is durable and will last long. 11% indicated that controlling the car while driving on the tyres is excellent and 62% indicated that it is good. 51% of the respondents indicated that they strongly agree that the tyres have a low chance of a blow out or damage and 38% agreed. 11% indicated that they strongly agree that they get positive feeling by buying the tyres and 21% agreed, 11% indicated that they strongly agreed that buying the tyres will help them express their inner feelings, 89% indicated that they strongly agreed that the tyres give them value for their money and 11% agreed.

TABLE 4.2.9: BUILT STRONGER TO LAST LONGER

Brand Experience	STRONGLY AGREE/ EXCELLENT	AGREE/VERY GOOD	TOTAL
The tyres tread wear will serve its full-expected mileage	47%	43%	90%
The tyre is durable and will last long	68%	32%	100%
Controlling the car while driving on the tyres should be..	11%	62%	73%
The tyres have a low chance of experiencing blow outs or damage	51%	38%	89%
I will get a positive feeling by buying the tyres	11%	21%	32%
Buying the tyres will help me express my inner self	11%		11%
The tyres will give me value for money	89%	11%	100%

4.3 Elements of Value Propositions Affecting Customers' Choice of Brands

The tyre companies that were surveyed were Pirelli, Firestone, Michelin, and Goodyear. Using the mean score to find out the elements of value proposition that affected customer's choice of the brands, the analysis came up with findings on each brand. With a mean score of 1.48 out of the maximum score of 1.00, with Pirelli's value proposition,

the customers indicated that controlling the car while driving on the Pirelli tyres should be excellent. They agreed with the proposition that the tyres tread wear will serve its full-expected mileage, that the tyre was durable and would last long, that Pirelli gave them value for their money, that Pirelli tyres had a low chance of experiencing blow outs or damage, that buying Pirelli tyres would help them express their inner selves and that they got a positive feeling by buying Pirelli tyres. The overall mean score or mean of means for the Pirelli brand was 2.13, which implied that the customers generally agreed with Pirelli's value propositions.

TABLE 4.3.1: CUSTOMERS LEVELS OF AGREEMENT WITH PIRELLI'S VALUE PROPOSITIONS

VALUE PROPOSITIONS	Mean	LEVEL OF AGREEMENT
Controlling the car while driving on Pirelli tyres should be..	1.48	EXCELLENT
The tyres tread wear will serve its full-expected mileage	2.15	AGREE
The tyre is durable and will last long	2.15	AGREE
Pirelli will give me value for money	2.15	AGREE
Pirelli tyres have a low chance of experiencing blowouts or damage	2.24	AGREE
Buying Pirelli tyres will help me express my inner self	2.33	AGREE
I will get a positive feeling by buying Pirelli tyres	2.42	AGREE
MEAN OF MEANS	2.13	AGREE

Source: Response Data.

As seen in Table 4.3.2 below, on Michelin's part, the customers indicated that controlling the car while driving on the Michelin tyres should be excellent. They Strongly Agreed with the proposition that the tyres tread wear would serve its full-expected mileage, that the tyre was durable and would last long, that Michelin gave them value for their money, and that Michelin tyres had a low chance of experiencing blow outs or damage. They also

agreed that buying Michelin tyres would help them express their inner selves and that they got a positive feeling by buying Michelin tyres. The overall mean score or mean of means for the Michelin brand was 1.19, which implied that the customers generally strongly agreed with Michelin's value propositions.

TABLE 4.3.2: CUSTOMERS' LEVELS OF AGREEMENT WITH MICHELIN'S VALUE PROPOSITIONS

	Mean	LEVEL OF AGREEMENT
Controlling the car while driving on Michelin tyres should be..	1.59	EXCELLENT
The tyres tread wear will serve its full-expected mileage	1.59	STRONGLY AGREE
The tyre is durable and will last long	1.59	STRONGLY AGREE
Michelin will give me value for money	1.70	STRONGLY AGREE
Michelin tyres have a low chance of experiencing blowouts or damage	1.89	STRONGLY AGREE
Buying Michelin tyres will help me express my inner self	2.70	AGREE
I will get a positive feeling by buying Michelin tyres	2.89	AGREE
Overall	1.99	STRONGLY AGREE

Source: Response Data.

As seen in Table 4.3.3 below, on Goodyear's part, the customers indicated that controlling the car while driving on the Goodyear tyres should be very good. They agreed with the propositions that the tyres tread wear would serve its full-expected mileage, that the tyre was durable and would last long, that Goodyear gave them value for their money, and that Goodyear tyres had a low chance of experiencing blow outs or damage. They also agreed that buying Goodyear tyres would help them express their inner selves and that they got a positive feeling by buying Goodyear tyres. The overall mean score or

mean of means for the Goodyear brand was 2.08, which implied that the customers generally agreed with Goodyear's value propositions.

TABLE 4.3.3: CUSTOMERS' LEVELS OF AGREEMENT WITH MICHELIN'S VALUE PROPOSITIONS

	Mean	LEVEL OF AGREEMENT
The tyres tread wear will serve its full-expected mileage	2.00	VERY GOOD
The tyre is durable and will last long	2.00	AGREE
Controlling the car while driving on Goodyear tyres should be..	2.00	AGREE
Firestone tyres have a low chance of experiencing blowouts or damage	2.00	AGREE
Goodyear will give me value for money	2.00	AGREE
buying Goodyear tyres will help me express my inner self	2.19	AGREE
I will get a positive feeling by buying Goodyear tyres	2.38	AGREE
Overall	2.08	AGREE

Source: Response Data.

For Firestone, as seen in Table 4.3.3 below, the customers indicated that controlling the car while driving on the Firestone tyres should be excellent. They strongly agreed with the propositions that the tyres tread wear would serve its full-expected mileage, that the tyre was durable and would last long, and that Firestone gave them value for their money. They agreed that Firestone tyres had a low chance of experiencing blow outs or damage and that buying Firestone tyres would help them express their inner selves. However they were indifferent as to whether they got a positive feeling by buying Firestone tyres. The

overall mean score or mean of means for the Firestone brand was 2.00, which implied that the customers generally agreed with Firestone's value propositions.

TABLE 4.3.4: CUSTOMERS' LEVELS OF AGREEMENT WITH MICHELIN'S VALUE PROPOSITIONS

	Mean	LEVEL OF AGREEMENT
Firestone will give me value for money	1.11	EXCELLENT
The tyre is durable and will last long	1.32	STRONGLY AGREE
Firestone tyres have a low chance of experiencing blowouts or damage	1.60	STRONGLY AGREE
The tyres tread wear will serve its full-expected mileage	1.64	STRONGLY AGREE
Controlling the car while driving on firestone tyres should be..	2.17	AGREE
I will get a positive feeling by buying firestone tyres	2.87	AGREE
Buying firestone tyres will help me express my inner self	3.30	INDIFFERENT
Overall	2.00	AGREE

4.4 The Influence Of Value Proposition On Various Levels Of The Customer

Decision-Making Process

On the influences of value proposition on various levels of the customer decision making process, the responses were rated using mean scores and the levels of agreements in frequencies as shown by Table 4.4.1, 4.4.2 and 4.4.3.

Table 4.4.1 shows the propositions the respondents as the customers strongly agreed with. The maximum score was 1.00 and the responses that indicated that the respondents strongly agreed on had mean scores of between 1.00 and 1.99. From the table, it can be seen that the respondents strongly agreed that the brand name and slogan have helped them appreciate the following firm's marketing efforts - that some social/cultural (non-commercial) factors have influenced their preference for the brand, remember the brand easily, buying the brand as their preferred loyal choice, usage of same brand by a family member, reasonable price, buying the brand again, buying the brand for the first time on trial basis (like replacing one tyre), that after actual purchase the brand name and slogan will help them to evaluate the actual performance of the tyre, promotion and advertising activities, reduce uncertainty they may have about the tyre, and that the brand name and slogan will have an effect on their experience of using the brand

TABLE 4.4.1: STRONGLY AGREED WITH VALUE PROPOSITIONS THAT INFLUENCE ON CUSTOMERS' DECISION MAKING PROCESS

	Mean	LEVEL OF AGREEMENT
Some social/cultural (non-commercial) factors have influenced my preference for the brand.	1.65	STRONGLY AGREE
Remember the brand easily	1.75	STRONGLY AGREE
Buying the brand as my preferred loyal choice	1.77	STRONGLY AGREE
Usage of same brand by a family member	1.80	STRONGLY AGREE
Reasonable price	1.83	STRONGLY AGREE
Buying the brand again	1.84	STRONGLY AGREE
Buying the brand for the first time on trial basis (like replacing one tyre)	1.86	STRONGLY AGREE
After actual purchase, the brand name and slogan will help me to; evaluate the actual performance of the tyre	1.86	STRONGLY AGREE
Promotion and advertising activities	1.90	STRONGLY AGREE
Reduce uncertainty i may have about the tyre	1.93	STRONGLY AGREE
The brand name and slogan will have an effect on my experience of using the brand	1.95	STRONGLY AGREE

Table 4.4.2 shows the propositions the respondents as the customers agreed with. The maximum score was 1.00 and the responses that indicated that the respondents agreed with, had mean scores of between 2.00 and 2.99. From the table, it can be seen that the respondents agreed that the brand name and slogan have helped them appreciate the following firm's marketing efforts – that producing a good product, the brand name and

slogan will psychologically motivate them to view the brand favorably, to evaluate alternatives from my search results, affects their perception of the brand and tyres in general, and that they personally search for other alternatives. They also agreed with the proposition that the brand name and slogan assist them in doing the following – to recognize that they need to use tyres to suit my needs, that firm's distributional channel assists them to learn about tyres in general, their social status, helps them form attitudes about tyre brands. They were indifferent as to whether the slogans and brands affects their personality and their culture. The overall mean score for the propositions that affect customers' decision making was 2.17, which implied that the respondents generally on average, agreed with all the responses.

Affect my perception of the brand and tyres in general	2.07	AGREE
Personally search for other alternatives	2.09	AGREE
The brand name and slogan assist me in doing the following - recognize that need to use tyres to suit my needs?	2.19	AGREE
Firm's distributional channel	2.27	AGREE
Assist me to learn about tyres in general	2.34	AGREE
My social status	2.46	AGREE
Help me form attitudes about tyre brands	2.55	AGREE
Affect my personality	2.55	INDIFFERENT
My culture	2.40	INDIFFERENT
Overall	2.17	AGREE

Source: Response data.

The propositions' distribution of levels of agreement is shown depicted in table 4.4.3

TABLE 4.4.2: AGREED WITH VALUE PROPOSITIONS THAT INFLUENCE ON CUSTOMERS' DECISION MAKING PROCESS

	Mean	LEVEL OF AGREEMENT
Editorial in magazine or news paper	2.02	AGREE
the brand name and slogan have helped me appreciate the following firm's marketing efforts - producing a good product	2.03	AGREE
The brand name and slogan will psychologically; - motivate me to view the brand favorably	2.05	AGREE
Evaluate alternatives from my search results	2.07	AGREE
Affect my perception of the brand and tyres in general	2.09	AGREE
Personally search for other alternatives	2.19	AGREE
The brand name and slogan assist me in doing the following - recognize that i need to use tyres to suit my needs?	2.27	AGREE
Firms distributional channel	2.34	AGREE
Assist me to learn about tyres in general	2.66	AGREE
My social status	2.83	AGREE
Help me form attitudes about tyre brands	2.95	AGREE
Affect my personality	3.04	INDIFFERENT
My culture	3.40	INDIFFERENT
Overall	2.17	AGREE

Source: Response data

The propositions' distribution of levels of agreements is shown clearly in Table 4.4.3.

TABLE 4.4.3: DISTRIBUTION OF AGREEMENT LEVELS ON VALUE PROPOSITIONS THAT AFFECT CUSTOMERS DECISION MAKING PROCESSES.

	STRONGLY AGREE	AGREE	INDIFFERENT	DIS-AGREE	STRONGLY DISAGREE	TOTAL
The brand name and slogan have helped me appreciate the following firm's marketing efforts - producing a good product	15%	72%	11%	0%	2%	100%
Promotion and advertising activities	20%	74%	3%	0%	2%	100%
Reasonable price	23%	72%	6%	0%	0%	100%
Firms distributional channel	4%	58%	38%	0%	0%	100%
Some social/cultural (non-commercial) factors have influenced my preference for the brand.	44%	48%	9%	0%	0%	100%
Usage of same brand by a family member	41%	38%	21%	0%	0%	100%
Editorial in magazine or news paper	26%	52%	16%	6%	0%	100%
My social status	4%	39%	31%	22%	4%	100%
My culture	4%	23%	19%	39%	16%	100%
I need to use tyres to suit my needs?	10%	70%	10%	4%	6%	100%
Personally search for other alternatives	9%	68%	20%	4%	0%	100%
Evaluate alternatives from my search results	13%	66%	20%	0%	0%	100%
Remember the brand easily	34%	56%	9%	0%	0%	100%
Buying the brand for the first time on trial basis (like replacing one tyre)	23%	67%	9%	0%	0%	100%
Buying the brand again	25%	66%	9%	0%	0%	100%
Buying the brand as my preferred loyal choice	33%	58%	9%	0%	0%	100%
After actual purchase, the brand name and slogan will help me to; evaluate the actual performance of the tyre	24%	66%	10%	0%	0%	100%
Reduce uncertainty I may have about the tyre	17%	73%	10%	0%	0%	100%
The brand name and slogan will have an effect on my experience of using the brand	14%	77%	9%	0%	0%	100%
The brand name and slogan will psychologically; - motivate me to view the brand favorably	11%	73%	16%	0%	0%	100%
Affect my perception of the brand and tyres in general	11%	66%	17%	3%	0%	100%
Assist me to learn about tyres in general	2%	34%	59%	5%	0%	100%
Affect my personality	4%	23%	40%	31%	2%	100%
Help me form attitudes about tyre brands	0%	22%	66%	9%	4%	100%

Source: Response Data

CHAPTER 5: SUMMARY AND CONCLUSION

5.1 Summary

This study was a survey of the responsiveness of customers to value proposition in driving purchase behaviour of selected company tyre brands. Data was collected using a semi-structured questionnaire divided into three parts. The target sample of respondents was 200. The study managed to get responses from 128 respondents representing 64% of the target. The response data was analyzed using descriptive statistics.

The study findings on the value propositions that the use of brand and slogans were intended to address the benefits that the customer derived. The value propositions addressed the functional benefits, the emotional benefits, self-expressive benefits and the relative price.

From the findings the mean scores indicated that with higher mean scores of between 1.11 and 2.17 out of the maximum score of one, the respondents generally strongly agreed with the functional benefits of Michelin and Firestone tyres, while they generally agreed with those of Pirelli and Goodyear with a mean score ranging between 1.48 and 2.00.

The respondents indicated that they all generally agreed with the emotional benefits of all the four brands of tyres with a mean score ranging from 2.38 to 2.89. The respondents also generally agreed with the self-expressive benefits of all the brands of tyres with a mean score of between 2.19 to 3.30. The respondents strongly agreed with the price

benefits of Firestone and Michelin with a mean score of 1.11 and 1.59 respectively out of the maximum score of 1.00. They generally agreed with those of Pirelli and Goodyear.

In the consumer decision-making process, the company input, the environmental input, the process and the output were considered. In the company input the respondents indicated that they strongly agreed that the brand name and slogan have helped them appreciate the price and the promotion and advertising activities while they generally agreed that it has helped them appreciate producing a good product and the firms' distribution channels.

On the environmental input the respondents indicated that these have influenced their preference for brand. They strongly agreed that the comments of a friend and usage of the same brand by a family member have influenced their preferences for the brand. They agreed that editorials in magazines or newspapers and their social status have influenced their preferences for the brand and they were indifferent to their culture being an influence to their preference of brand.

In the case of the processes in the consumer decision making process, the respondents strongly agreed that the firm's brand name and slogan assists them in remembering the brand easily. They agreed that the slogan and brand names assist them in evaluating the alternatives, in personally searching to other alternatives and in recognizing that they need to use tyres to suit their needs. They also strongly agreed that after the actual purchase, the brand name and slogan will help them to evaluate the actual performance of the tyre and reduce the uncertainty they may have about the tyre.

As far as output is concerned in the consumer decision making process the respondents also strongly agreed that the brand name and the slogan are important for them when buying the brand as their loyal choice, when buying the brand again and when buying the brand for the first time on a trial basis. They also indicated that they strongly agreed the brand name and slogan would have an effect on their experience of using the brand.

In the area of learning and motivation the respondents indicated that they agreed that the brand name and slogan psychologically motivate them to view the brand favorably, affects their perception of the brand and tyres in general, assists them to learn about tyres in general and helps them in forming attitudes about tyre brands. They were indifferent as to whether brand name and slogan affected their personality.

5.2 Conclusion

From the analysis of the data collected about how value proposition influences the consumer decision making process, it comes out clearly that it goes beyond the input component. It has been demonstrated that slogans that imply the various propositions for each brand also affect other areas in the decision making process, namely the process and output components. It is thus important for companies to consider this as they draw up their branding strategies. Clearly an effective value proposition has been demonstrated to provide a brand customer relationship and push the purchase decision.

The objective of the study was to determine how and where value proposition influences the consumer decision-making process in driving the purchase decision. From the findings of the study, it is evident that the study objective was achieved. It is evident that

the consumers' choice of a product is greatly influenced by the brand and the slogan as it appeals to their functional, emotional, self-expression and price needs. It is thus important that those that greatly influence consumer purchase decisions be given more attention and exploited to their greatest benefits.

The study highlights that consumers can process and store huge quantities of information about products and brands, form opinions about what a company is trying to communicate to them and use this in making their purchase decisions. It is thus important for brand strategists to find out how consumers view their brands and answer the silent question of "What's in it for me".

The findings also emphasize the previous findings by Rosemary (2002) that, billboards are the most widely used and hence effective advertising which achieves greater awareness and responsiveness to the target audience especially where the brands slogans are supposed to communicate the intended value proposition.

5.3 Limitations Of Study

This study encountered several snags in trying to collect data. One of the obvious limitations is the negative attitude towards research exhibited by the population in general and the target respondents in particular. The other major limitation was the unwillingness by some companies to give comprehensive information about their branding activities.

5.4 Recommendations For Further Study

The same study could be done in different industries and brands corroborate these findings and probably bring the researchers closer to conclusion about the subject. This study also recommends that a further study be done to determine if there is a relationship between the period a slogan stays active and the changes in purchase behaviour since a slogan is considered as a driving force in inducing purchase.

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APPENDIX 1: QUESTIONNAIRE

(Note: this is a sample questionnaire for a Pirelli consumer)

Please answer the following questions as truthfully as you can. Your responses will be treated in strict confidence and are to be used for research purposes only. Thank you.

1. Name (optional).....
2. Sex : male female
3. Age (20-29) (30-39) (40-49) (50-59) (60-69) (>70)
4. Model of car owned/driven, year of manufacture and cc rating
.....
5. What source of advertisement do you frequently see tyre adverts in?
radio television billboards newspaper other (specify)

The following is the slogan/statements associated with the tyre brand that you are choosing, as you may have heard or seen in the ads.

Pirelli..... Power is nothing without control

1. Use the brand name and its corresponding slogan to answer the following about the brand you have chosen.

The tyres tread wear will serve its full expected mileage.

Strongly agree Agree Indifferent Disagree Strongly disagree

The tyre is durable and will last long.

- Strongly agree Agree Indifferent Disagree Strongly disagree

Controlling the car while driving on Pirelli tyres should be..

- Excellent Very good Good Poor Very poor

Pirelli tyres have a low chance of experiencing blow outs or damage

- Strongly agree Agree Indifferent Disagree Strongly disagree

I will get a positive feeling by buying Pirelli tyres

- Strongly agree Agree Indifferent Disagree Strongly disagree

Buying Pirelli tyres will help me express my inner self

- Strongly agree Agree Indifferent Disagree Strongly disagree

Pirelli tyres will give me value for money

- Strongly agree Agree Indifferent Disagree Strongly disagree

2. Please tick the appropriate box on the following comments.

The brand name and slogan have helped me appreciate the following firm's marketing efforts.

	Strongly agree	Agree	Indifferent	Disagree	Strongly disagree
-Producing a good product	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
-Promotion and advertising activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
-Reasonable price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
-Firm's distribution channel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The following social/cultural (non commercial) factors have influenced my preference for the brand.

	Strongly agree	Agree	Indifferent	Disagree	Strongly disagree
-Comments of a friend	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
-Usage of same brand by a family member	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
-Editorial in magazine or newspaper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
-My social status	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

-My culture

3. The firm's brand name and slogan assist me in doing the following

Strongly Agree Indifferent Disagree Strongly
agree disagree

-Recognize that I need to use

tyres to suit my needs

-Personally search for other alternatives

-Evaluate alternatives from my search results

-Remember the brand easily

4. The brand name and slogan are important for me when;

Strongly Agree Indifferent Disagree Strongly
agree disagree

-Buying the brand for the first time on trial basis
(like replacing one tyre)

-Buying the brand again

-Buying the brand as my preferred loyal choice

After the actual purchase, the brand name and slogan will help me to;

	Strongly agree	Agree	Indifferent	Disagree	Strongly disagree
-Evaluate the actual performance of the tyre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
-Reduce uncertainty that I may have about the tyre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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The brand name and slogan will have an effect on my experience of using the brand

	Strongly agree	Agree	Indifferent	Disagree	Strongly disagree
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. The brand name and slogan will psychologically

Strongly Agree Indifferent Disagree Strongly
agree disagree

-Motivate me to view the brand favourably

-Affect my perception of the brand (how I view it compared to other brands)

-Assist me to learn about the brand and tyres in general

-Affect my personality

-Help me form attitudes about tyre brands

Thank you for your cooperation.