PERCEPTION OF BRAND EQUITY OF DAILY NEWSPAPERS BY MEDIA BUYING AGENCIES IN NAIROBI, KENYA

BY:

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DECLARATION

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

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To Mum and Dad for instilling the passion of education in me.
ACKNOWLEDGEMENTS

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<tr>
<td>KARF</td>
<td>Kenya Audience Research Foundation</td>
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<td>KARF Q1 2011</td>
<td>Kenya Audience Research Establishment Survey Quarter 1 2011</td>
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<td>NMG</td>
<td>Nation Media Group</td>
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<td>KANU</td>
<td>Kenya African National Union</td>
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<td>Y &amp; R</td>
<td>Young &amp; Rubicam</td>
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<td>TV</td>
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<td>FM</td>
<td>Frequency Modulation</td>
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<td>CBBE</td>
<td>Customer Based Brand Equity</td>
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ABSTRACT

Brands are the basis for sustainable advantage for most organizations. Therefore, the perception that a brand attracts can make or break it. The purpose of this study was to look at the perception that media buyers have on the brand equity of the various daily newspapers. The study sought to establish whether this perception affects their buying behavior. The study adopted the Aaker (1996) model of brand equity. The brand equity elements of brand awareness, brand loyalty, brand perceived quality, brand associations and other proprietary assets were studied to establish the perception that media buyers have on daily newspaper brands. This was done through administering of questionnaires to media buying agencies in Nairobi that were identified to have a significant media buying share in 2010 in a report by Synovate.

Media buying agencies are tasked with the responsibility of buying and monitoring media on behalf of their clients. They drive the advertising agendas of their clients and ensure that the client’s objectives are met. To do this, media buyers need to be objective in order to get the best advertisement placement. Media buyers control huge advertising budgets. The media buyer’s perceptions are of concern to media owners as this determines consumption of their brands. Indeed, this study revealed that perception of the brand equity elements of the daily newspapers affected the buying behavior of the media buyers as the main findings. It is therefore in the best interest of newspaper brands to understand how their brand equity elements are perceived and thereby adopt proper responses to ensure sustainability and have a competitive advantage.
CHAPTER ONE: INTRODUCTION

1.1 Background of the study

In marketing, consumer perception is critical and fundamental to understand as it shapes buying decisions, based on sensory preferences of sight, sound, taste, smell and touch. Culture, demographics, family and friends and other factors do influence the consumer perception and interpretations.

Feelings play an essential role in both the sales and the marketing process. The more positive those feelings are, the easier it will to make sales. This is why it is very important to understand the marketplace’s perception of the industry. Brand perception and brand equity are vital aspects in media buying. The media buyers not only consider media research data in media planning but also their buying habits are influenced by perception of the brands they wish to choose as the media vehicle. Important to note is that media buyers normally act as agents to their clients who depend on them for advice and to achieve their desired advertising objectives. Therefore, whereas it may be advantageous to media owners to be able to have their brands attract a favorable perception, it is equally important that the agency-client relationship is not put to jeopardy by the media buyers’ perceptions.

1.1.1 The Concept of Perception

Perception is the process by which an individual selects, organizes and interprets stimuli into a meaningful and coherent picture of the world (Schiffman & Kanuk, 2009). It is the
process by which people translate sensory impressions into a coherent and unified view of the world around them. Simply put, it can be described as ‘how we see the world around us’ (Schiffman & Kanuk, 2009). Information inputs are selected, organized and interpreted to produce meaning. Information inputs are the sensations received through sight, taste, hearing, smell and touch. Perception is our sensory experience of the world around us and involves both the recognition of environmental stimuli and actions in response to these stimuli. Perception not only creates our experience of the world around us; it allows us to act within our environment. Although closely related, sensation and perception play two complimentary but different roles in how individuals interpret their world. According to Wright (2006), sensation refers to the process of sensing the environment through touch, taste, sight, sound and smell while perception implies these sensations are selected, organized and interpreted as individuals attempt to make sense of everything around them.

Consumer perception is the selection, organization and interpretation of marketing and environmental stimuli into a coherent picture (Assael, 2004). Marketers attempt to influence consumer perceptions by creating an image of a brand that connotes value and reliability (Assael, 2004). Wright (2006) describes a brand as a collection of perceptions in the mind of the individual consumer. To some it will mean nothing but to others, the target market, it should mean value, quality, satisfaction and ultimately an overall meaningful feeling of wellbeing (Wright, 2006). Consumer perceptions has important ramifications for marketing practitioners who must be aware that consumers might view brands and their benefits differently and thereby affect their consumption patterns.
1.1.2 Brand Equity

Brand equity is the perception that a brand delivers on its promise of benefits. It exists in the hearts and minds of consumers. A consumer perceives a brand’s equity as the value added to the functional product or service by associating it with the brand name (Aaker & Biel, 1993). The brand’s added values are those that are relevant and appreciated by consumers and which are over and above the basic functional role of the product (Chernatony & Mcdonald, 1998).

Brand equity moderates the impact of brand-related information and can produce positive marketplace outcomes. In many situations, consumers make choices between varieties of brands where many brand names are physically present. In such situations, one of the most important variables influencing a consumer’s choice may be the attitudes held for the different purchase alternatives (Aaker & Biel, 1993). The marketplace’s perception of a brand is extremely important, which is why big brands work so hard to ensure that the general perception surrounding them and their industry is as positive as possible. Aaker & Biel (1993) explain further that the strength of a consumer’s brand attitude or perception may be one of the most significant components of overall brand strength.

1.1.3 An overview of the Print Media Brands

The print media can be divided into four sections: the regular daily newspapers, the magazines, the regional newspapers, and the printed booklets that also pass for newspapers in the urban centre streets. The print media in Kenya principally consists of two main national newspapers and approximately 60 magazines most of which do not have significant circulations. The Kenya Audience Research Establishment Survey,
Quarter 1 2011 (KARP Q1 2011) identifies 6 top daily newspapers as The Daily Nation, The Standard, Taifa Leo, The Star, The People and Kenya Times. Out of the 6,008,487 respondents in the survey who read newspapers in the past 7 days, 92% read The Daily Nation, 54% read the Standard, 21% read Taifa Leo, 7% read The Star, 2% read The People and 1% read Kenya Times (KARP Q1 2011).

The Daily Nation is Kenya's leading newspaper (KARP Q1 2011). It is a product of Nation Media Group (NMG) Limited. NMG was founded by His Highness the Aga Khan in 1959. The Daily Nation took its place on the newsstands on October 3 1960 and is now the flagship brand of the group. The Standard newspaper which has second largest market share (KARP Q1 2011) is Kenya's oldest newspaper. It is owned by The Standard Group. It was established in Mombasa in 1902 as a weekly, the African Standard. In 1910 the paper became a daily, changed its name to the East African Standard. The paper changed its name to the Standard in 1977 but the name East African Standard was revived later. In 2004 the name was changed back to The Standard.

Taifa Leo was launched in 1958 and is the only Swahili national newspaper. It is owned by NMG. Taifa Leo is an approved newspaper by the Ministry of Education to be used as a teaching aid in schools. The Star Newspaper is the newest daily in Kenya that is owned by Radio Africa Group, a company that is renowned for having successfully ventured into Frequency Modulation (FM) radio stations including KISS 100 and Classic 105. The People Daily was initially owned by veteran politician and businessman Kenneth Matiba until recently when it was bought by Mediamax, a company that is successfully running
the only 24 hours news television channel and seeks to breathe new life to the newspaper. The People Daily has a small market share of 2% (KARF Q1 2011), though it was initially launched to challenge the mainstream newspaper in the market and be a source of political pressure to the Government of the day. It offers mostly Kenyan political news. Owned by the former ruling party, Kenya African National Union (KANU), Kenya Times was once the unofficial voice of the Government. This Kenyan newspaper used to be one of Kenya's top three papers, along with Daily Nation and The Standard. However, following the introduction of multiparty politics and the subsequent defeat of KANU in the 2002 elections, Kenya Times lost its stature. Nevertheless, it offers Kenyans local, regional and international news. Kenya Times is ranked as having a market share of 1% (KARF Q1 2011).

The number of national publications in Kenya is artificially low, partly due to censorship in the past. Despite this, the daily print brands still continue to command huge advertising revenues. Kenya’s overall advertising spend in 2010 was estimated to hit all time high of Ksh. 49 Billion, which is 57% increase over the 2009 according to the ‘Adexposure 2010’ report by Synovate. The Print Media in Kenya takes about 30% of annual advertising expenditure (Synovate, 2010). The share might be larger if there were more print opportunities for advertisers.

1.1.4 Media Buying Agencies in Kenya

Media buying is the outcome of the process that seeks to correlate the needs of an advertiser to the strengths and availability of the media. Media buyers apply their knowledge of what media is available and how best the media can be utilized to best
convey the messages to the target audience. They normally come up with media plans that assist in execution of campaigns. The better the media plan, the better and more effectively the message is carried. The core functions of the media buyers include undertaking negotiations with the respective media owners on cost and positioning, implementation (booking) of the media plan and media monitoring and responsibility for overall administration of the media plan.

There are 9 Media buying agencies that have been identified by Synovate (2010) as having significant media buying share in Kenya. These are Scangroup with 65% share, Ogilvy with 17% share, Young & Rubicam with 5%, Access Leo Burnett with 4% share, Nuturn Bates with 2% share, Express DDB with 2% share, Saracen with 2% share, The Advertising Company with 1% share and Spread Marketing with 1% share, leaving other insignificant and unidentified agencies with 1% share (Synovate, 2010).

1.2 The Research Problem

The study of brand equity is becoming increasingly popular as some marketing researchers have concluded that brands are one of the most valuable assets that a company has. Brand equity is one of the factors which can increase the financial value of a brand to the brand owner, although not the only one (Aaker, 1996). Brands represent enormously valuable pieces of legal property, capable of influencing consumer behavior, being bought and sold, and providing the security of sustained future revenues to their owner. The value directly or indirectly accrued by these various benefits is often called brand equity (Kapferer, 1998; Keller, 2003).
According to Kisaka (2007), the media industry describes the interacting mass media business of newspaper, magazine, book, radio, internet and TV industries. It is basically competing within three different markets; the content, the consumer and the advertising market. The media industry worldwide is in the grip of globalization and expansion. All media firms are responding to the ever changing media consumption habits of the audiences. This media convergence is as a result of neo-liberal policies of globalization implemented worldwide, where the state has withdrawn from the responsibility to administer public resources (Picard, 2000). New emerging media platforms are increasingly giving competition to the traditional print media. With changing media consumption habits, it is important for media houses to manage the revenue streams of their print media to avoid losing out on advertising revenues. Organizations must realize that their services and products regardless of how good they are, simply do not sell themselves (Kotler, 2000).

Legislation in Kenya is also being adjusted to suit the growing demands of the media industry. New investors are being licensed to operate media. New forms of media such as the social networks are being introduced into the market. The traditional print media is under threat of not only losing readership numbers but also advertising revenues. It is in this regard that print media owners need to look into strategies of protecting their advertising revenues and thus the need to understand the perception of their crucial consumers, the media buyers. Additionally, a new bill introduced by the Government seeks to control advertising revenues that the Government incurs. Daily Nation (13th September 2011) reports that ‘in the period January to June 2011, the public sector,
including state owned corporations and ministries, spent Sh. 1.2billion on advertising while financial services companies such as insurance firms and banks used Sh. 2.8billion. The Government is the single second largest media buyer. With control of government spending, it is now important for media owners to invest into understanding the perceptions of media buyers who now control the advertising revenues within reach.

According to Synovate (AdXposure, 2010), Media Agency booking accounted for 55% of the annual advertising spend that was billed in 2010 while direct booking accounted for 45% of the advertising billed. The advertising revenue by the agencies is a huge amount of business that any media house targets. Therefore, it is important that the perception of the media buyers that subsequently affects their buying behavior is identified. This study therefore aims at bringing out the perception of media buyers that is a useful tool to improve business for the media houses. In addition, the situation in Kenya is such that the advertising revenue that the Media Agencies control is managed by very few agencies. In essence, the situation is seen to be an oligopolistic market, with the biggest advertising agency in Kenya having bought shares in small advertising agencies. With such kind of control, perception that shapes media buying is very important.

Several studies in the areas of brand equity have been conducted in various parts of the world. For instance, Aaker & Biel (1993) conducted a research in Europe to measure brand equity scores for several mineral water brands in five European countries. The study revealed that equity was greatly influenced by how long a brand has been in the market. On the other hand, Mbau (2000) sought to investigate the creation and
application of brand equity in Kenyan Pharmaceutical Industry, while Kamiri (2007) undertook a similar study but within the Insurance Companies in Kenya. Mbau (2000) revealed that personal selling is the most important factor in building a brand in the industry though advertising and pricing were equally vital factors. Kamiri (2007) on the other hand concluded that brand equity is one of the most important factors to be considered by insurance firms for the potential buyers to be able to recognize their products and to be able to differentiate them from those of others. Kwena (2002) did a study on the impact of branding on consumer choice with an emphasis on domestic sugar brands and concluded that consumers prefer branded to unbranded products and are willing to pay a premium to get their favorite brand. On the other hand, Kisaka (2007) sought to establish the expansion strategies adopted by the media houses in Kenya and found that the strategies media houses had in place included market penetration, market development, acquisitions and opening up of more locations other than Nairobi so as to reach more customers.

Most of the studies done so far seem to lay more emphasis on brand equity, its measurement, creation and application. There exists a gap on linking the perception of consumers on brand equity and specifically inclined to daily newspaper brands. The choice of daily newspapers was based on the fact that whereas other countries have many mainstream newspapers competing for limited advertisers, Kenya has got only 6 daily newspapers that compete for a share of the ever diminishing advertising revenues channeled to print media and market share. It is in this respect that the study sought to establish the perceptions of buyers of print media who control a huge advertising spend.
This study sought to establish how perception affects the brand equity elements and if in turn this affects the performance of the brand. The performance being defined is in terms of financial performance and market share performance. The consumers in the case of the study were the media buying agencies.

1.3 Research objective
The objective was to establish the perception of brand equity of the daily newspapers by media buying agencies.

1.4 Value of the study
The study will contribute to the body of knowledge and to adding information in the issues of perception, media buying and brand equity and thereby benefit academics and scholars. Future researchers can also use the study as a reference point for studies inclined to perception, brand equity and media buying.

The study will be of importance to media houses, giving them an insight as to how perception affects the performance of their brands. The study will be helpful to the media houses in formulating their internal policies as they will be able to know from the study the areas in which the perception of the critical media buyers is not favorable to their brand. They will then be able to come up with response strategies. The study will also be useful to future potential investors into the print media industry. The study will not only be useful to the daily newspaper print media investors but also to the general print media industry.
CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

This chapter looks into the literature review in the form of theoretical review and past research. The issues to be discussed in the chapter include the concept of perception in the marketing context, brand equity and how the two concepts affect the performance of a brand.

2.2 The Concept of Perception

Perception is defined as the process by which an individual receives, selects, and interprets stimuli to form a meaningful and coherent picture of the world. It is the process of receiving, organizing and assigning meaning to information or stimuli detected by our five senses (Etzel et al, 2007). Perception plays an important role in the stage of the buying-decision process where alternatives are identified. Kibera & Waruingi (1988) summarize perception as the process which attributes meaning to incoming stimuli through the human senses. To them, our perception of an object or event is the result of the interaction of two types of factors: Stimulus factors which are characteristics of the physical object such as size, color, weight or shape and Individual factors which are characteristics of the individual. The individual factors include not only sensory processes but also past experience with similar items and basic motivations and expectations. Therefore it constitutes two factors, the stimuli and the individual factors. Knowledge of perception process is essential since the manner in which users of a product or service interpret information is affected by cognitive understanding that they have established in their minds.
Perception not only occurs when we receive a stimulus by one of our five senses but it also relates to the view that that is developed as a result of the stimulus. Reaction to stimuli and the perception that is formed as a result of a stimulus often depends on past experiences and expectations that have been built up as a result. Psychologists attribute individual differences in perception to the combined effect of three perceptual sub processes presented by Adcock (2001) as selective attention, selective distortion and selective retention. Selective attention refers to the means by which people make sense of a mass of stimuli by screening out less meaningful or relevant messages. This is followed by editing in stimuli that are somehow personally appropriate, attractive or noticeable while selective distortion describes the process by which consistent with a particular and personal mind set, individuals will distort information received in order to make it fit their preconceptions, existing beliefs and values. Selective retention is the tendency for people to retain or memorize only a selection of messages they receive, Adcock (2001).

These three sub processes help to explain why perception can be highly selective. Given such distortions, it is important that perceptions towards brands are monitored and managed. Marketing is essentially the manipulation of perception. Perception is important to marketers since it affects buying behavior of consumers.

2.3 The Concept of Brand Equity

Brand equity is the added value endowed on products and services, reflected in how consumers think, feel, and act with respect to the brand, as well as in prices, market share and profitability the brand commands for the firm (Kotler & Keller, 2009). Brands are the basis for sustainable advantage for most organizations (Aaker, 1996). Any brand is a set of perceptions and images that represent a company, product or service. While many
people refer to a brand as a logo, tag line or audio jingle, a brand is actually much larger. A brand is the essence or promise of what will be delivered or experienced.

There are several models that seek to explain brand equity. Aaker (1996) describes brand equity as a set of assets (and liabilities) that add to (or subtract from) the value provided by a product or service to a firm and/or the firm’s customers. To Aaker (1996), the brand equity assets include brand awareness, brand loyalty, perceived quality, brand associations and other proprietary brand assets that enhance competitive advantage. The brand equity asset categories show how brand equity generates value. Brand awareness refers to the brand presence while brand loyalty is the measure of attachment that a consumer has to a brand (Aaker, 1991). Perceived quality is the consumer’s judgment about a product’s overall excellence or superiority, (Aaker & Biel, 1993). Brand association is what an organization wants its brand to stand for in a consumer’s mind while other proprietary assets refer to other unique features that give a brand a competitive edge in the market and it could include among others goodwill enjoyed over the years, strong financial background and good human resources.

The Brandz model also seeks to explain brand equity. Marketing research consultants Milward Brown and WPP in 1998 developed the Brandz model of brand strength, at the heart of which is the brand dynamics pyramid. According this model, brand building involves sequential series of steps, where each step is contingent upon successfully accomplishing previous step (Milward Brown Optimor Publication, 2006 & 2007). A brand with high equity will go through a five stage hierarchy, first by its presence being
felt, being relevant, brand performance being at its best, the brand providing advantages unrivaled by its competitors and finally create a bond with the consumers. Purchasing loyalty increases at higher levels of the hierarchy.

The Brand Asset Valuator is another model popularized by advertising agency Young & Rubicam (Y & R). According to Keller (1998) this model presents four key components of brand health that constitute four pillars. Each pillar is derived from various measures that relate to different aspects of consumers’ brand perceptions and that together trace the progression of a brand’s development. These four components for determining brand value are differentiation, relevance, esteem and knowledge (Keller, 1998). Differentiation is the ability for a brand to be distinguished from its competitors. A brand should be as unique as possible. Brand health is built, and maintained by offering a set of differentiating promises to consumers. Relevance is the actual and perceived importance of the brand to a large consumer market segment. This gauges the personal appropriateness of a brand to consumers and is strongly tied to household penetration (the percentage of households that purchase the brand). Esteem is the perceived quality and consumer perceptions about the growing or declining popularity of a brand. The consumer’s response to a marketer’s brand building activity is driven by his perception of two factors: quality and popularity. Both vary by country and culture, (Keller 1998). Knowledge is the extent of the consumer’s awareness of the brand and understanding its identity. The awareness levels about the brand, and what it means, shows the intimacy that consumers share with the brand. True knowledge of the brand comes through building of the brand.
The Customer-Based Brand Equity (CBBE) model attempts to define brand equity. According to Kotler & Keller (2009), the customer-based brand equity is the differential effect that brand knowledge has on consumer response to the brand's marketing. Brand equity, is the effect that brand knowledge has on consumer response to the marketing of a brand, with the effect occurring when the brand is known and when the consumer possesses favorable, strong and unique brand associations (Keller, 1998). The CBBE model identifies four steps which denote questions asked by customers, and represent a 'branding ladder', with each step dependent on achieving the previous one (Keller, 1998). These steps consist of six brand building blocks, with a number of sub-dimensions. The six steps are: Salience which this relates to the awareness of the brand, imagery that relates to the satisfaction of customer's psychological needs, performance which relates to the satisfaction of the customer functional needs, feelings- these are the customer's emotional responses and reactions to the brand, judgments which focus on the customer's opinions based on performance and imagery and finally resonance- the relationship and level of identification of the customer with a brand. To build a strong brand, the aim is to reach the pinnacle of the pyramid where a harmonious relationship exists with customers. The model is also referred to as the brand resonance model.

2.4 Brand Equity Assets and their measurement

The major asset categories are brand awareness, brand loyalty, perceived quality, brand associations and other proprietary brand assets that enhance competitive advantage (Aaker, 1996). Brand awareness describes the strength of brands in the consumer's mind (Aaker, 1996). To Wong (1999), brand awareness is the degree to which the brand stands out from its competition. Awareness is measured according to the different ways in which
Consumers remember a brand ranging from dominant brand which refers to the only one recalled and secondly top of mind which is the first to be recalled. Thirdly, recall which refers to brands of products one recalls and finally recognition which involves whether a consumer has been exposed to the brand (Aaker, 1996). Brand loyalty is ideally the degree to which a brand is preferred and selected over its competitors. It is the major benefit of brand equity, Wong (1999). Brand loyalty is important because the brand’s value of a firm is largely created by customer loyalty it commands. According to Aaker (1996), loyalty measures include customer satisfaction and price premium. A basic indicator of loyalty is the amount a customer will be willing to pay for the brand in comparison with another brand offering similar or fewer benefits (Aaker, 1996). Customer satisfaction is a direct measure of how willing customers stick to a brand (Aaker, 1996). It can simply be measured by how regularly they consume the brand.

Perceived quality is a brand association that is elevated to the status of a brand asset for several reasons including, only perceived quality has been shown to drive financial performance; perceived quality is often a major strategic thrust of business; perceived quality is linked to and often drives other aspects of how a brand is perceived (Aaker, 1996). Perceived quality involves a product frame of reference (Aaker, 1996). Perceived quality can be measured with scales such as high quality versus shoddy quality, best in category versus worst in category, consistent quality versus inconsistent quality, finest quality versus average quality versus inferior quality (Aaker, 1996).
Brand association is anything “linked in memory to a brand”. The underlying value of a brand name is often based upon specific associations linked to it (Aaker, 1991). Brand associations can be created by linking the brand to another node or information in memory that conveys meaning to consumers (Keller, 1998). Brand equity is supported in great part by the associations that consumers make with the brand. Measurement of associations can be structured by using three perspectives of brand identity namely the brand as product (value), the brand as a person and the brand as organization (Aaker, 1996). One role of brand identity is to create value proposition which involves the functional benefit that a brand offers. Brand value can thus be measured by whether the brand proves good value for the money and whether there is a reason to buy this brand over the others. Brand personality for some brands provides links to the brand’s emotional and self-expressive benefits as well as a basis for brand customer relationships and differentiation (Aaker, 1996). The Brand Personality Scale (BPS) is normally used to measure the personality of a brand. The variables in the BPS include sincerity, excitement, competence, sophistication and ruggedness (tough). The BPS measures the degree of positive and negative attitude towards a brand in comparison to other brands in the same product category (Aaker, 1996). The brand as organization element is particularly likely to be a factor of brand identity when brands are similar with respect to attributes (Aaker, 1996). Different scales can be tailor made to measure this. Other proprietary brand assets give the brand a competitive advantage. This may include financial strength of the company that owns the brand, strong distribution network that facilitate movement, number of years and goodwill that the brand enjoys in the market among others.
2.5 Relationship between the brand equity elements and brand perception

Adcock (2000) suggests that a brand is not a product that just happens to have high awareness, nor is it just a recognizable name or logo, although both these are often present. It is so much more; it is a powerful stimulus that conjures up a complex image and level of expectation about itself and what it can do for a consumer. The marketing outcomes that accrue to a product with its brand name compared with those that would accrue if the same product did not have the brand name constitute the brand equity. At the root of these marketing effects is consumers' knowledge. Consumers' knowledge about a brand makes manufacturers and advertisers respond differently or adopt appropriately adept measures for the marketing of the brand. An important result of the way customers perceive an offering is the recognition of that offering as a brand. This is a substantive endorsement of all the activity that stems from the marketing offering, and is a distinct image that differentiates one offering from another (Adcock, 2001). A brand can either be an asset or a liability depending on the attitude of the customer towards it.

2.5.1 Brand awareness, associations and perception

Aaker (1991, 1996) argued that brand equity is a multidimensional construct, which consists of brand loyalty, customer based brand awareness, perceived quality, brand loyalty and brand associations. Brand equity occurs when the consumer has a high level of awareness and familiarity with the brand and holds some strong, favorable, and unique brand association memory. Fiske and Taylor (1995) contended that brand associations could be recalled in customer's mind as emotional impressions. Brand awareness influences consumer decisions making by affecting the strength of the brand associations in their mind (Keller, 1993, 1997). Pitta & Katsanis (1995) also pointed out that there are
As studied by Aaker (1991), Keller (1993) and Pappu et al (2005), consumers who hold favorable associations towards a brand are also likely to develop favorable perceptions of quality and vice versa. Consumers brand awareness is likely to be high when they have strong associations for the brand and when they perceive the quality of the brand to be high and vice versa. Perception of quality therefore to Aaker (1996) affects the value of a brand and thereby affecting the purchase behavior of consumers.
CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction

This chapter outlines the research methodology that was used in the study in order to meet the objectives of the study.

3.2 Research Design

The study was conducted through use of a census survey of the media buying agencies in Nairobi. A census is an investigation of all the individual elements making up a population (Zikmund, 2003). The census was conducted as a descriptive research. Descriptive research often is used to reveal the nature of shopping or other consumer behavior (Zikmund, 2003). According to Cooper (1996), a descriptive survey is concerned with finding out who, what and how of a phenomenon which is the concern of this study. Mbau (2000), Kamiri (2007) and Kisaka (2007) have used surveys in related studies.

3.3 Population

The study targeted all the 9 media buying agencies in Nairobi that were identified by Synovate (2010) as having a measurable media buying share. A list of the media buying agencies is attached in the appendix. Specifically, the study aimed at getting information directly from the personnel within the agencies who buy the media directly, i.e. media managers, planners, buyers. The study also focused on getting information about all the 6 newspapers in Nairobi.
3.4 Data Collection
The study used primary data. The primary data was collected using a questionnaire that was administered through drop and pick method. The questionnaire had both open and closed questions. The respondents were the Media Managers, Media Planners and Media Buyers within each of the 9 media agencies. These respondents were targeted because within the media buying agencies, they are the ones with the relevant information required for the study. Therefore, the total number of respondents was aimed to be 27.

3.5 Data Analysis
Quantitative data was collected and analyzed using descriptive statistics. Descriptive statistics enable description or comparison of variables numerically (Saunders et al, 2007). The tools of descriptive statistics such as the mode, frequencies and percentages were used. Frequency tables and cross tabulations were also used to summarize and present the data. For open ended questions, the data was analyzed qualitatively and a descriptive statistic such as frequency was assigned.
CHAPTER FOUR: DATA ANALYSIS, RESULTS AND DISCUSSION

4.1 Introduction

This chapter contains summaries of data findings together with their possible interpretations by use of percentages and frequencies. The first section analyses the response rates and the demographics of the respondents. The second section analyses the perception of brand equity elements while the third section gives an overview of the factors that affect media buying behavior and finally gives an indication of the response to the objective of this research.

4.2 Response Rate and demographic characteristics of the respondents

The study targeted 27 respondents in collecting the data within 9 media buying agencies in Nairobi. 22 out of the 27 target respondents filled in and returned the questionnaire, contributing to 81%. The respondents were requested to indicate their age and level of education and the results are shown in Table 4.1.

Table 4.1 Response Rate by age category and level of education

<table>
<thead>
<tr>
<th>Age Category</th>
<th>Level of Education</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Undergraduate</td>
<td>Postgraduate</td>
<td></td>
</tr>
<tr>
<td>20-29 years</td>
<td>12</td>
<td>1</td>
<td>13</td>
</tr>
<tr>
<td>30-39 years</td>
<td>3</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>40 and above</td>
<td>0</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Total</td>
<td>15</td>
<td>5</td>
<td>20*</td>
</tr>
</tbody>
</table>

*2 missing values

Source: Research Data
65% of the respondents who indicated their age fall in the age category of 20-29 years. 92% of the respondents in this age category have an undergraduate level of education while 8% have postgraduate qualification. 30% of the respondents fall in the age category of 30-39 years, with 50% of respondents in this age category having undergraduate qualifications and the other 50% with postgraduate qualification. Only 5% of the respondents are in age category 40 years and above with 100% postgraduate qualification. The respondents were asked to indicate their gender and the results are given in Table 4.2.

### Table 4.2 Response Rate by Gender and level of education

<table>
<thead>
<tr>
<th>Gender</th>
<th>Undergraduate</th>
<th>Postgraduate</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>4</td>
<td>1</td>
<td>5</td>
<td>23%</td>
</tr>
<tr>
<td>Female</td>
<td>11</td>
<td>6</td>
<td>17</td>
<td>77%</td>
</tr>
<tr>
<td>Total</td>
<td>15</td>
<td>7</td>
<td>22</td>
<td>100%</td>
</tr>
</tbody>
</table>

*Source: Research Data*

The study found that 77% of the respondents were female out of whom 65% had undergraduate qualification and 35% had postgraduate qualification. The male respondents were 23% out of whom 80% had undergraduate qualification and 20% had postgraduate qualification.

### 4.3 Brand Awareness

The research tested dominance, recall and recognition as measures of brand awareness. Dominance refers to the first brand that comes to mind while recall refers to the other
brands that come to mind after the dominant brand has been mentioned. Recognition refers to the levels of awareness of certain aspects of a brand. The respondents were asked to name the daily newspaper that first comes to their mind and the results are given in Table 4.3.

Table 4.3 Dominant newspaper

<table>
<thead>
<tr>
<th>Newspaper Brand</th>
<th>Frequency of dominance</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily Nation</td>
<td>21</td>
<td>95%</td>
</tr>
<tr>
<td>Standard</td>
<td>1</td>
<td>5%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>22</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

*Source: Research Data*

As indicated in Table 4.3, 95% of the respondents named Daily Nation as the top of mind brand while 5% named Standard as the top of mind brand. It therefore emerged that Daily Nation was the dominant brand. The respondents were asked to list the daily newspaper brands that come to mind after the dominant brand had been listed so as to measure recall. The result of recall of the daily newspaper brands is shown in Table 4.4.

Table 4.4 Recall of daily newspaper brands

<table>
<thead>
<tr>
<th>Newspaper Brand</th>
<th>Frequency of recall</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard</td>
<td>7</td>
<td>29%</td>
</tr>
<tr>
<td>The Star</td>
<td>6</td>
<td>28%</td>
</tr>
<tr>
<td>People</td>
<td>5</td>
<td>25%</td>
</tr>
<tr>
<td>Taifa Leo</td>
<td>3</td>
<td>17%</td>
</tr>
<tr>
<td>Kenya Times</td>
<td>1</td>
<td>1%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>22</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

*Source: Research Data*
The research revealed that Smart Company and Pulse magazines were the most familiar magazines with 63% of the respondents being aware about them. Zuqka and Eve magazines were second in ranking with 50% of the respondents recognizing them. 45% of the respondents were aware of the Financial Journal and Home & Away magazines. The Saturday Magazine had an awareness response rate of 36% while Lifestyle and Living Magazines had 32%. At 27% was Money, Crazy Monday and DN2 and the magazine that the respondents were least aware of is Buzz. Out of the 13 magazines that the respondents listed, 8 of the magazines representing 62% were from the Daily Nation brand while 5 (38%) were from the Standard brand. The respondents did not list any magazines from the other 4 daily newspaper brands.

The research also sought to establish the awareness of slogans for the daily newspaper brands. 59% of the respondents were not aware of the slogans while 41% of the respondents were aware of some slogans. Of the 41% of the respondents who were aware of the slogans, 80% recalled The Star’s slogan (Fresh, Independent, Different) while 15% recalled People’s slogan (Frank, Fair & Fearless), 3% recalled Standard’s slogan (Bold & Authoritative) and 2% recalled Daily Nation’s slogan (The Truth).

4.4 Brand Loyalty

The researcher wanted to establish if the respondents had a specific newspaper brand they were loyal to. The research sought to establish whether there was a newspaper the respondents read first. 68% of the respondents had a specific newspaper they read first while 32% of the respondents had no specific newspapers that they read first. Of the 68% of respondents who had a specific newspaper that they read first, 82% named Daily
Nation as their first read, 12% named Standard as their first read while 6% named The Star as their first read. In addition, to establish loyalty, the respondents were asked to give their frequency of buying advertising space in the various daily newspapers and the results are given in Table 4.6.

### Table 4.6 Frequency of buying advertising space

<table>
<thead>
<tr>
<th>Newspaper Brand</th>
<th>Daily</th>
<th>Weekly</th>
<th>Monthly</th>
<th>Rarely</th>
<th>Not at all</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily Nation</td>
<td>3</td>
<td>13</td>
<td>5</td>
<td>0</td>
<td>1</td>
<td>22</td>
</tr>
<tr>
<td>Percentage</td>
<td>14%</td>
<td>59%</td>
<td>23%</td>
<td>0%</td>
<td>4%</td>
<td>100%</td>
</tr>
<tr>
<td>Standard</td>
<td>2</td>
<td>5</td>
<td>12</td>
<td>2</td>
<td>1</td>
<td>22</td>
</tr>
<tr>
<td>Percentage</td>
<td>9%</td>
<td>23%</td>
<td>55%</td>
<td>9%</td>
<td>4%</td>
<td>100%</td>
</tr>
<tr>
<td>The Star</td>
<td>1</td>
<td>0</td>
<td>10</td>
<td>8</td>
<td>3</td>
<td>22</td>
</tr>
<tr>
<td>Percentage</td>
<td>4%</td>
<td>0%</td>
<td>46%</td>
<td>36%</td>
<td>14%</td>
<td>100%</td>
</tr>
<tr>
<td>People</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>14</td>
<td>6</td>
<td>22</td>
</tr>
<tr>
<td>Percentage</td>
<td>4%</td>
<td>4%</td>
<td>0%</td>
<td>64%</td>
<td>28%</td>
<td>100%</td>
</tr>
<tr>
<td>Taifa Leo</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td>13</td>
<td>6</td>
<td>22</td>
</tr>
<tr>
<td>Percentage</td>
<td>0%</td>
<td>0%</td>
<td>14%</td>
<td>59%</td>
<td>27%</td>
<td>100%</td>
</tr>
<tr>
<td>Kenya Times</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>6</td>
<td>16</td>
<td>22</td>
</tr>
<tr>
<td>Percentage</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>28%</td>
<td>72%</td>
<td>100%</td>
</tr>
</tbody>
</table>

*Source: Research Data*

The research established that Daily Nation has a highest weekly buy (59%), Standard and The Star have highest monthly buy (55% and 46% respectively) while space in Taifa Leo and People have a highest rare purchase (59% and 64% respectively). 72% of the respondents indicated that they do not buy space in Kenya Times at all.
Willingness to pay a premium price for advertising space was taken to be a measure of brand loyalty. The researcher asked the respondents whether they were willing to pay premium for advertising space in the daily newspapers. 68% of the respondents indicated their willingness to pay premium while 32% were not willing to pay a premium. From the respondents willing to pay a premium, 98% indicated they are willing to pay a premium for space in Daily Nation while 2% in Standard. None of the respondents are willing to pay premium for Taifa Leo, The Star, People and Kenya Times. To also establish loyalty of the media buyers to the newspaper brands, the research sought to establish the priorities given when media plans are being developed and the findings summarized in Table 4.7.

### Table 4.7 Ranking of priority given when developing media plans

<table>
<thead>
<tr>
<th>Newspaper Brand</th>
<th>1&lt;sup&gt;st&lt;/sup&gt;</th>
<th>2&lt;sup&gt;nd&lt;/sup&gt;</th>
<th>3&lt;sup&gt;rd&lt;/sup&gt;</th>
<th>4&lt;sup&gt;th&lt;/sup&gt;</th>
<th>5&lt;sup&gt;th&lt;/sup&gt;</th>
<th>6&lt;sup&gt;th&lt;/sup&gt;</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily Nation (Frequency)</td>
<td>22</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>22</td>
</tr>
<tr>
<td><strong>Percentage</strong></td>
<td>100%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>100%</td>
</tr>
<tr>
<td>Standard (Frequency)</td>
<td>0</td>
<td>22</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>22</td>
</tr>
<tr>
<td><strong>Percentage</strong></td>
<td>0%</td>
<td>100%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>100%</td>
</tr>
<tr>
<td>The Star (Frequency)</td>
<td>0</td>
<td>0</td>
<td>19</td>
<td>2</td>
<td>0</td>
<td>1</td>
<td>22</td>
</tr>
<tr>
<td><strong>Percentage</strong></td>
<td>0%</td>
<td>0%</td>
<td>86%</td>
<td>9%</td>
<td>0%</td>
<td>5%</td>
<td>100%</td>
</tr>
<tr>
<td>People (Frequency)</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>11</td>
<td>6</td>
<td>5</td>
<td>22</td>
</tr>
<tr>
<td><strong>Percentage</strong></td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>50%</td>
<td>27%</td>
<td>23%</td>
<td>100%</td>
</tr>
<tr>
<td>Taifa Leo (Frequency)</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>6</td>
<td>9</td>
<td>5</td>
<td>22</td>
</tr>
<tr>
<td><strong>Percentage</strong></td>
<td>0%</td>
<td>0%</td>
<td>9%</td>
<td>27%</td>
<td>41%</td>
<td>23%</td>
<td>100%</td>
</tr>
<tr>
<td>Kenya Times (Frequency)</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>22</td>
<td>22</td>
</tr>
<tr>
<td><strong>Percentage</strong></td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>100%</td>
<td>100%</td>
<td></td>
</tr>
</tbody>
</table>

*Source: Research Data*
From the findings in Table 4.7, 100% of the respondents give Daily Nation a first priority in their media plans, 100% also give Standard the second priority, a majority 86% give Star is given third priority while 50% of the respondents give People a fourth priority and 41% give Taifa Leo a fifth priority. All the respondents indicated that they give Kenya Times the last priority.

4.5 Brand Perceived Quality

To test the brand perceived quality of the newspaper brands, editorial quality content, design and layout and quality of newsprint of the daily newspaper brands were measured. The respondents were asked to categorize the editorial content of the daily newspapers. The results are given in Table 4.8.

Table 4.8 Editorial quality content of daily newspapers

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Editorial Content</th>
<th>Respondents</th>
<th>Frequency</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily Nation</td>
<td>Educative &amp; informative</td>
<td>22</td>
<td>20</td>
<td>91%</td>
</tr>
<tr>
<td>Standard</td>
<td>Entertaining &amp; informative</td>
<td>22</td>
<td>19</td>
<td>86%</td>
</tr>
<tr>
<td>The Star</td>
<td>Entertaining &amp; tabloid</td>
<td>22</td>
<td>14</td>
<td>64%</td>
</tr>
<tr>
<td>People</td>
<td>Tabloid</td>
<td>22</td>
<td>20</td>
<td>91%</td>
</tr>
<tr>
<td>Taifa Leo</td>
<td>Educative &amp; entertaining</td>
<td>22</td>
<td>16</td>
<td>73%</td>
</tr>
<tr>
<td>Kenya Times</td>
<td>Tabloid</td>
<td>22</td>
<td>21</td>
<td>95%</td>
</tr>
</tbody>
</table>

Source: Research Data

91% of the respondents find the editorial quality of Daily Nation to be educative and informative while 86% find Standard to be entertaining and informative. 64% of the respondents find Star to be entertaining and with tabloid material and 91% and 95% find...
People and Kenya Times to be predominantly tabloid respectively. The study found that Taifa Leo’s editorial quality is seen to be educative and entertaining. The respondents picked on Daily Nation as having the best editorial quality because editorial content is what drives readership and circulation numbers as well as newspaper credibility.

The respondents were asked to rank the design and layout of daily newspapers as a measure of quality. The results are shown in Table 4.9.

**Table 4.9 Ranking of design and layout of daily newspapers**

<table>
<thead>
<tr>
<th>Newspaper Brand</th>
<th>Very Good</th>
<th>Good</th>
<th>Moderately Good</th>
<th>Poor</th>
<th>Very Poor</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily Nation (Frequency)</td>
<td>12</td>
<td>7</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>22</td>
</tr>
<tr>
<td>Percentage</td>
<td>55%</td>
<td>32%</td>
<td>13%</td>
<td>0%</td>
<td>0%</td>
<td>100%</td>
</tr>
<tr>
<td>Standard (Frequency)</td>
<td>3</td>
<td>18</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>22</td>
</tr>
<tr>
<td>Percentage</td>
<td>13%</td>
<td>82%</td>
<td>5%</td>
<td>0%</td>
<td>0%</td>
<td>100%</td>
</tr>
<tr>
<td>The Star (Frequency)</td>
<td>3</td>
<td>12</td>
<td>7</td>
<td>0</td>
<td>0</td>
<td>22</td>
</tr>
<tr>
<td>Percentage</td>
<td>13%</td>
<td>55%</td>
<td>32%</td>
<td>0%</td>
<td>0%</td>
<td>100%</td>
</tr>
<tr>
<td>People (Frequency)</td>
<td>2</td>
<td>13</td>
<td>0</td>
<td>5</td>
<td>2</td>
<td>22</td>
</tr>
<tr>
<td>Percentage</td>
<td>9%</td>
<td>59%</td>
<td>0%</td>
<td>23%</td>
<td>9%</td>
<td>100%</td>
</tr>
<tr>
<td>Taifa Leo (Frequency)</td>
<td>1</td>
<td>7</td>
<td>10</td>
<td>3</td>
<td>1</td>
<td>22</td>
</tr>
<tr>
<td>Percentage</td>
<td>5%</td>
<td>32%</td>
<td>45%</td>
<td>13%</td>
<td>5%</td>
<td>100%</td>
</tr>
<tr>
<td>Kenya Times (Frequency)</td>
<td>0</td>
<td>0</td>
<td>11</td>
<td>10</td>
<td>1</td>
<td>22</td>
</tr>
<tr>
<td>Percentage</td>
<td>0%</td>
<td>0%</td>
<td>50%</td>
<td>45%</td>
<td>5%</td>
<td>100%</td>
</tr>
</tbody>
</table>

*Source: Research Data*

The study revealed that 55% of the respondents find the design and layout of Daily Nation to be very good while 82%, 55% and 59% find Standard, The Star and People’s
layout and design to be good respectively. 45% and 50% of the respondents indicated that they find the design and layout of Taifa Leo and Kenya Times to be moderately good respectively.

On quality of newsprint, 22% of the respondents indicated that Standard and Star had the very best quality newsprint, 21% indicated Daily Nation had the best quality, followed by Taifa Leo (18%) and People with 10%. Only 7% of the respondents indicated that Kenya Times had the best quality of newsprint. The main issue was then to establish whether the brand perceived quality affects media buying decisions and the results revealed that 91% of the respondents’ media buying behavior is influenced by brand perceived quality while only 9% do not base their buying behavior on brand perceived quality.

4.6 Brand Associations

Brand associations are driven by the brand identity and incorporate brand value, personality and organizational associations. The research sought to establish brand personality by asking for adjectives that best describe the newspaper brands while value was measured by the outcome of desired results. The adjective that was indicated to describe Daily Nation was informative, Standard was described as being bold, Taifa Leo to the respondents was synonymous to Swahili, Star was described as tabloid while People was described as political and Kenya Times was described as traditional and political.

The BPS was used to measure the attitude of the respondents towards the brands. The results are indicated in Table 4.10.
Table 4.10 BPS indicating attitudes that the daily newspaper brands portray

<table>
<thead>
<tr>
<th>Newspaper Brand</th>
<th>Sincere</th>
<th>Exciting</th>
<th>Competent</th>
<th>Sophisticated</th>
<th>Tough</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily Nation</td>
<td>14</td>
<td>3</td>
<td>3</td>
<td>1</td>
<td>1</td>
<td>22</td>
</tr>
<tr>
<td>Percentage</td>
<td>64%</td>
<td>13%</td>
<td>13%</td>
<td>5%</td>
<td>5%</td>
<td>100%</td>
</tr>
<tr>
<td>Standard</td>
<td>1</td>
<td>12</td>
<td>3</td>
<td>5</td>
<td>1</td>
<td>22</td>
</tr>
<tr>
<td>Percentage</td>
<td>5%</td>
<td>55%</td>
<td>13%</td>
<td>22%</td>
<td>5%</td>
<td>100%</td>
</tr>
<tr>
<td>The Star</td>
<td>0</td>
<td>19</td>
<td>1</td>
<td>2</td>
<td>0</td>
<td>22</td>
</tr>
<tr>
<td>Percentage</td>
<td>0%</td>
<td>86%</td>
<td>5%</td>
<td>9%</td>
<td>0%</td>
<td>100%</td>
</tr>
<tr>
<td>People</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>20</td>
<td>2</td>
<td>22</td>
</tr>
<tr>
<td>Percentage</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>91%</td>
<td>9%</td>
<td>100%</td>
</tr>
<tr>
<td>Taifa Leo</td>
<td>0</td>
<td>0</td>
<td>6</td>
<td>6</td>
<td>10</td>
<td>22</td>
</tr>
<tr>
<td>Percentage</td>
<td>0%</td>
<td>0%</td>
<td>27%</td>
<td>27%</td>
<td>46%</td>
<td>100%</td>
</tr>
<tr>
<td>Kenya Times</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>12</td>
<td>10</td>
<td>22</td>
</tr>
<tr>
<td>Percentage</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>54%</td>
<td>46%</td>
<td>100%</td>
</tr>
</tbody>
</table>

Source: Research Data

The results revealed that Daily Nation is mostly deemed as Sincere (64%), Standard and Star are seen to have exciting attitudes (55% and 86% respectively) and People and Kenya Times were seen to be with a sophisticated attitude (91% and 54% respectively).

The BPS indicated Taifa Leo as a tough brand according to 46% of the respondents.

The research sought to establish the relationships that the media agencies have with the newspapers as a measure of organizational associations. The respondents were asked to indicate which newspapers they work best with. The results are given in Table 4.11.
Table 4.11 Indication of organizational associations

<table>
<thead>
<tr>
<th>Newspaper Brand</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard</td>
<td>11</td>
<td>50%</td>
</tr>
<tr>
<td>Daily Nation</td>
<td>10</td>
<td>46%</td>
</tr>
<tr>
<td>All newspapers</td>
<td>1</td>
<td>4%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>22</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

*Source:* Research Data

As shown in Table 4.11, 50% of the respondents work best with Standard and 46% work best with Daily Nation. 4% of the respondents indicated that they have a good working relationship with all the newspapers. However, Star, People, Taifa Leo and Kenya Times were not indicated anywhere exclusively.

To measure brand value, the respondents were asked which newspaper gives the most desired results. Table 4.12 indicates the results of brand value of the newspapers that the study revealed.

Table 4.12 Brand Value of the daily newspaper brands

<table>
<thead>
<tr>
<th>Newspaper Brand</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily Nation</td>
<td>18</td>
<td>82%</td>
</tr>
<tr>
<td>Standard</td>
<td>2</td>
<td>9%</td>
</tr>
<tr>
<td>All newspapers</td>
<td>2</td>
<td>9%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>22</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

*Source:* Research Data
82% of the respondents indicated that the Daily Nation gives the most desired results while 9% picked on Standard. Another 9% indicated that all newspapers give desired results. Daily Nation therefore emerged as the brand with the highest value.

4.7 Other proprietary assets

To get to know whether the newspaper brands had any unique aspects that gave a competitive advantage, the newspapers were ranked from the strongest to the weakest. The results revealed that the Daily Nation emerged as the strongest brand with 96% of the respondents ranking it as the strongest. 96% of the respondents ranked Standard as a very strong brand while the Star emerged to be a strong brand (73%). 41% of the respondents ranked Taifa Leo as a weak brand while 91% ranked Kenya Times as the weakest brand. The reason given for Daily Nation being the strongest brand is its high circulation and readership while the weakest brand was revealed to be Kenya Times and the reason given was its low circulation and readership numbers.

4.8 Factors that influence the buying behavior of media buyers

The study sought to establish from the respondents other factors that influence the buying behavior of media buyers. The factors that stood out most were the reach, circulation and readership numbers of the daily newspapers. In addition to this, the price, budget and added value given to the media buyers by the daily newspapers was seen to be a strong factor that the respondents indicated as a buying behavior influence. Other factors that were revealed include target audience or market, the strategy and objectives of the media communication, message content, timing and availability of space. Creativity, flexibility and relationships were equally emphasized as factors that influence media buying
behavior. The quality of print media and available research data were additional factors.

The main objective of the study was to establish whether perception of the media buyers affects their buying decisions irrespective of the factors that they outlined. It emerged strongly that 73% of the respondents’ perception affects their media buying decisions while 27% indicated that their perception does not affect their media buying decisions.

The study revealed that the media buying agencies are aware of all the available print brands in the market with Daily Nation coming up as the strongest brand, Standard, The Star, People, Taifa Leo and Kenya Times following respectively. Interestingly, Kenya Times stopped publication in April 2011 but it still attracts some kind of perception from the media buyers. Despite Daily Nation coming up as the strongest brand, the research revealed that the newspaper’s magazines ranked less higher than Standard newspaper magazines that were fewer but ranked higher in recognition. The findings also revealed that despite being a dominant brand, Daily Nation’s slogan was not recalled as the Star and People’s slogans that were easily recalled. This can be attributed to the fact that Star is the newest entrant into the market and a lot of marketing efforts are being driven to increase its market awareness. The People on the other hand uses a slogan that is synonymous to the founder of the newspaper; the slogan was popularly used for a political purpose and to put pressure on the KANU government to allow freedom of the press.

Daily Nation was seen to enjoy a good level of brand loyalty. This was crystallized by the fact that majority of the buyers were willing to pay a premium for advertising space. It
was taken to be a first read and the highest frequency of buying advertising space was weekly. On quality though, Standard and the Star were seen to have a better print quality than the Daily Nation. This can be attributed to the fact that Standard and Star have invested in new and modern printing press that gives good quality.

On organizational associations, Standard was seen to have the best association followed by Daily Nation. Organizational associations are important aspects in a business because they indicate that the relationship between organizations is good, mutual and functional. Being a market leader, the Daily Nation seems to have forgotten about developing a good organizational association and rides on its goodwill.

Media buyers are aware that their buying decisions should be objective. However, 73% concurred that their perception of the brand equity elements of the daily newspapers affects their media buying decisions. Media buying and selection should not be based on personal opinion or perception of the media buyer. It is important to detach personal feelings and attitudes when buying media because the media buying agencies are agents who act on behalf of their clients. In order to give their clients value, it is therefore important that objectivity is key in determining buying behavior as opposed to individual perception. Media owners are thus left with the task to ensure that the perception of the media buyers towards their brands is favorable and in cases where it is unfavorable, the brands need to be aligned in a manner that will change these perceptions.
CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter gives a summary of findings from the study, a conclusion of the findings, the recommendations given and suggestion for further studies.

5.2 Summary

The study has revealed that the Daily Nation's brand equity elements received a positive kind of perception from the media buying agencies. It emerged as the dominant brand and most loyal brand with 68% of the respondents willing to pay a premium for advertising space. The brand is seen to be informative with a sincere personality which is a vital aspect for credibility of a newspaper. The study also revealed that the brand enjoyed an equally fair organizational association with 46% of the media agencies having a good working relationship with the brand’s organization. Brand equity elements therefore need to be perceived positively to enhance the strength of brands. The study presents findings similar to other studies and thus consistent to previous studies done by Aaker (1996), Mbau (2000) and Kamiri (2007).

The study came up with the findings that other factors also influence media buying decisions. These factors include the type of brand, the target audience, the cost of media and budget available for spend, the value the agency shall get from the media owners, reach, circulation and readership numbers as well as availability of space and timing.
Other factors noted are media relevance, message content, strategy and objectives of the advertising, relationships and availability of research data. Despite these factors, perception of the media buyers came up strongly as a determinant of buying behavior. Understanding their perception is a sure way that media owners can sustain their businesses.

5.3 Conclusion

The results indicated that the perception of media buying agencies affect their buying decisions. The manner in which the media buying agencies perceive the brand equity elements of the daily newspapers affect their media buying decisions. Emphasis is therefore to avail data that will guide the media buyers in making rational media buying decisions.

Building strong relationships with the media buyers will be of advantage to the media owners. The most successful service providers place great value on developing lifetime relationships with their customers. In today's competitive marketplace, service providers are aware that their customers are aggressively prospected and their loyalty cannot be taken for granted. Customer focused companies recognize that relationship building and follow up on service are critical components for promoting both customer retention and revenue growth.
5.4 Recommendations

5.4.1 Recommendations with policy implications

To guarantee future business in the current dynamic media industry, it is recommended that the media owners work on being flexible to the needs of their media space consumers in terms of price and value addition. Building customer relationships is also recommended to the media owners. Relationships influence buying behavior. An immediate recommendation would be that the media owners manage very closely the relationships they have with the media buying agencies. Developing good working relationships is critical in creating brand loyalty. Media buying can be a complex process. It is therefore recommended that media buyers use available market research data as a guide to buying media as opposed to allowing their perception influence their buying behavior. Media owners on the other hand need to strengthen their brands instead of purely relying on favorable perceptions of media buyers.

It is recommended that the media owners establish independent media monitoring and surveys so as to justify the strengths of their brands. Currently, the advertising industry in Kenya is at a dilemma since it is known to depend on only one survey (KARF) that determines ratings of the media. The survey has been challenged as being biased and lacks credibility. It is highly recommended that several surveys be set up independently.

The media owners need to be credible in reporting their statistics that aid in media buying. Such statistics include readership and circulation numbers. Falsifying of such statistics is misleading to the media buying agencies and a non-justice to the advertisers.
It is therefore recommended that the Media Owners Association establishes policies that outlines and encourages truthful reporting of statistics and fair competition of the daily newspapers so as not to mislead the buyers.

In addition, the media industry needs to embrace independent bureaus that vet and verify circulation numbers of print media. This has worked well in other countries. For instance, the Audit Bureau of Circulation is one such bureau that verifies circulation numbers.

5.4.2 Recommendations for further research

A study is recommended to further come up with responses that can be used to change the perceptions of media buyers. A similar study can be replicated to include other forms of media including digital and broadcast media.

5.5 Limitations of the study

The study was limited to 9 media buying agencies and 6 daily newspapers in Nairobi. The research was able to get response from 8 out of the targeted 9 agencies. One of the daily newspapers (Kenya Times) wound up operations in the course of the study.
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APPENDICES

APPENDIX 1: COVER LETTER

Dear Sir/Madam,

I am a post graduate student pursuing Master of Business Administration (MBA), Marketing Management in the School of Business at The University of Nairobi. I am in the process of conducting a study project that is a partial requirement for the fulfillment of the Masters degree. The title of my study is ‘Perception of Brand Equity of daily newspapers by Media Buying Agencies in Nairobi, Kenya.’

The questionnaire attached asks about knowledge and perception of the various daily newspaper brands in the market with guidance of the brand equity elements. Based on your experience and knowledge, please indicate the most appropriate response. Your participation is very important in this study and will enhance our knowledge of the perception of the daily newspapers in Nairobi.

My supervisor and I wish to assure you that all the information given to us shall be treated with strict confidence and used for academic purpose only and in no circumstances will your identity be revealed in the report without your prior permission. A copy of the final paper will be easily available to you upon request.

Thank you very much for your participation.

Nyagechi Mary Kwamboka,
D61/70029/2009,
MBA Student,
University of Nairobi.

Dr. Justus Munyoki,
Supervisor,
School of Business,
University of Nairobi.
APPENDIX 2: QUESTIONNAIRE

Introduction: This questionnaire seeks information on the perception of brand equity of daily newspapers by media buying agencies in Nairobi. All information will be treated in strict confidence and is for academic purposes only. The questionnaire is structured in three sections. Section one is aimed at giving a general background of the respondent and the media agency while section two is concerned with finding out the perceptions of the various brand equity elements. Section three seeks a general opinion of the factors that affect the buying behavior of the media buyers.

Section One: General Information

1. Name of Respondent (Optional) .................................................................
2. Job Title ........................................................................................................
3. Gender: Male ( ) Female ( )
4. Please indicate your age category: a) 20-29 years ( ) b) 30-39 years ( ) c) 40 and above ( )
5. Please indicate your level of education a) Diploma ( ) b) Undergraduate ( ) c) Postgraduate ( ) d) Other (please specify) ..........................................................
6. Media Agency ...............................................................................................
7. How many years have you been with the agency a) 0-4 years ( ) b) 5-9 years ( ) c) 10-14 years ( ) d) 15 years and above ( )
8. Using the categories below, please indicate how long your media agency has been in operation.
   a) 0-10 years ( ) c) 21-30 years ( )
   b) 11-20 years ( ) d) 31 years and above ( )

Section Two: Perception of Brand Equity of the daily newspapers

Brand equity is the differential effect that brand knowledge has on consumer response to marketing of that brand. It is a set of assets (or liabilities) including brand awareness, brand loyalty, perceived quality, brand association and other proprietary assets.

Brand awareness refers to the strength of a brand’s presence in the consumer’s mind.

9. Please name the daily newspaper that you are most familiar with..........................

.....................................................................................................................

47
10. Please list other daily newspapers that you are aware of apart from the one above:

..............................................................................................................................
..............................................................................................................................
..............................................................................................................................
..............................................................................................................................

11. From the daily newspapers that you have listed above, list the magazine inserts that you know:

..............................................................................................................................
..............................................................................................................................
..............................................................................................................................
..............................................................................................................................

12. Do you know the slogans for the daily newspaper brands listed above? (If yes please indicate)

No ( )
Yes ( )..............................................................................................................................

Brand loyalty is the degree to which a consumer repeatedly purchases a brand.

13. Do you have a specific daily newspaper brand that you normally read first thing in the morning before you begin your work? (If yes please give a reason)

No ( )
Yes ( )..............................................................................................................................

14. What is your frequency of buying advertising space in the daily newspapers listed below:

(Please tick in the appropriate box)

<table>
<thead>
<tr>
<th>Daily Nation</th>
<th>Daily</th>
<th>Weekly</th>
<th>Monthly</th>
<th>Rarely</th>
<th>Not at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Taifa Leo</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Star</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>People</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kenya Times</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

48
15. Are there any newspapers that you pay a premium for the advertising space? (If yes please indicate which one and reason for paying premium)
   No ( )
   Yes ( )

16. Please rank the daily newspapers brands on the basis of priority given when you are developing your media plans. (Number 1 represents first priority)
   a) Daily Nation ( )
   b) Standard ( )
   c) Taifa Leo ( )
   d) The Star ( )
   e) People ( )
   f) Kenya Times ( )

*Perceived quality* is the consumer's judgment about a product's overall excellence or superiority.

17. How would you categorize the editorial content of the print brands below?

<table>
<thead>
<tr>
<th></th>
<th>Educative</th>
<th>Entertaining</th>
<th>Informative</th>
<th>Tabloid</th>
<th>Other (Please specify)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily Nation</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Standard</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Taifa Leo</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Star</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>People</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kenya Times</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

18. How would you rank the design and layout of the daily newspaper brands below?

<table>
<thead>
<tr>
<th></th>
<th>Very Good</th>
<th>Good</th>
<th>Moderately good</th>
<th>Poor</th>
<th>Very Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily Nation</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Standard</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Taifa Leo</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Star</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>People</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kenya Times</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

19. Does the quality of newsprint used in printing of the daily newspapers matter?
   Yes ( )
   No ( )
20. Please give an indication of the quality of the newsprint for the newspaper brands below:

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Good quality</th>
<th>Bad quality</th>
<th>Other (specify)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily Nation</td>
<td>( )</td>
<td>( )</td>
<td></td>
</tr>
<tr>
<td>Standard</td>
<td>( )</td>
<td>( )</td>
<td></td>
</tr>
<tr>
<td>Taifa Leo</td>
<td>( )</td>
<td>( )</td>
<td></td>
</tr>
<tr>
<td>The Star</td>
<td>( )</td>
<td>( )</td>
<td></td>
</tr>
<tr>
<td>People</td>
<td>( )</td>
<td>( )</td>
<td></td>
</tr>
<tr>
<td>Kenya Times</td>
<td>( )</td>
<td>( )</td>
<td></td>
</tr>
</tbody>
</table>

21. Have you had any printing issues of advertisements you have given to the newspaper brands below in the past 7 days?

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>No</th>
<th>Yes (please specify how many)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily Nation</td>
<td>( )</td>
<td></td>
</tr>
<tr>
<td>Standard</td>
<td>( )</td>
<td></td>
</tr>
<tr>
<td>Taifa Leo</td>
<td>( )</td>
<td></td>
</tr>
<tr>
<td>The Star</td>
<td>( )</td>
<td></td>
</tr>
<tr>
<td>People</td>
<td>( )</td>
<td></td>
</tr>
<tr>
<td>Kenya Times</td>
<td>( )</td>
<td></td>
</tr>
</tbody>
</table>

22. Do the aspects in questions 17-21 above affect your media buying decision?

Yes ( )

No ( )

*Brand associations are driven by the brand identity. The brand identity value, brand personality and organizational associations. It is what an organization wants its brand to stand for in a consumer’s mind.*

23. What comes to your mind when the following daily newspapers are mentioned?

Daily Nation

Standard

Taifa Leo

The Star

People

Kenya Times
24. In your opinion, which newspaper gives the most desired results? (please state and give reason)

-------------------------------------------------------------------------------------------------------------------------------------

25. Please indicate against the adjectives below, which newspaper can best be described as:

a) Sincere .................................................................................................................................

b) Exciting .................................................................................................................................

c) Competent ............................................................................................................................

d) Sophisticated ..........................................................................................................................

e) Tough ...................................................................................................................................

26. Which media organization (from the ones that own the newspapers) do you work best with? Please state and give a reason.................................................................

-------------------------------------------------------------------------------------------------------------------------------------

Other proprietary assets are unique aspects of an organization and/or its brand that gives a competitive advantage in the market.

27. Rank in your opinion the strongest to weakest of the daily newspapers (1 represents the strongest)

a) Daily Nation ( )

b) Standard ( )

c) Taifa Leo ( )

d) The Star ( )

e) People ( )

f) Kenya Times ( )

28. Why do you feel that,

a) The brand you have selected above is the strongest? ..........................................................

b) The brand you have selected above is the weakest? ..........................................................

29. Do the aspects in questions 27 and 28 above affect your media buying decisions?

Yes ( )

No ( )

Section Three: Factors that influence the buying behavior of media buyers

Media buying is the procurement of the best possible placement of advertising space within any given media.

30. What are the main factors that affect your media buying decisions?

a) ............................................................................................................................................

b) .............................................................................................................................................
c) .............................................................
d) .............................................................
e) .............................................................

31. Does your perception of the various daily newspapers affect your media buying behavior?
   Yes ( )     No ( )

32. Please give any other opinion that you feel will be useful in this study

........................................................................................................................................
........................................................................................................................................
........................................................................................................................................

Thank you for taking time to fill in the questionnaire.
APPENDIX 3

The companies below were ranked top in media buying by Synovate Research Report dubbed ‘AdXposure 2010’. The percentage of advertising revenue that the agencies controlled in 2010 is also indicated.

<table>
<thead>
<tr>
<th>Media Buying Agency</th>
<th>Share of Advertising Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scangroup</td>
<td>65%</td>
</tr>
<tr>
<td>Ogilvy</td>
<td>17%</td>
</tr>
<tr>
<td>Young &amp; Rubicam</td>
<td>5%</td>
</tr>
<tr>
<td>Access Leo Burnnet</td>
<td>4%</td>
</tr>
<tr>
<td>Nurntum Bates</td>
<td>2%</td>
</tr>
<tr>
<td>Express DDB</td>
<td>2%</td>
</tr>
<tr>
<td>Saracen Media</td>
<td>2%</td>
</tr>
<tr>
<td>The Advertising Company</td>
<td>1%</td>
</tr>
<tr>
<td>Spread Marketing</td>
<td>1%</td>
</tr>
<tr>
<td>Others</td>
<td>1%</td>
</tr>
</tbody>
</table>