

**EFFECTIVENESS OF ANTIBACTERIAL ADVERTISING CLAIMS ON
PERSONAL CARE PRODUCTS IN INFLUENCING CONSUMER PURCHASE
DECISIONS IN NAIROBI COUNTY,KENYA.**

KANDIE CHRISTOPHER CHEPSERGON

**A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILMENT FOR
REQUIREMENT OF THE DEGREE OF MASTER OF BUSINESS
ADMINISTRATION, SCHOOL OF BUSINESS, UNIVERSITY OF NAIROBI**

OCTOBER 2012

DECLARATION

This project is the result of my own original work and that no part of it has been presented for another degree in this university or elsewhere.

Signed:Date:

Christopher Kandie Chepsergon

REG: NO: D61/60624/2010

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

Signed.....

Date.....

Dr. Raymond Musyoka

LECTURER

SCHOOL OF BUSINESS

UNIVERSITY OF NAIROBI

NAIROBI, KENYA

DEDICATION

This research project is dedicated to my wife Beatrice Mugo and our sons Anthony and Donald who showed abundant love and patience as I left home early and arrived late. Hope this will inspire the entire family to be great scholars. To my dear parents Mr. Wilson Rutto and Mrs Loice Sote Kandie, you've continued to inspire me to always work hard.

ACKNOWLEDGEMENT

First and foremost, I would like to thank God for directing me with his true spirit all the time with success. All glory and honor to Him for blessing me abundantly to take this project to a successful completion.

My sincere gratitude to my supervisor Dr. Raymond Musyoka for his valuable advice, insight and guidance starting from proposal development to the completion of this project by devoting his precious time and effort. I would also wish to thank the entire team of University of Nairobi lecturers and staff for their support throughout my studies.

I also acknowledge all my respondents who provided the data that formed the basis of this study. The research project would not have been possible without your enormous contribution.

Special thanks go to my family and specifically my wife for encouragement and support they gave me while pursuing this study.

ABSTRACT

In the modern times, companies are faced with rapidly changing marketing environment. They are forced by the dynamics within the internal and external environment to adopt themselves to these changes otherwise they risk being phased out. In particular, customers expectations as relates to product knowledge, product performance, customization to product/ services offered, communication and delivery has gone up. One of the approaches many organizations in the beauty products segment have been adopting is to launch products with antibacterial advertisement claim. This is to influence the consumer purchase decision based on the additional product benefit of germ protection while at the same time enhance one's beauty.

The objective of this study was to establish the effectiveness of the antibacterial advertising claim in influencing consumer purchase decisions. For the purposes of this study, some beauty shops within the Nairobi central business District were selected and respondents sampled from the customers visiting them to purchase their beauty products. The research also sought to establish the challenges facing the cosmetics industry as a result of increased customer awareness on product performance, competition from globalization and changing socio- economic factors.

This was a descriptive research with the target population being consumers of beauty products located within the central district of Nairobi county. The research sampled customers visiting these shops and data was collected using structured questionnaire, where these respondents were requested by the researcher to fill them.

Data was collected and analysed using a SSPS tool and key outputs such as percentages and mean were obtained. The results of the research indicated that firms must ensure other key product attributes such as product quality are inbuilt before any other claims become significant. Antibacterial advertising claims on their own would not be effective in influencing consumer purchase decisions. The main challenge facing producers of these products is the increased customer awareness of products performances, what competitor products are capable of delivering alongside increased exposure to advertisements especially in urban set ups.

During the survey, several challenges were encountered, some of the individuals sampled declined to either complete the questionnaire or were unwilling to answer certain questions.

Whereas the response rate was good, it could been even better.

The researcher recommends that a quantitative research design in this area to be done to establish an empirical correlation between the use of antibacterial advertisement claim and products sales volume. This would give the relationship of some of the measurable parameters with the outputs. Through the mathematical calculations it would be possible to justify the price matrix used by many organizations on these range of products.

TABLE OF CONTENTS

DECLARATION.....	ii
DEDICATION.....	iii
ACKNOWLEDGEMENT.....	iv
ABSTRACT.....	v
LIST OF TABLES.....	ix
CHAPTER ONE: INTRODUCTION	
1.1 Background of the study.....	1
1.1.1 The concept of Antibacterial of antibacterial advertising claim.....	2
1.1.2 The concept of consumer purchase decision.....	3
1.1.3 Overview of Cosmetics Industry in Kenya.....	4
1.2 Statement of the Problem.....	5
1.3 Objective of the Study.....	6
1.3.1 General Objective.....	6
1.3.2 Specific Objectives.....	6
1.4 Value of the Study.....	7
CHAPTER TWO: LITERATURE REVIEW	
2.1 Introduction.....	8
2.2 Advertising claims.....	8
2.3 Consumer decision making process.....	8
2.4 Methods of measuring advertisement Effectiveness.....	13
2.4.1. Streams of research on advertising Effectiveness.....	13
2.4.2 Direct measures of advertising effectiveness.....	16
2.4.3 Indirect measures of advertising effectiveness.....	16
CHAPTER THREE: RESEARCH METHODOLOGY	
3.1 Research Design.....	17
3.2.1 Target Population.....	17
3.2 Sampling	17
3.3 Data Collection Methods.....	18
3.4 Data Analysis.....	18

CHAPTER FOUR: DATA ANALYSIS AND PRESENTATION OF FINDINGS

4.1 Introduction.....	19
4.1.1 Response rate.....	19
4.2 Characteristics of the respondents.....	20
4.2.1 Gender of the respondents.....	20
4.2.2 Age of the respondents.....	20
4.2.3 Education of the respondents.....	21
4.3 Effectiveness of antibacterial advertising claims on consumers.....	22
4.4 Factors influencing consumer purchase decisions.....	24
4.5 Factors influencing widespread launch of antibacterial products.....	26
4.6 Challenges facing cosmetic industry.....	26
4.7 Discussion.....	27

CHAPTER 5: SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Introduction.....	29
5.2 Summary of study findings.....	30
5.3 Conclusions.....	30
5.4 Recommendation.....	30
5.5 Study limitations.....	30
5.6 Suggestions for further study.....	31

REFERENCES.....	32
------------------------	-----------

APPENDICES.....	i
------------------------	----------

Appendix I: Introduction letter.....	i
--------------------------------------	---

Appendix II: Questionnaire.....	ii
---------------------------------	----

LIST OF TABLES

Table 4.1: Response Rate.....	19
Table 4.2: Age Profiles.....	20
Table 4.3: Summary of Results.....	22
Table 4.4: Results of Respondents attitudes to Antibacterial products.....	23
Table 4.5: Factors consumers consider when making purchase decisions.....	24
Table 4.6: Different techniques of Product advertisement.....	25
Table 4.7: Results of the reasons for increasing use of antibacterial advertising claims...	26
Table 4.8: Results for challenges facing cosmetics industry.....	27

CHAPTER ONE: INTRODUCTION

1.1: Background of the study

In a dynamic business environment, there are many factors in the macro-environment that will affect the decisions of the managers of any organization. Tax changes, new laws, trade barriers, demographic change and government policy changes are all examples of macro change. These factors are categorized using the PESTEL model. Economic factors include interest rates, economic growth, inflation and exchange rates, which may boost or reduce, demand of the products of a firm. Changes in social trends can impact on the demand for a firm's products. Legal factors related to the legal environment in which firms operate. These legal changes affect the firm's behaviour and strategies. To remain competitive, firms use different strategies to gain advantage over other firms. The trend in the recent past is the use of antibacterial claims on personal care and homecare products. According to WorldBank report <http://www.worldbank.org/en/country/kenya> 2010 Kenya's gross Domestic Product growth rates was 5.5%, while the inflation was at 2.2%, Real Gross Domestic Product (GDP) is estimated to have expanded by 4.4 per cent in 2011, while the June 2012 inflation was at 10.08% according to the Kenya National Bureau of statistics.

The performance of the Kenyan economy since the country became independent has been mixed. In the first decade after the country's independence; the economy grew by about 7 percent per annum, attributed to expansion in the manufacturing sector and an increase in agricultural production. Since then, there has been a consistent decline in the economy, reaching the lowest GDP growth level of about 2 percent between 1996 and 2002. Poverty has increased, such that about 56 percent of the population live in poverty and over half live below the absolute poverty level (Central Bureau of Statistics, 2003a). Emerging nations represent huge potential for international companies, offering better quality products than locally produced goods to populations with rising income levels. Multinational companies have begun establishing a strong foothold in countries in Africa India and China. Rising income means that consumers are more concerned with product effectiveness and ingredients used than cheap products. Manufacturers are therefore focused on advertising their products as superior to those of rival companies, rather than systematically seeking to undercut market prices. Distribution channels are changing in that cosmetic brands are available not only in retail outlets like department stores, but also through internet purchasing, television infomercials, home shopping,

airport vending machines and in spas. Market segments exhibiting strong potential include men's care, products for specific ethnic groups and dermatological skin care. Companies invest in research and development and promotional campaigns to boost return from specific market niches with good growth potential. The key players in this industry include Unilever, PZ Cussons Ea Ltd, Interconsumer Ltd, HacoTiger Brands, Biersdoff East Africa Ltd and Golgate Palmolive. The competition in Kenya for this category has been increasing attributed to the entry of direct imports from India and China. There's compelling need for innovations and renovations of products through continuous research and development to ensure continued engagement with the consumers. The Kenya Bureau of standards has a technical committee that supports the industry to align with minimum quality and regulatory standards. There are various types of advertising claims, which include the weasel claim,' the unfinished' claims, the 'we're different and unique' claim, the 'water is wet' claim, the endorsement claim, the statistical claim, 'the compliment the consumer 'claim and the 'rhetoric question'

1.1.1: The concept of Antibacterial Advertisement claims

An antibacterial product is an agent that interferes with the growth and reproduction of bacteria. Antibacterials are now most commonly described as agents used to disinfect surfaces and eliminate potentially harmful bacteria and are found in products such as soaps, detergents, health and skincare products and household cleaners. Triclosan is the common antibacterial chemical added to everyday products. It may prove to be a lifesaver in products but concerns have been raised about its unregulated use in household products, especially imported products. Selling people 'antibacterial protection' may turn out to be just a gimmick, leading to a false sense of security about our level of protection from bacteria. There's also concern that excessive use of antibacterial products may be contributing to the rise of resistant bacteria, or superbugs', which is a huge problem worldwide. Triclosan is known to persist and build up in the environment, making its way to waterways where it is toxic to aquatic life. Studies have examined the purported benefits of antibacterial soap without clear consensus about the results. Some studies have concluded that simply washing thoroughly with plain soap is sufficient to reduce bacteria and, further, is effective against viruses. Other studies have found that soaps containing antimicrobial active ingredients remove more bacteria than simply washing with plain soap and water. The study, "Consumer Antibacterial Soaps: Effective or Just Risky"" appeared in an edition of Clinical Infectious Diseases. The team looked at 27 studies conducted between 1980 and 2006, and found that soaps containing triclosan within the range of

concentrations commonly used in the community setting (0.1 to 0.45 percent wt/vol) were no more effective than plain soaps. Triclosan is used in higher concentrations in hospitals and other clinical settings, and may be more effective at reducing illness and bacteria.

Aiello et al (2007) in their study questions the use of antibacterial soap and hand sanitizers saying that it found no medical studies that showed a link between a specific consumer antibacterial product and a decline in infection rates. More than 70 percent of liquid hand soaps sold are now labeled antibacterial and consumers seem increasingly willing to pay a premium for them. In recent advertisements in Kenya, Dettol television adverts claim this soap provides 24hr protection and 10X more protection. Carex soaps claim 'kills more than 99% bacteria' while in imperial leather natural claim germ protect 99.9% germ kill. Golgate Palmolive in their brand Protex claims 'eliminates 99% of bacteria, antibacterial protection with aloe extract. Unilever in Geisha soaps claims 'Germiguard', Interconsumer's Nice and lovely soaps claim 99% antibacterial protection. SaraLee Radox brands claims kill 99.9% bacteria; Johnson & Johnson in Savlon brands claims kills 99.9% bacteria.(Source: <http://www.scribd.com/doc/40461588/dettol>).With the rising awareness on personal and family health, many organizations have identified antibacterial claim as a key selling point. This has particularly been noted in the personal care and homecare products. In Kenya today, most of the companies have developed and marketed products as antibacterial, these include Dettol soaps, Lifebuoy, Protex and several beauty brands. According to company's claim their antibacterial soaps are bacteria killers. So with the use of antibacterial soaps we can get dual functions, removal as well as killing of bacteria. Studies to determine the bactericidal activity of both the antibacterial as well as of the beauty soaps being used in our daily life has been done. Antibacterial soaps considered to be more effective than beauty soaps and deodorant (Toshima et al., 2001). This study suggests that antiseptic soaps were more effective against Gram-negative and Gram-positive bacteria than were plain soaps. Due this development, it has been estimated in Kenya that the antibacterial category of soaps have continued to growth more compared to the non-bacterial category (<http://www.marketresearch.com/Global-Industry-Analysts-v1039>)

1.1.2 The concept of Consumer Purchase Decisions

Buying decision is defined as a series of choices made by a consumer prior to making a purchase that begins once the consumer has established a willingness to buy. The consumer must then decide where to make the purchase, what brand, model, or size to purchase, when to make the purchase,

how much to spend, and what method of payment will be used. The marketer attempts to influence each of these decisions by supplying information that may shape the consumer's evaluation process (Barron 2000). It uses the characteristics of individual consumers such as demographics and behavioral variables in an attempt to understand people's wants. It will try to assess influences on the consumer from groups such as family, friends, reference groups, and society in general. What we buy, how we buy, where and when we buy, in how much quantity we buy depends on our perception, self concept, social and cultural background and our age and family cycle, our attitudes, beliefs values, motivation, personality, social class and many other factors that are both internal and external to us. While buying, we also consider whether to buy or not to buy and, from which source or seller to buy.

The marketers therefore tries to understand the needs of different consumers and having understood his different behaviors which require an in-depth study of their internal and external environment, they formulate their plans for marketing customers follow a logical sequence before and after purchasing a good. According to Love Lock, Witz and chatterjee (2004) this process has the identifiable stages: The pre purchase stage which comprise of awareness of need, information search and evaluation of alternatives, the goods encounter stage and the post purchase stage which include evaluation of goods performance and future intention. The knowledge of consumer purchase decision is important for any marketing decision. It forces the marketer to consider whole buying process rather than just a purchase decision. The model implies that customers pass through all the stages in every purchase.

1.1.3: Overview of Cosmetics Sector in Kenya

The cosmetics industry in Kenya has been undergoing very fast innovations and competition for growth by the different players. The market is largely controlled by multinationals such as Unilever and PZ Cussons. There are also increasing penetration by local players such Interconsumers. The cosmetic industry is amongst the fastest growing in the country and it is estimated that Kenyan's spend about four billion shillings each month on beauty and its associated products. This translates to fifty billion shillings each year although there are serious concerns about increasing importation of competitor products. The Kenyan government lowered the rate of tax on cosmetic products in the annual budget speech for 2010-11 fiscal year. The excise duty on cosmetics and skin care products was reduced from 10 per cent to 5 per cent. This has led to a strong growth of the cosmetics industry in Kenya in the recent times.

Global antibacterial skin care products market, is forecast to reach \$6.2bn by 2017, is being increasingly driven by the need for youthful appearance and skin care prevention, according to the 'Medicated Skin Care Products: A Global Strategic Business Report' by Global Industry Analysts (GIA). Owing to the abilities of enhancing visual appeal of the skin to suit varied lifestyle requirements along with catering to beauty and skin care needs without adversely impacting the skin health, medicated skin care products hold high value in the consumer mindsets. Product premiumisation, where highly priced products offer increased benefits, along with products innovation, expansion, and celebrity endorsements is claimed to be the platform for the market's future growth, the report stated. Promising to help consumers suffering from various categories of acne and pre-mature aging, medicated skin products help cleanse the skin blemish-free from acne and prevent recurrence, renew cells, replenish the skin with vitamins and also delay cell senescence and formation of wrinkles. The market has also witnessed the shift from traditional anti-aging products to effective skin care products, with youngsters using products to accomplish holistic skin care from an early age. The report also stated that skin care, which has emerged as an important lifestyle requirement and workplace competence quotient, is making way in the mature economies where consumers are increasing their spending on personal grooming. There has been growing trend in the introduction of antibacterial products in the Kenyan market. These include brands such as Dettol, Carex, lifebouy, Imperial leather, lotions, liquid detergents and toothpastes products. These claims have been used as a key product preposition to influence the consumers purchase decision. 'Antibacterial' has become a selling point in an age of widespread media coverage of pandemics and fear of bacteria.

1.2 Statement of the problem

The use of antibacterial claims on products has been rising in Kenya in line with other parts of the world such as the US, however there's conflicting outputs from different researchers on whether or not antibacterial are effective. (Aiello et al., 2007) concluded that "The lack of an additional health benefit associated with the use of triclosan-containing consumer soaps over regular soap, coupled with laboratory data demonstrating a potential risk of selecting for drug resistance, warrants further evaluation by governmental regulators regarding antibacterial product claims and advertising. Each year Companies invest billions of dollars to influence the decisions consumers will make when choosing their personal care products versus those of their competitors. However, little attention is

placed on why consumers make their choices, develop their patterns of preference, and establish long-term loyalty to a brand, product, or cause.

Several studies show that approximately 73% of consumer purchase decisions are made at the point-of-sale (Butkevičienė et al., 2008; Clement, 2007; Silayoi & Speece, 2007). This is especially true for low-involvement purchases within a supermarket, so purchases of Fast Moving Consumer Goods (FMCG) (Clement, 2007; Underwood & Ozanne, 1998). The variety of product assortments, the shelf space positioning, and the point-of-purchase advertisements are all factors influencing the customer's decision. Nevertheless, packaging is the final tool reaching the consumer, making a strong impact during their decision-making process, only through its physical appearance (Butkevičienė et al., 2008). In Kenya today, there's a need to establish the relationship between the emerging trends where most organisations are launching several products with the proposition of antibacterial and its effectiveness in influencing consumer's purchase decisions. This is largely attributed to the increasing competition by the industry players characterised by rapid innovations, changing consumer lifestyles and increased importation of these products. Whereas rapid growth is being witnessed in the sector, every player is keen to increase its market share. This study seeks to investigate the effectiveness of antibacterial advertisement claims on personal care products in influencing consumer's purchase decisions.

1.3 Objectives of the study

General objective

The main objective of this research is to investigate the effectiveness of antibacterial advertising claims on personal care products in influencing consumer purchase decisions in Kenya.

Specific Objectives

The specific objectives are to;

- i) To determine the effect of antibacterial advertisement claims on consumer purchase decisions in Nairobi county, Kenya
- ii) To determine the key factors influencing the choice of antibacterial claims in Kenya
- iii) To establish the challenges facing the cosmetics and personal care industry

1.4 Value of the study

This research would be useful to all the sector stakeholders have insights in influencing future decision regarding a number of areas that would affect the product designs, choice of marketing strategies, allocation of scarce resources and strategic planning.

This research would add to the theory that supports the decisions organizations make relating to the importance of the antibacterial claim used in their products.

To the practioners, largely characterized by the manufacturers, this research will be useful to those organizations that manufacture products branded and positioned as antibacterial to enhance market penetration and justify increased usage of the claims or look for alternative ways of enhancing consumer purchase decisions. As noted, many organizations are launching and relaunching products with particular emphasis on the antibacterial positioning. Lastly, for the policymaking perspective and the consumers findings will increase awareness on whether these claims are justified and therefore the additional costs attributed to antibacterial products compared to the ordinary personal care products.

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

Antibacterial product is any product to which active antibacterial ingredients have been added. These chemicals are intended to kill bacteria and microbes, but are no more effective at deactivating viruses than any other kind of soap or detergent, and they also kill nonpathogenic bacteria. These ingredients are used to position the products as capable of giving consumers additional benefits thereby influencing their purchase decision and presents a perfect platform for advertisements.

2.2 Advertising claims

An advertising claim is a written statement, in a utility patent, claims are the part of the patent application where the inventor specifically states what their invention is and what it can do. Claims define the legal scope of a patent and define what can be protected by patent law. There are various types of advertising claims, which include the weasel claim, 'the unfinished' claims, the 'we're different and unique' claim, the 'water is wet' claim, the endorsement claim, the statistical claim, 'the compliment the consumer 'claim and the 'rhetoric question'(Schrunk 1974)

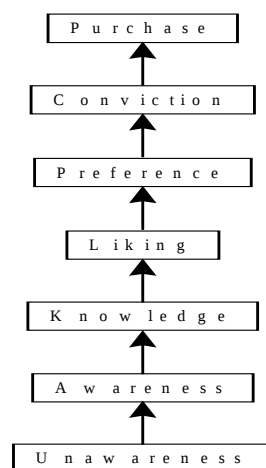
2.3: The Consumer decision making process

Miller and Layton (2000) define a Buying-decision process as the series of logical stages, which differ for consumers and organisations that a prospective purchaser goes through when faced with a buying problem. The stages of the buying decision process are: needs recognition where the consumer is moved to action by a need, Identification of alternatives where the consumer identifies alternative products and brands and collects information about them. Product and brand identification may come from a simple memory scan of previous experiences to an extensive external search. Thirdly is the evaluation of alternatives where the consumer weighs the advantage and disadvantage of alternatives identified. The evaluation may involve a single criterion, or several criteria, and then compare each alternative. Fourthly is the purchase and related decision where the consumer decides to buy or not to buy and makes other decision related to the purchase. If the decision is to buy, a series of related decisions will be made, such as where and when to make transaction, how to order or take delivery, the method of payment and other issues. Lastly is the post-purchase behaviour where the consumer seeks reassurance that the choice made was the correct one. What a consumer learns from going through the buying process has an influence on his next

time purchase. After identifying the customer buying decision process, we should know there are some important factors that influence it, such as information, social factors, psychological factors, and situational factors.

Customers should know what products and brands are available, what features and benefits they offer, who sells the products at what prices and where they can be purchased. Miller et al (2000) argue that there are three sources of buying information; personal sources, commercial sources, and public sources. Miller et al (2000) argue that people's buying behaviour is often strongly influenced by the class they belong to. Such as the upper class, they usually like to buy expensive goods and services. Walters (2002) shows that purchasing activities are often required to overcome barriers and these may be practically based or influenced, or be psychological in their nature. Assael (1995) suggests manufacturers can overcome that value barrier in two ways. The first uses technology to reduce the price. The second is to communicate value attributes to potential consumers that they have not been made aware of or have not identified for themselves. Assael (1995) is suggesting the use of process technology to reduce costs and then price but product technology may have the effect of reducing in-use costs. Another widely used model in marketing that attempts to explain consumer decision making process is called the hierarchy of effects model.

Figure 1 A General Model of the Hierarchy of Effects
Source: Adopted from Delozier (1976)



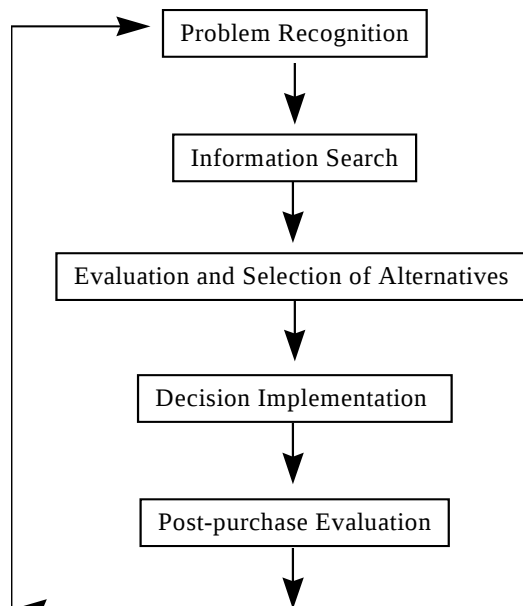
The HOE model begins with the state where a consumer has no awareness about the brand (unaware) then develops awareness triggered by external stimuli, such as advertising message. As more information is obtained and processed, the consumer develops more specific knowledge about

the brand. The knowledge then is used as basis to form a liking or disliking, leading to a preference of brand relative to the others. However, people need to be pushed beyond the preference stage to actually buy the brand of preference. The preference stage, after all, simply means that the consumer has formed a preference psychologically now it takes conviction to actually buy the brand.

Traditionally, consumer researchers have approached decision making process from a rational perspective. This dominant school of thought views consumers as being cognitive i.e problem-solving and, to some but a lesser degree, emotional. Such a view is reflected in the stage model of a typical buying process called *the consumer information processing model*

Figure 2 The Consumer Information Processing Model

Source: Adopted from Schiffman and Kanuk (1997)



In this model, the consumer passes through five stages: problem recognition, information search, evaluation and selection of alternatives, decision implementation, and post-purchase evaluation (Source: Adopted from Kotler (1997), Schiffman and Kanuk (1997), and Solomon (1996). The marketers therefore tries to understand the needs of different consumers and having understood his different behaviours which require an in-depth study of their internal and external environment, they formulate their plans for marketing customers follow a logical sequence before and after purchasing a good.

The three other comprehensive models for consumer decision making were proposed by Nicosia

1966; Engel et al. 1968; and Howard and Sheth 1969. These attempt to trace the psychological state of individual consumers from the point at which they become aware of the possibility of satisfying a material need by purchasing and consuming a product to their final evaluation of the consequences of having done so. Engel et al., (1986) suggest that high involvement with a product results in an extended problem solving process which starts with problem recognition, followed by an information search, alternative evaluation, purchase, and post purchase activities. This process is aided by an active information processing sequence involving exposure, attention, comprehension, yielding/acceptance, and retention. The choice determined by the outcome of the information process-aided decision sequence may have satisfying or dissonant outcomes: Festinger (1957) first introduced the theory of cognitive dissonance for the consumer, which influence future purchasing. Engel and Blackwell (1982) also point out that environmental influences may affect the decision sequence acting on the consumer's motivation and intention, and that unpredictable factors such as non-availability of the desired brand or insufficient funds may result in modification of the actual choice made by a consumer.

This model assumes that observed consumer behaviour is preceded by intrapersonal psychological states and events (attitude-intention-purchase sequence). Moreover, the model depicts these psychological events as outputs of the processing of information, taking for granted that consumers seek and use information as part of their rational problem solving and decision making processes. Thus, one of the main criticisms of the extended problem solving models is that they assume that consumers are complex and rational decision makers (Olshavsky and Granbois 1979). Ehrenberg (1988) criticized these models because they cannot be precisely tested. The relationships between concepts are poorly specified and they lack agreed methods for measuring the concepts. It is argued that while, these steps in decision making are followed by consumers for some purchases, such a process is not accurate portrayal of many purchase decisions (Olshavsky and Granbois 1979). Consumer research strongly suggests (Jacoby et al. 1977) that consumers have very limited capacities for receiving and using information, that they do not as a rule undertake rational, comparative evaluations of brands on the basis of their attributes or make final judgment among brands on the basis of such outputs of complex information processing as attitudes and intentions. In the past, investigations on consumer decision-making issues were mainly focused on the decision-making process. However, Bettman (1979) argues that consumers may sometimes typically

rely on simple strategies, rather than going through a series of steps or processes rationally when they made purchase decisions, they may simply buy emphasize or analyze some typical dimensions or characteristics that are obvious and being conscious of. In this regard, Sproles and Kendall (1986) pioneered to investigate consumer decision-making processes by profiling consumers into different decision-making styles. Such styles have recently been found to be highly correlated with some product characteristics i.e. price, country of origin and brand in Wickliffe's (1998) study. Since apparel's product attributes or critical characteristics can always determine its ultimate purchase acceptance or rejection by consumers (Sproles, 1979).

Consumer decision-making styles are patterned, mental and cognitive orientations that consistently dominate a consumer's approach in making purchase choices (Sproles, 1985, Sproles and Kendall, 1986). To conceptualize these styles, a model which composed of eight mental orientations "perfectionism consciousness", "brand consciousness", "novelty and fashion consciousness", "recreational and hedonistic shopping consciousness", "price and value consciousness", "impulsive and careless consumer", "confused by over choice consumer" and "habitual and brand loyal consumer" of consumer decision-making behavior was established by Sproles and Kendall (1986). A study is therefore undertaken to provide superior customer value, which is the main objective of the company. A customer is always defined in terms of a specific product or company. Strategies are therefore formulated by different companies to provide superior customer value. In formulating market strategies, the 4-ps are directed at the target market. The concept of antibacterial products has been exploited by many organizations to target middle income and high income consumers who are extremely sensitive to disease prevention and would pay more to enhance the health of the family.

2.4 Measuring advertisement effectiveness of antibacterial products

The term advertising is defined as “a paid non-personal communication from an identified sponsor using mass media to persuade or influence an audience” (Wells, Burnett & Moriarty, 2003, p.10). Among the other functions of advertising highlighted in this definition, the most important is the persuasion factor which is the consequence of the rest of the functions. An advertisement should have the potential to differentiate one product or service from others so as to produce a desired persuasive effect (Jeong, 2004). If an advertisement does not produce the required impact, it can be assumed as ineffective and as such the substantial amount of money that companies spend on advertising their products goes to waste. On the other hand, advertisements producing favorable impact can multiply the effectiveness of advertising expenditures. Hence, it implies that advertising plays a very crucial role in the effective functioning of an organization.

2.4.1 Streams of Research on Advertising Effectiveness

To assess the effectiveness of advertisements, there have been two streams of research (Jeong, 2004). One stream of research focuses on the psychological aspects of advertising impact and the other focuses on the sales and market response aspects of advertising effects. These two different areas of advertising effectiveness research are discussed below. The market response method of advertising effectiveness research assesses the impact of advertising in terms of the relationship between advertising expenditures and sales for the respective advertising brand during a particular period. However, advertising studies in market response analysis have resulted in conflicting findings. For instance, Telser (1962 cited in Kocabiyikoğlu, 2004) utilized the time series data for three different cigarette brands. Simultaneous equation models were used to explore the relationship between advertising and sales. The study found that different cigarette brands earn different return on advertising spending. Furthermore, Telser (1962) states that other marketing variables such as economic conditions and the level of competition in the market also influence the advertising-sales relationship (Kocabiyikoğlu, 2004). While studying the relationship between advertising and sales, Quandt (1964) also argued that other variables like disposable income, education etc. should be considered as these factors affect the advertising-sales relationship. Murphy and Cunningham (1993) state that linking advertising with sales impact is not appropriate as other marketing variables such as economic factors, market factors, affect the company sale. In fact, previous research investigating the real effectiveness of

advertising has not found a clear link between advertising and its effect on company sale (Vakratsas and Ambler 1999). Neslin (2002) found that other variables like sales promotion can have a significant influence on the advertising and sales relationship and consider such variables responsible for inconsistent results in previous studies on the effectiveness of advertisements.

On the other hand, advertising researchers, exploring the psychological and behavioral impact of advertising, concentrate on the psychological factors such as recall, attitude towards the advertisement and brand, and purchase interest for the advertised brands (Jeong, 2004). According to this method, consumers are shown advertisements and then their responses on how they perceive the advertisements are tapped. Furthermore, responses about their future behavior regarding the advertised brands are also recorded. Based on such responses from viewers, inferences are then made about the overall success or failure of the respective advertising campaign (Barban, Dunm, Krugman & Reid, 1990; Kover, Goldberg & James, 1995; Till & Baack, 2005). The behavioral perspective of advertising effectiveness provides insight into the antecedents of consumer behavior like attitude, recall and brand choice. It, therefore, supersedes in importance than the market and sales response method of advertising effectiveness. This is also more important as it is more consistent with the marketing concept which focuses on the final consumer as a fundamental business philosophy (Ang, Lee & Leong, 2007). Consistent with such views, Lucas and Britt (1963 cited in Kocabiyikoğlu, 2004) stated quite earlier that the basic purpose of advertising is to provide information about the actual receivers of advertisements that are instrumental in the selection of appropriate advertising strategies. This ultimately improves the effectiveness of advertisement and hence will positively affect the market result.

Measuring the effects of advertising is very important, given the amount of investments needed for advertising. While it is not possible to obtain a global measure of the advertising effectiveness, we should seek to develop and apply methods and measures for a partial verification of results. Regarding the difficulty of measuring the overall effectiveness, we believe that it is due essentially to the following considerations: advertising interacts with other business variables, behavior, marketing policies, financial decisions and environmental variables competition, economic conjuncture hardly isolable; the effects of advertising are varied and not

always translatable into quantitative terms; and advertising causes long-term effects, not always therefore the results occur in the same period in which are the costs.

In literature and practice the evaluation of advertising effectiveness has used two basic models: These models are the dichotomous model and the three-dimensional model.

The dichotomous model is applied mainly in product and brand advertising, tending to isolate and evaluate separately the sales effect and the communication effect.

The sales effect refers to the assessment of the capability of advertising to affect the sales volume and the market share, regardless of the possible influence of other variables. For Batra et al. (1995), the effectiveness of advertising should be considered for its effect on sales in the short term. This advertising performance measurement is based on the marginal theory (Chamberlin, 1948). The advertising is therefore regarded as an independent variable that can be combined with other marketing variables to have a certain effect on the dependent variable, sales. The aim is to seek the best combination of the determinants of the sales increase. The effect of communication refers to the ability to reach, with appropriate messages, a more significant share of public. Such effect is examined in literature with different approaches: sociological, semiotic, and psychological and socio-psychological. Sociological analysis focuses on the community, considered as a system governed by rules and social norms, and on the social behavior (Moingeon, 1993). The role of advertising and consumption in the society change is a very fertile topic. Sociology has examined how advertising influences opinions, attitudes and behaviors of individuals and social groups.

There are two opposite sociological perspectives to the advertising function in contemporary society. The first maintains a positive approach to advertising. It is believed that the role advertising is to better organize economic and social relations, to harmonize social behaviors, to make people adhere to common values and to help them to better live together without problems. The second approach is, by contrast, rather critic, because advertising tends to generate a mass consumption. In order to adapt messages to a wider audience, introduces new, poorly differentiated, symbolic values (Friedman, 1979). Advertising is aimed at improving the sales volume of a concern so its effectiveness can be evaluated by its impact on sales. Most of the managers believe that the advertisement directly affects the sales volume and hence they

evaluate the effectiveness of the advertising campaign by the increase in the sales volume. There are two types of measures, namely direct measures and indirect measures

2.4.2. Direct Measures of Advertising Effectiveness

Under direct measures, a relationship between advertising and sales is established. A comparison of sales of two periods or two periods or two markets may be done and the corresponding changes may be noted. The methods that are generally used in measuring that advertising effects include, historical sales method where some insights into the effectiveness of past advertising may be obtained by measuring the relationship between the advertising expenditure and the total sales of the product. A multiple regression analysis of advertising expenditure and sales over several time periods may be calculated. It would show how the changes in advertising expenditure have corresponding changes in sales volume. This technique estimates the contribution that advertising has made to explaining in a co-relational manner rather than a casual sales, the variation in sales over the time periods covered in the study. The other measure of advertising effectiveness is the method of experimental control where a casual relationship between advertising and sales is established. One experimental approach to measuring the sales effectiveness of advertising is test marketing. They could be done using before-after with control group design, the effect of advertising campaign can be measured by subtracting the amount of post campaign figure of sales from pre campaign sales figures for the test regions or Multivariable Experimental where it is possible to evaluate how each individual medium behaves alone and in all possible combinations with other media.

2.4.3 Indirect Measures of Advertising Effectiveness

As it is very difficult to measure the direct effect of advertising on company's profits or sales, most firms rely heavily on indirect measures. These measures do not evaluate the effects of advertisements directing on sales or profits but all other factors such as customer awareness or attitude or customer recall of advertising message affect the sales or profits or goals of the business indirectly. Despite the uncertainties about the relationship between the intermediate effects of advertising and the ultimate results use indirect measures exposure to Advertisement.

CHAPTER THREE: RESEARCH METHODOLOGY

3.0 Introduction

This section addresses the methodology that was used in the study. The section is organized as follows; Research design, sample design, Data sources data collection and data analysis techniques that will be used in this study.

.

3.1 Research design

Descriptive research design was used in this study. It involved collections of quantitative information that can be tabulated along a continuum in numerical form.

The study was based on both quantitative and qualitative research techniques. Qualitative techniques was employed in order to provide contextual and in-depth understanding of the effectiveness of antibacterial claims in influencing the purchase decisions of the residents of Nairobi county, with specific focus on the consumers who purchase their products from the large beauty shops in the central business district, under investigation while quantitative approaches was employed for purposes of obtaining a highly rigorous and empirically based study to inform policy decisions.

Target Population

The target population for the survey is the entire set of units for which the survey data are to be used to make inferences. Thus, the target population defines those units for which the findings of the survey are meant to generalize. The target populations in this research was customers in cosmetic shops in the Nairobi city centre are the key beauty shops within the central business district and would be considered for the research. The target group was sampled randomly and was contacted in person while issuing the questionnaires. A total of 65 consumers were sampled.

3.2 Sampling

In the Nairobi county central business district, there are 24 beauty shops (Nairobi city council licencing division). The sampling process considered 30% of the total data universe will be adequately representative. The consumers will be divided into different categories depending on their experience with antibacterial products. Those who always use antibacterial products and would not buy non- antibacterial product, Average users, those who would use the antibacterial product on specific occasions and recommendations, Non-user, those who would not use the antibacterial products. Sampling frame is the set of source materials from which the sample is

selected. It is a list of all those within the population who can be sampled, and may include individuals, households or institutions. A total of 8 key cosmetics outlets within the central business district will be used for this research. In each of the outlets 8 respondents will be sampled for the research.

3.3 Data Collection

Only primary sources of data were used in the study. The primary data source was derived from a survey of consumers of antibacterial products in the city of Nairobi in Kenya. The selected consumers were current users of antibacterial personal care products, partial users and non users. It's a pre-formulated written set of questions to which respondents record their answers, usually within rather closely defined alternatives. It was an efficient data collection mechanism considering that what was required and how to measure the variables of interest was known. Each respondent was asked to respond to the same set of questions, hence an efficient way of collecting data from a large sample prior to qualitative analysis. The questionnaire was divided into two sections, section one sought to establish the attitude related data while section two sought to establish the challenges facing the industry. The type of questionnaire was self administered, where it was delivered by hand and collected later after obtaining the contact details of the respondent.

3.4 Data Analysis

After the data is collected, it was organized for analysis. This stage involved receiving data collection instruments i.e. the questionnaires, editing information obtained from data collection instrument, this helps detect errors and omissions and correcting them where possible. This guarantees that data are accurate, consistent with other information, uniformly entered, complete, and arranged to simplify coding and tabulation. This ensures that minimum data quality standards are achieved. The summarized and coded data will be entered into the computer after which analysis of quantitative data will be done using the Statistical Package for Social Sciences (SPSS). For objectives descriptive statistics, namely percentages, means, and standard deviations was used. Inferential statistics are frequently used to answer cause-and-effect questions and make predictions. Regression analysis will be used to determine the effect of the independent variables on a dependent variable. Regression measures the relative impact of each independent variable and is useful in forecasting

CHAPTER FOUR: DATA ANALYSIS AND PRESENTATION OF FINDINGS

4.1: Introduction

The data collected from this study was analyzed and interpreted based on the objective of the study. The chapter summarizes the effectiveness of Antibacterial claims advertising in Nairobi County, Kenya. It establishes the perception of these claims on consumers purchase decisions and the correlation of different demographic factors on the purchase decisions.

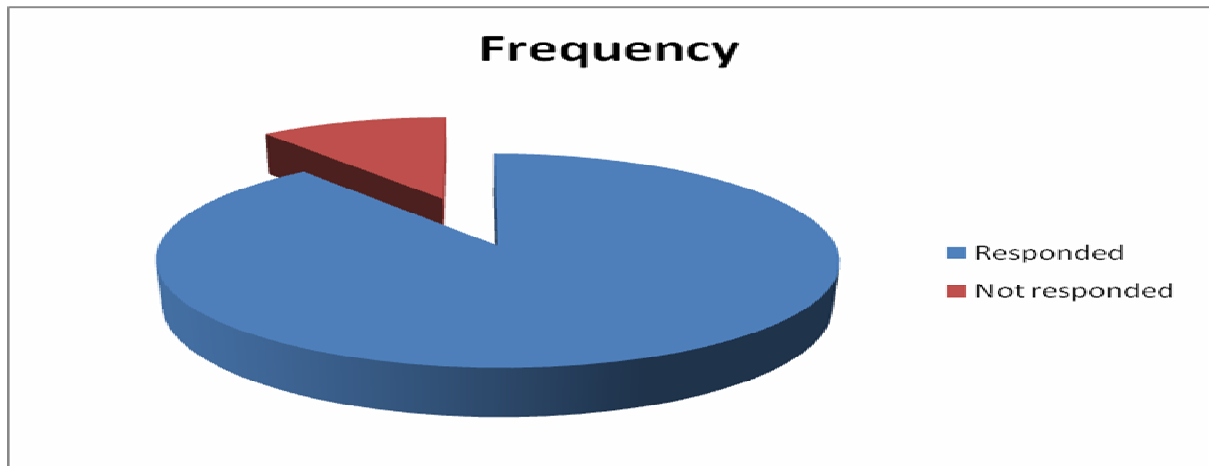
4.1.1 Response Rate

The study targeted to sample 65 respondents in collecting the data with regard to the effectiveness of antibacterial advertisement claims in Nairobi County. From the study, 58 out of the 65 sampled respondents filled the questionnaire while being administered, while the 7 respondents were unable to fill immediately at the time the researcher was conducting the interview promising to return to the beauty shop to deliver it the following day but did not happen. This represents a response rate of 89 %

Table 4.1: Response Rate

Response	Frequency	Percentage
Responded	58	89%
Not responded	7	11%
Total	65	100%

Source: Survey data, 2012



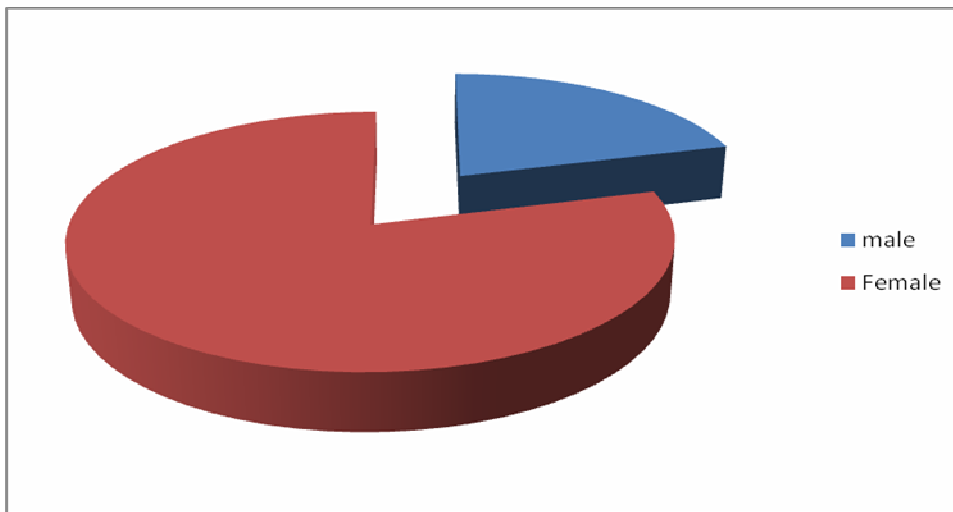
Source: Survey data, 2012

4.2. Characteristics of respondents

The study sought to find out the demographic details of the respondents under investigation. Questions with respect to ones gender, age, highest level of education, income levels and religion were asked. The table below represents the responses that were obtained. The primary data was collected from 58 respondents, although a total of 65 respondents were sampled. This represents a response rate of 89%. This is largely attributed to the personal administration of the questionnaire by the researcher.

4.2.1 Gender of the respondents

Table 4.2.1: Gender of Respondents



It was noted that a significant number of consumers of beauty products sampled (79%) were female while (21%) were male. This implies that majority of the buyers of beauty products are female and any organization seeking to design an effective marketing plan should exploit the fact that female are the key decision makers in the household regarding the type or brand of the beauty product to be purchased.

4.2.2 Age of the respondents

The research was aiming at establishing what are the age profiles of the respondents to determine if they are key persons involved in the purchase process for the beauty products. The results of this study showed that majority were from the ages ranging between 20- 30 years (60.7%) followed by the age profile between >30 (37.5%). Minority of the respondents were below 20 years

Table 4.2; Age Profile

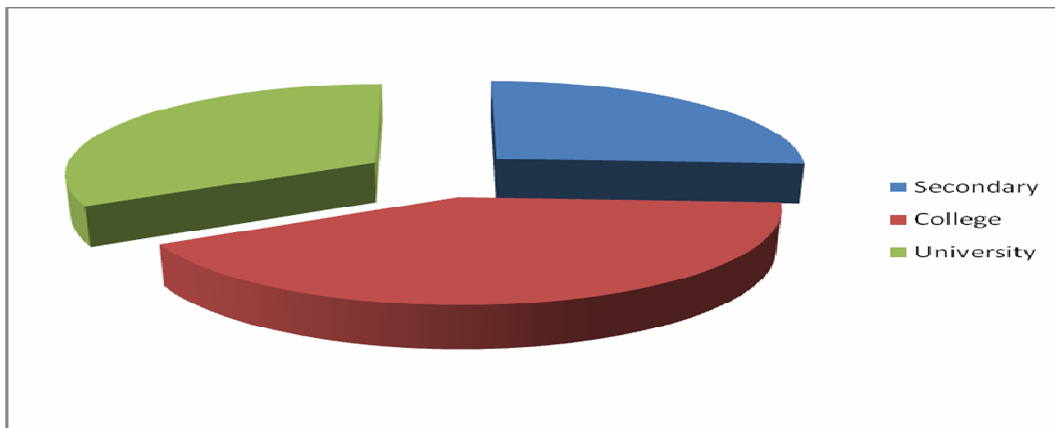
Age	Frequency	Percentage
< 20 years	1	2%
20- 30 years	34	59%
30-40 years	21	36%
> 40 years	2	3%
	58	100%

Source: research data, 2012

4.2.3: Education

The study found that the majority of the respondents 41% had college education, while 32.8 % had university education

Figure 4.3: Education



It was observed during the research that majority of the respondents had college level of education (41%) and had a keen interest on the products that they were using for their beauty requirements. The second Highest category had university education (32.8%) and 25% had either secondary level of education or below.

This was a criteria intended to help understand whether the level of education was a factor in influencing the purchase choices for the consumers.

Table4.3: Summary of results

Variable	Variable description	Frequency	Percentage
Gender	Male	12	20.7
	Female	46	79.3
Age range	Under 20 years	1	1.8
	20 to 30 years	34	60.7
	31 to 40 years	21	37.5
Occupation	Formal	23	39.7
	Informal	27	46.6
	None (Unemployed)	8	13.8
Monthly Income	Less than 10,000	15	25.9
	Btw 10,000 and 50,000	34	58.6
	Above 50,000	9	15.5
Highest level of education	Secondary	15	25.9
	College	24	41.4
	University	19	32.8

4.3: Effectiveness of antibacterial claims on consumers decisions

The respondents were asked different questions (statements) to gauge their different levels of agreement about different aspects of antibacterial products. The table below present different frequencies on the various levels of the agreement scale (percentages are in brackets)

Table 4.4: Results of Respondents attitudes to Antibacterial products

	Strongly agree	Agree	Disagree	Strongly disagree
I purchase the current beauty products because I learned their benefit through an advertisements in the media	12(20.7)	34(58.6)	10(17.2)	2(3.4)
There are several advertisements on antibacterial beauty products claiming over 99% effectiveness	22(38.6)	21(36.8)	9(15.8)	5(8.8)
Antibacterial products play a significant role in protecting me from illness	19(32.8)	26(44.8)	7(12.1)	6(10.3)
I strongly prefer antibacterial personal	20(35.1)	23(40.4)	8(14.0)	6(10.5)

products more than the non-antibacterial products				
If I were to purchase a personal care product I would first confirm if it is antibacterial or not	23(39.7)	19(32.8)	12(20.7)	4(6.9)
I can confirm that the antibacterial products I have been using has helped cure a skin related ailment on my body	18(31.0)	22(37.9)	12(20.7)	6(10.3)
I believe that the products sold as antibacterial are effective in giving protection against germs	15(26.3)	30(52.6)	9(15.8)	3(5.3)
My attitude has positively changed as result of the increased awareness created in the TV advertisements	14(24.6)	26(45.6)	12(21.1)	5(8.8)
If a personal care product is not antibacterial, I will not purchase	13(23.6)	3(5.5)	29(52.7)	10(18.2)
The prices of antibacterial products are higher and the reason for this is justified	13(23.6)	24(43.6)	9(16.4)	9(16.4)
I trust the claim that antibacterial products protect us from germs	23(39.7)	24(41.4)	7(12.1)	4(6.9)

From the above analysis, many respondents strongly agree (38%) that there are several advertisements with antibacterial claims, while (36%) agree. This implies that a significant percentage of the respondents recall the different advertisement that different manufacturers use to reach out to their clients using the antibacterial advertisement claims. A small percentage (8.8%) do not agree that there has been several advertisements on the antibacterial beauty products. On the respondents perception of the antibacterial products performance in delivering product claim (32%) strongly agree, while (44%) agree. This represents (76%) of the respondents. This shows that these respondents make their purchase decisions based on their understanding that the products deliver the protection from antibacterial agents thus enhancing their bodies protection form illness. This results is further confirmed by the responses on the consumers' preference for the antibacterial beauty products compared with the ordinary products. Majority of the current (24.6%) strongly agree and (45.6%) agree of the users attitudes was positively influenced by the advertisements

4.4: Factors influencing consumer purchase decision for beauty products

In an attempt to know the characteristics that attract one in choosing personal care product respondents were asked to give or name the best three attributes of the product. The table below shows the results

Table 4.5: Factors consumers consider when making purchase decisions

Product positioning during advertisements	Responses	
	Frequency	Percent
Good packaging	15	9.7%
Nice fragrance	26	16.8%
Antibacterial ingredients	36	23.2%
Good quality product	49	31.6%
Ready availability	26	16.8%
Popular among colleagues	3	1.9%
Total	155	100.0%

Product positioning as high quality (31%) was a key factor in influencing consumer purchase decision. The use of antibacterial advertising came as the second key consideration for the consumers with (23.2%). The popularity among colleagues did not serve to influence most of the respondents to purchase the products.

4.5 Measurement of effectiveness of different techniques of advertisements

Respondents were asked what promotion techniques influenced their choice of personal care product. They choose the top three promotion techniques that influenced them. The study aimed at establishing which method of product advertisement was responsible for causing the respondents to use the current beauty products they are buying.

Table 4.6: Different techniques of Product advertisement

Different techniques of advertisements	Responses	
	Frequency	Percent
Sales promotions	45	26.9%
Public Relations	37	22.2%
Personal selling's	30	18.0%
Television adverts	45	26.9%
Radio adverts	3	1.8%
Newspaper and journals	7	4.2%
Total	167	100.0%

From the above results, it shows that television advertisements and sales promotions are the most effective methods influencing (45%) of the current consumers to purchase the beauty products they are currently using. The results indicate that radio advertisements are the least effective influencing only (3%) of the total population. Marketers can use several techniques to measure the effectiveness of advertising expenditure. These include measuring conversion rate, return on ad spend, return on investment. Conversion rate measures, involve calculating how many visits to your site convert to a sale or action; Return on ad spend shows how much revenue you generated per shilling you spent on an advertising method, and return on investment tells you how much profit is generated per shilling you spent on an advertising method.

Conversion Rate = $\frac{\text{Visitors who purchase}}{\text{Total Visitors}}$

Return on Ad Spend = $\frac{\text{Revenue}}{\text{Advertising Spend}}$

Return on Investment = $\frac{\text{Profit}}{\text{Advertising Spend}}$

According to Newman (1998), to capture the number of leads generated by advertising, marketers can setup up a toll free number specifically designated for in-coming leads.

T. Gordon, Kim (1997), argues that the best way to track advertising responses is to key each ad with a unique code, so every sale or lead can be identified according to its original source. By tracking all the responses according to their sources, marketers can test individual ad campaigns to see which marketing approach and offer produces the most profitable results. Lesonsky (1999) believes that effectiveness can be measured by running the same ad in two different publications with a different identifying mark on each. Eisenberg, Bryan (2005) mentions there includes some other types of techniques for measuring effectiveness of advertising.

Scenario conversion rate: Total number of visitors starting a specific scenario divided by total number who complete it. Scenario conversion rates enable you to quickly identify specific conversion processes that require improvement or ones whose successes should be modeled.

Conversion over time: Several measures that reveal an ad's effectiveness in generating conversions over time. Use this for situations where conversion is likely to occur over time or multiple visits.

4.5 Factors influencing widespread launch of antibacterial products

Table 4.7: Results of the reasons for increasing use of antibacterial advertising claims

Factors enhancing Antibacterial products and Claims	Responses	
	Frequency	Percent
Increasing income	7	4.1%
Increased awareness on the products benefits	51	29.8%
Fear of germs	34	19.9%
Positive product performance	40	23.4%
Favourable price and benefits	32	18.7%
Fashionable	7	4.1%
Total	171	100.0%

The research sought to establish the cause of the widespread launch of antibacterial products in Kenya and from the results above, increased awareness on the product's benefit at(29.8%) was the key factor. This implies that the result of the increased education, media presence and a lot of information flow, most of the consumers are able to purchase a product based on a detailed knowledge of the product benefits.

4.6 Challenges facing cosmetic industry

The research found out that the consumers of various beauty products do acknowledge that there are diverse challenges facing the industry as a whole. They are however optimistic that these challenges would provide the required manufacturers need to continue innovating different solutions to these challenges.

The results found out that the key challenge is the continued access to more innovations and cost effective solutions. This implies that unless the manufacturers are keen to invest in new brands with different product preposition as in the case of antibacterial products, then the chances of

succeeding are reduced on continuous basis and would affect their market share and subsequently their profitability and continued existence.

Table 4.8: Results for challenges facing cosmetics industry

Key challenges facing cosmetics Industry in Kenya	Responses	
	Frequency	Percent
Increased imports	27	15.8%
Increased awareness on the products benefits	17	9.9%
Consumers need rapidly changing	23	13.5%
Increased innovation of substitute products	33	19.3%
Limited access to markets and consumers	19	11.1%
Rapidly changing government regulations	17	9.9%
Cultural factors	5	2.9%
Changing lifestyles	30	17.5%
Total	171	100.0%

From the respondent's perceptions on the challenges facing the cosmetics industry in Kenya, majority of them rank increased innovation of substitute products (19.3%), changing lifestyles and increased imports are considered the second and third most significant challenges at (17.5%) and (15.8%) respectively. The cultural factors was the least significant factor at (2.9 %.)

4.5: Discussion

From the findings and literature, it is clear that antibacterial products advertisement claims is a preposition organizations are using to enhance their competitive edge in an highly competitive beauty products portfolio. This market niche is characterized by mostly female of between 20 – 30 years, whose level of education is college and university level. They are aware of the benefits different products are able to give to them enhance their beauty and protect their bodies from infections attributed to microbial organisms. The marketer therefore has to clearly understand this consumer and provide products that meet their lifestyles, needs and charge value for them. In establishing the effectiveness of antibacterial marketing claim, it has been found out that majority of the consumers

belief that these products are effective in delivering what it claims to do. It is therefore imperative for organizations to ensure that adequate tests have been conducted to ensure that the result of the products performance is within the threshold of quality. This will enhance the consumers' attitude towards the product and thereby positively influence their purchase decisions. By giving this market niche' products better than the competitors, a differentiation advantage will be established and would enhance the organizations market share and growth. From this study, the results agrees with the finding of Walters (2002) which shows that purchasing activities are often required to overcome barriers and these may be practically based or influenced, or be psychological in their nature. In this study the fear of germs and the psychological assurance on the consumer that antibacterial products would protect them from infection is key in influencing the consumer's purchase decision. The study findings also agree with previous studies that an advertisement should have the potential to differentiate one product or service from others so as to produce a desired persuasive effect (Jeong, 2004). If an advertisement does not produce the required impact, it can be assumed as ineffective and as such the substantial amount of money that companies spend on advertising their products goes to waste. The use of the antibacterial advertisement claim is therefore effective in influencing specific niches of consumers and any choice of advertisement media should be chosen carefully so as to reach this target segment.

CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter provides the summary of the findings, conclusions and recommendations of the study. The chapter will examine the findings regarding the effectiveness of antibacterial advertisement claims for beauty products that was studied and draw substantive conclusions and recommendations.

5.2 Summary of the findings

The study sought to establish effectiveness of antibacterial advertisement claims in influencing consumer purchase decisions. It was clear that majority of the respondents were female at 79%, from age brackets between 20 -30 years. The study found out that majority of the consumers of beauty products were college and university graduates. It was also clear that majority (52.6%) believe that the products sold as antibacterial are effective in giving protection against germs. The study has also found out that most of the antibacterial beauty products consumers attitudes has positively changed (70%) as result of the increased awareness created in the TV advertisements. The study has also found 35% of the consumers strongly prefer antibacterial personal products more than the non-antibacterial products. The study found out that majority of the consumers (52%) disagrees that if a personal care product is not antibacterial they will not purchase. This shows that a consumer of a beauty product has several factors to consider before making a purchase decision. To preposition a product only as antibacterial is not adequate to deliver a favorable purchase decision from the consumers. Other factors are also key in influencing the purchase decision. From this study, a number of factors were compared to establish the significance consumers attach to different factors. Good quality product preposition was ranked the highest at 31%, antibacterial claim at 23%, ready availability was third factor. This means that for any marketing firm to make a significant penetration and growth in the antibacterial products segment, it must ensure such other factors as product quality, fragrance, distribution plans are adequately considered and resourced to deliver a comprehensive package to the consumer thereby justifying the high price for the antibacterial products and deliver the desired level of growth in the industry. The study has found out that television advertisements (29%) and personal selling (29%) are very important methods of influencing consumer's purchase decisions. It therefore shows that if an organization seeks to launch a new product with antibacterial advertisement claim, it is prudent to use the two methods as they have the best chance to influence the purchase decisions of the prospective consumers.

5.3: Conclusions.

From the study the researcher concludes that for firms to achieve the desired competitive advantage in influencing consumers purchase decisions using the antibacterial advertisement claim, it is imperative to ensure that other factors such as product quality, fragrance and product availability are adequately managed. The researcher also concludes that there has been a significant increase in the number of beauty products launched in the Kenyan market with the antibacterial advertisement claim and the manufacturers need to ensure that there is consistency in the product performance to kill germs as many consumers believe that indeed the products actually protect them from germs. In order to benefit more, organizations need to continuously innovate and develop new products with additional benefits as way of managing the competition attributed to the increased consumer knowledge of product benefits and the desire by consumers for positive product performance.

5.4: Recommendations

The study recommends that manufacturers do not make the assumptions that consumers will purchase a product due to its antibacterial claim that it can protect one from illness. It must acknowledge that there are a number of other factors that consumers consider. In fact a small proportion of the consumers of these products would not buy a product if it is not antibacterial.

5.5 Limitations of the study

This study was based on data collected in beauty shops in the central business district in Nairobi. The level of exposure to advertisement to them is significantly higher than in most parts of the country. Therefore the outcome on a number of research criteria may not apply in other parts of the country where the level of education, incomes, media exposure is not comparable to Nairobi County. The scope and depth of the study was limited by the time factor and more regions could have been sampled for comparative analysis. Some respondents were unable to fill the questionnaire while being administered by the researcher leaving out some information which could have been useful for the study. Some of the respondents were unwilling to disclose their income ranges for personal reasons.

5.6: Suggestions for further Research

The research focused on beauty shops within the Nairobi central Business district. It may be generalisable for other urban settings within the country. However, further research should be done to understand the effectiveness of the antibacterial advertisement claims among consumers in rural areas where there is a significantly different economic, social and other demographic factors among the population.

The study further suggests a quantitative research design in this area to establish an empirical correlation between the use of antibacterial advertisement claim and products sales volume. This would give the relationship of some of the measurable parameters with the outputs. Through the mathematical calculations it would be possible to justify the price matrix used by many organizations on these range of products. From the findings of this study, policy makers in the country should put in place robust systems and controls to ensure that when organizations use the antibacterial claims, adequate scientific analysis will have been done to ensure the effectiveness of the products in providing the benefits the products claim. This will ensure consumers obtain value for money and at the same time ensure level play field and protect the genuine products from loosing their market share due to lack of confidence on the products to deliver the desired benefits. In practice, it is important for consumers to continuously validate the advertisement claims used by different products and manufacturers and always demand for performance against those claims.

REFERENCES

- Lucet J, Rigaud MP, Mentre F, Kassis N, Deblangy C, Andreumont A, Bouvet E (April 2002). *Hand contamination before and after different hand hygiene techniques: a randomized clinical trial. Journal of Hospital Infection* 50 (4): 276–280
- Aiello AE, Marshall B, Levy SB, Della-Latta P, Larson E (2004). *Relationship between triclosan and susceptibilities of bacteria isolated from hands in the community. Antimicrobial. Agents Chemother.* 48 (8): 2973–9.
- Aiello AE, Larson EL, Levy SB. (2007), *Consumer antibacterial soaps: effective or just risky?* Clin Infect Dis., Sep 1; 45 Suppl 2:S137-47.
- Schindler, D.R. & Cooper, P.S.(2001) *Business Research Methods*. Seventh Edition. New York, NY. McGraw-Hill. GV 658.0072 COOPER, p. 95.
- Creswell, John W (2003).*Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. Thousand Oaks: Sage Publications
- Saunders, Mark, Phillip Lewis, and Adrian Thornhill (2003).*Research Methods for Business Students*. Delhi: Pearson Education Pte. Ltd
- Easterby-Smith, Mark, Richard Thorpe, and Andy Lowe (2002).*Management Research: An Introduction*. London: Sage Publications
- Roger S, Victor J (2006). *Data collection and analysis*. SAGE. pp. 28
- Carl-Erik S; Bengt S; Jan W (2003). *Model assisted survey sampling*. Springer. pp. 9–12.
- James J (1978). *Statistical survey techniques*
- Peter L. Bernstein (1998). *Against the gods: the remarkable story of risk*. John W. pp. 118
- National Council for Population and Development (NCPD) [Kenya]. 2000. *National population policy for sustainable development*. Sessional Paper No. 1. Nairobi: NCPD.
- Belch G, and Belch M,(2004) *Advertising and Promotion: an integrated marketing communications perspective*. MacGraw-Hill/Irwin.
- Tierno PM (1999). *Efficacy of triclosan*, Am. J. Infect. Contr. 27: 71-72.
- Yamada H, Mori H, Tonomura M, Hioki Y, Koya E (2001). *Observation of everyday hand-washing behavior of Japanese and effect of antibacterial soap*, Int. J. Food Microbial. 68: 83-91.

Ries, Al, Jack T (2001). *Positioning: The Battle for Your Mind, 20th Anniversary Edition*. McGraw-Hill

Boone, Louis E., and David L(2006). *Contemporary Marketing*. Thomson South-Western

Gardner M.P. (1985), *Does Attitude Toward the Ad Affect Brand Attitude under a Brand Evaluation Set?* Journal of Marketing Research, 22

Hoch S.J., Young W.H.(1986), *Consumer Learning: Advertising and the Ambiguity of Product Experience*, Journal of Consumer Research, 13.

Kuehn A.A.(1962), *How Advertising Performance Depends On Other Marketing Factors*, Journal of Advertising Research, 2, 2.

Cateora ,Graham,(2002). “*Marketing Management: A Strategic Decision –Making Approach*”, 4th Ed. McGraw-Hill.Inc.

Miller and Layton, (2000). *Fundamentals of Marketing*. Fourth Edition. McGraw-Hill Book Company Australia Pty Limited

Scott E, Bloomfield SF, Barlow CG (1982) An Investigation of Microbial Contamination in the Home. J. Hyg. (Camb.)

Rose JB and Haas CN. (1999). A risk assessment framework for the evaluation of skin infections and the potential impact of antibacterial Soap washing. Amer. J. Infect. Control

Guinan M, McGuckin M, Ali Y. (2002). *The effect of a comprehensive handwashing program on absenteeism in elementary schools*. Amer. J. Infect. Control 30:217-220.

Farris, Paul W. and John A. Quelch (1987), *Advertising and Promotion Management: A Manager’s Guide to Theory & Practice*, Malabar, Florida: R. E. Krueger Publishing Co.

Hawkins, Del I., Rest R and Coney K (1983), *Consumer Behavior: Implications for Marketing Strategy*, Plano, Texas: Business Publications Inc.

Hawkins, Del I. Best R.J and Coney A(1983), *Consumer Behavior: Implications for Marketing Strategy*, Plano, Texas: Business Publications Inc.

APPENDIX 1

PERCEPTION QUESTIONNAIRE: Assessing consumers perception to antibacterial personal care products

QUESTIONNAIRE

Please note: this questionnaire is to be conducted personally by the researcher.

Date:.....

Q1: BIO-DATA

Name :.....(Optional)

Age:.....

Under 20yrs () 20 to 30 years ()

31 yrs to 40yrs () 41 yrs to 50 years ()

41 yrs to 50 yrs () above 50yrs ()

Sex: male () Female ()

Income range (End of month) less than 10,000 () 10,000-50,000(), >50,000()

Occupation: Formal () Informal () none ()

Religion : Christian () Muslim () Hindu () Others ()

Education : Primary () (Secondary () College () University ()

Q2: Read the following statements, and then indicate by a tick whether you strongly agree, agree, disagree or strongly disagree with the statement.

	Strongly agree	Agree	Disagree	Strongly disagree
I purchase the current beauty products because I learned their benefit through an advertisements in the media				
There are several advertisements on antibacterial beauty products claiming over 99% effectiveness				
Antibacterial products play a significant role in protecting me from illness				
I strongly prefer antibacterial personal products more than the non-antibacterial products				

If I were to purchase a personal care product I would first confirm if it is antibacterial or not				
I can confirm that the antibacterial products I have been using has helped cure a skin related ailment on my body				
I believe that the products sold as antibacterial are effective in giving protection against germs				
My attitude has positively changed as result of the increased awareness created in the TV advertisements				
If a personal care product is not antibacterial, I will not purchase				
The prices of antibacterial products are higher and the reason for this is justified				
I trust the claim that antibacterial products protect us from germs				

Q3) Which of these characteristics do you like about a personal care product? Indicate the best three in order, with the best being number 1.

- Good packaging []
- Nice fragrance []
- Antibacterial ingredients []
- Good quality product []
- Ready availability []
- Popular among colleagues []

Q4) Which of these promotion techniques influenced you, hence in your opinion effective means of advertisement for personal care product you are using? Indicate the best three in order, with the best being number 1.

- Sales promotions []
- Public relations []
- Personal selling's []
- Television adverts []

Radio adverts []
Newspaper and journals []

Q5) Which of these factors are key in influencing widespread launch of antibacterial products in Kenya? Indicate the best three in order, with the best being number 1.

Increasing income []
Increased awareness on the products benefits []
Fear of germs []
Positive product performance []
Favourable price vs benefits []
Fashionable []

Q6) Which of these factors are key challenges facing the cosmetics industry in Kenya. Indicate the best three in order, with the best being number 1.

Increasing imports []
Increased awareness on the products benefits []
Consumers need rapidly changing []
Increased innovation of substitute products []
Limited access to markets & consumers []
Rapidly changing government regulations []
Cultural factors []
Changing lifestyles []