

**INFLUENCE OF BRANDING PRACTICES ON CUSTOMER
PURCHASE BEHAVIOR AMONG AGROCHEMICAL FIRMS IN
NAIROBI, KENYA**

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**A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILMENT
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DECLARATION

I hereby certify that the work included in this research project is entirely mine and has not been presented in any other University or in the University of Nairobi for examination.

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This research project has been submitted for review, and in my role as a supervisor at the University, I have provided my approval.

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DEDICATION

This research project is dedicated to everyone who has supported in the various stages of the research work. I also dedicate this work to my beloved son Jamaine.

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I would like to express my sincere gratitude to Dr Catherine Ngahu, my university supervisor for her guidance and observations throughout this process. She gave up her time to read and revise my work in the midst of her other academic obligations. Her constructive comments and useful suggestions have also been much appreciated. I would want to express my gratitude to my family, parents, friends, and co-workers, whose encouragement and help has enabled me to go this far in the academic process. Lastly, at the University of Nairobi, I would want to thank all my professors and fellow students who have contributed to my learning and helped me to achieve success.

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ABBREVIATIONS AND ACRONYMS

AMA	American Marketing Association
ANOVA	Analysis of Variance
BE	Brand Equity
GDP	Gross Domestic Product
SPSS	Statistical Package for Social Sciences
SSE	Small Scale Enterprises
UK	United Kingdom

ABSTRACT

Companies are under pressure to improve their performance, which has increased interest in learning about their most valuable brands. More than just a marketing activity, firms in today's fast-paced and unpredictable business world are turning to a variety of strategies in order to establish a strong identity for their products in the minds of their target consumers. The general objective of the study was to establish the influence of branding practices on customer purchase behavior among agrochemical firms in Nairobi, Kenya. This study was based on the brand equity theory and Engel, Kollet, Blackwell (EKB) Model. The study used a cross-sectional descriptive research design. The population of the study was 58 agrochemical firms in Nairobi that are members of Agrochemicals Association of Kenya. It was found out that branding practices have significant positive relationship with customer purchase behavior. Brand communication and brand positioning were shown to have impact on brand practices at great extent. On the other hand, brand awareness and brand identity were shown to have a significant impact on brand practices at moderate extent. The study concludes that brand association is used as branding strategy that explains the manner in which various brands owned by a firm relate to each other. The study also concludes that brand positioning is used to target a specific market segment by presenting an image which is aimed at a particular segment. The study also concludes that brand identity influence consumer purchase behaviour. Agrochemical firms in Kenya should embrace personal relationship with the customers this will make sure that the company creates brand association and also it will help in changing the attitude of the clients towards their products. The research also recommends that using branding practices as a method for managing one's reputation in order to control the image of their firm among other people.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Companies face pressure to improve their performance, which has increased interest in learning about their most valuable brands. According to Aaker (1991), corporations' brands are their most important asset in the marketing war against other businesses. It is widely accepted that customers should serve as the backbone of any successful branding effort; Organizations in the early 1950s aiming to develop the marketing idea finally shifted their focus to the study of consumer behavior, and their research revealed that items selling well are those designed with the customer in mind (Schiffman, 2008). A more competitive corporation is the result of a well-developed corporate brand strategy, as stated by Wang, Kandampully, and Shi (2006).

The Engel, Kollet, Blackwell (EKB) Model and brand equity theory served as the study's guiding principles. Brand equity theory was proposed by Aaker (1991) which suggests that a brand is considered an advantage, and having it enables a company to better compete with others in its industry. Furthermore, an organization can maximize this advantage in order to derive the greatest possible value for its customers and to achieve the highest possible level of market performance (Kotler & Keller 2018). The Engel, Kollet, and Blackwell Model (1968) was developed to explain consumer behavior. This model elaborates on the process that customers go through before making a purchase and the elements that impact this process. The EKB operates on the presumption that marketers are eager to offer their products and services to prospective customers. In addition, it

presupposes that customers have the freedom to decide whether or not they will make a purchase (Blackwell, Engel, & Miniard, 2011).

Since Kenya's economy has been liberalized, allowing agrochemical companies from China and India to enter the country, customer expectations have shifted, and the number of companies authorized to do business in Kenya has grown (Mutukaa, 2007). The development of inexpensive, high-quality alternatives has created a hostile business environment for Kenya's agrochemical companies. Variations in consumer demand can pose challenges for agrochemical firms in terms of demand forecasting, product scheduling, commodity repackaging in different pack sizes, and distribution of goods to distributors (Irungu, 2018). Attracting and keeping consumers in the agrochemical industry is difficult because of shifting consumer preferences.

1.1.1 Branding Practices

Kotler and Keller (2016) define branding practices as the process that makes a company stand out, embody its brand, and provide customers with the value that matters most. However, Roll (2019) found that businesses all across the world are learning more about the benefits that corporate branding initiatives may offer. According to Aaker (2014), branding is the culmination of all of its components, which might include people, culture, imagery, language, public relations, opinions, perceptions, and social media. However, the concept of site branding is "walking on thin ice" since it raises a lot of questions because it incorporates a lot of different ideas. The research indicates that current descriptions fail to take ethical considerations into account.

The actions that are aimed at communicating the brand's products to its target clients are considered to be part of another area of branding practices. According to Aaker and

Joachimsthaler (2014), marketing communications serve as the "voice of the brand," and as a result, they should be integrated across a variety of channels in order to start a conversation with customers and develop lasting connections with them. The classification of brands is the focus of the third step in the branding process. This step determines where new and current brand aspects should be applied, as well as whether or not brand extensions should be created. Kotler and Keller (2009) refer to the many possibilities available for brand positioning as "branding strategies."

The following metrics—brand awareness, brand identity, brand exposure, and brand loyalty—were used to assess the efficacy of branding strategies. The ease with which a consumer can recall a specific good or service is referred to as brand awareness. The process of deciding how a company wants its target audience to perceive it and expressing that vision to them is known as brand identity. The identity of the brand is something that can be controlled by organizations, but the picture that consumers have of the brand is far more difficult to manipulate. There have been various different approaches to the construction of brand identities explored. The degree to which consumers in a certain market recognize and actively seek out a particular brand is referred to as brand visibility. Brand loyalty is the dedication an individual has for a certain company. Customers are more dedicated to brands that believe in them and what they can accomplish (Hankinson, 2001).

1.1.2 Customer Purchase Behavior

Consumer buy behavior, according to Zhang and Benyouce (2016), is the culmination a customer's beliefs, tastes, plans, and decisions made in the marketplace while making an investment for a good or service. Customer behavior is a conventional and controlled

procedure, despite the fact that consumers make unique judgments about their purchases. According to Mathras, Cohen, Mandel, and Mick (2016), consumer buying behavior entails the awareness of a problem, which occurs when an individual becomes aware that they have unmet desires or needs, and then searches for relevant information about the unfilled want or need. The following step entails evaluating the information that was gathered in light of the consumer's requirements, desires, financial resources, and preferences in an effort to zero in on the product of choice.

The decision to purchase a product ultimately rests with the consumer, who must then determine if the product's value justifies the money spent on it. According to Hoyer, MacInnis, and Pieters (2012), the last step is what establishes a customer's loyalty to a brand and their attitude toward that brand. Numerous factors, including as situational, psychological, emotional, and social ones, might have an impact on a customer's purchasing decisions. Situational circumstances are transient elements that impact how consumers react. These conditions might include time considerations, the motivations for buying, the social status of the client, their attitude, and physical aspects such as the location of the business, music, lighting, and even odors. People also purchase things to improve how they feel about their age and themselves; one's gender and the stage of life they are in are all factors that influence what they buy and where they shop. Schiffman & Kanuk, 2007). On a psychological level, people's purchasing behavior is impacted by their perceptions, which are taken from ads; their motives, which are based on the hierarchy of human needs; the knowledge they get about a product via experience and checking out reviews; and their attitudes, which are based on their values and beliefs.

According to Jacoby, Johar, and Morrin (1998), studying consumers may give valuable ideas into how to enhance or launch new goods and services, as well as how to determine the most competitive pricing in the market, which distribution channels to use, how to formulate promotional messages, and how to create and improve other marketing efforts. Customers may often be broken down into one of two categories: individual consumers or organizational and industrial customers. It is crucial in a competitive environment to invest in knowing their tendencies, such as behavior and purchasing pattern, since this will eventually help a company to thrive in a competitive market.

1.1.3 Agrochemical Firms in Nairobi

King'ori and Waithaka (2017) state that the growth of the agrochemical sector may be attributed to the following factors: increased population, increased food demand, increased consumer knowledge of the need of pesticides and fertilizers in agricultural output, increased technical sophistication, and increased government investment on agriculture. The agriculture industry has been the primary driver of economic development in Kenya. Statistics from the Food and Agriculture Organization of the United Nations (2017) show that agriculture generates 26% of Kenya's GDP. It has links with other parts of the economy, which results in it having an indirect contribution of 27% to GDP. Over forty percent of Kenya's total population and over seventy percent of the rural population are employed in the agriculture sector. Large international R&D organizations are the most significant businesses in Kenya's agrochemical sector, according to Sitanda (2013). These companies, which comprise Dow Agrosience, Syngenta, Monsanto, Bayer, Du Pont, and Du Pont, have around 36% of the nation's agrochemical market share.

Over the course of the last decade, agrochemical companies have come to recognize and appreciate the benefits of branding as an integral part of their overall marketing strategy. According to the findings of Anselmsson, Bondesson, and Johansson (2014), in recent years, the importance of brands has grown especially noticeable in the manufacturing business. In an industry as competitive as this one, which is characterized by copying and the sale of items that are identical to those already on the market, brands serve as reference components for the purchasing behavior of consumers. According to Mutukaa (2007), majority of agrochemical companies in Kenya are dealing with performance issues, such as a rise in the number of customers switching brands. The majority of businesses have turned to expanding their investments in branding strategies as a solution to this developing problem. Increased customer loyalty may be attributed in part to the rise in importance of branding as a management tool for differentiation and cognitive anchoring in consumer decision making.

1.2 Research problem

In the 21st century, every firm is branding itself in order to separate itself from other organizations and, as a consequence, to be able to stand out from the crowd. This is accomplished by establishing an emotional connection with consumers, which leads to the formation of long-term relationships. It is possible for companies to construct their brands inside the thoughts of their prospects and consumers, so convincing those prospects and customers that their brands are superior. According to Urde (2003), the constant expansion of branding has resulted in the creation and study of many methods for branding different types of goods and services. The goal of branding is not to acquire new consumers but rather to keep the ones you already have. According to Keller (1993), in a world where

consumers' preferences and buying behavior play a role in making judgments about which product to buy or service to use, selling companies need to construct and maintain their brand in a manner that makes it vital to the customer. Because customers' tastes and habits change during the decision-making process in response to the external world, it's crucial for companies to build and protect their brand equity (Witt & Rode, 2005).

High levels of competitiveness and volatility in the agricultural industry define Kenya's agrochemical business environment. Some of these serious issues include climate change, government subsidy schemes like kilimo biashara, and the requirement for increased productivity per unit area of land. In the context of an ever-increasing population, this latter concern is often referred to as "minding the gap" between the real need for food production and agricultural yields. In addition, as the demands of consumers and the expectations of other stakeholders continue to evolve, agrochemical companies will need to reevaluate and revise their business strategies in order to remain in compliance with environmental rules while also meeting the needs and expectations of customers and other stakeholders (King'ori & Waithaka, 2017).

Numerous studies have been conducted on various aspects of consumer behavior and branding techniques on a worldwide, regional, and local scale. Yassen, Tahira, Gulza, and Anwar (2011) studied the effects of client loyalty, perceived superiority, and brand awareness on service performance and brand profitability in Ethiopia. The findings show a relationship between brand awareness and the degree to which a buyer can recall a brand, which aids in brand discovery in a variety of settings. Akhtar et al. (2016) examined the relationship between consumer purchasing decisions and brand practices. According to the study's findings, companies must pay close attention to their branding strategies if they

hope to influence the purchases that their clients make. These brand practices include things like brand positioning and brand awareness, both of which affect buyer purchasing behavior. Meena et al. (2018) conducted a study on banking consumers in Trinidad and Tobago to determine the impact that brand practices have on their willingness to make repeat purchases, accept higher prices, stay there, or recommend the bank to others. They wanted to know how customers felt about changing banks, forking over additional cash, and making repeat transactions. Their findings demonstrated the mutually beneficial relationship between brand activities and consumers' purchase habits. In a study done in the Netherlands, Sedighi, Sheikh, Tourani, and Bagheri (2022) looked at how brand practices affected the actions taken by businesses and the satisfaction of their clientele. The research shows that brand practices include a mosaic of initiatives that allows the organization to speak with "one voice, one face. Furthermore, they show that brand practices may provide a more stable consistency of messaging, allow for the formation of brand value, and have a more noticeable impact on customer behavior.

The study's results suggest that a well-known brand is closely linked to devoted customers. Five-star hotels in the Nairobi region have been studied by Kilonzo (2012), who then published his results on their brand positioning and competitive advantage. The results demonstrated an unusually high frequency of use of several brand positioning strategies, the most popular being quality positioning and problem/solution positioning. Momanyi (2013) conducted research to look into the connection between consumer loyalty and local branding initiatives. The investigators in this study used a cross-sectional method. Muigai (2017) analyzed the local millennial market to see how brand behaviors affected consumer choice. Brand awareness was shown to be the most important component in consumers'

selection of brands, whereas brand association was found to be the most important factor in the outcomes of consumers' purchases. On the other hand, the relevance of perceived quality on customer behavior is not based on statistics.

As can be seen from the aforementioned review of earlier studies on the association between branding methods and customer behavior, further study is required on this topic since there are still gaps in our understanding. Some studies have produced conflicting findings on the same topic, while others have been conducted in other countries or in different parts of Nairobi County, while yet others have mostly consisted of conceptual evaluations. Because of this, there are holes in the conceptual, contextual, and methodological frameworks, respectively. As a result, the following research topic was being investigated throughout this study. What effect do branding strategies have on consumer behavior in Nairobi, Kenyan agrochemical companies?

1.3 Research objective

This study set out to determine how branding strategies across Nairobi, Kenyan agrochemical companies affected consumer purchasing behavior.

1.4 Value of the Study

This research validated the brand equity theory and Engel, Kollet, Blackwell (EKB) Model. by testing their applicability to the current business environment and scenario, thereby increasing the value of these theories. The results of this investigation had weight to these speculations. This research added to the body of evidence supporting ideas that have already been shown to be correct in the academic community. This research explored two theories on the relationship between branding practices on customer purchase behavior.

The findings of this study had far-reaching implications for the field of management as a whole, since they provided suggestions for enhancing both branding and consumer behaviour. The study's results also are important for investors, who use the data to decide whether to invest in the Agrochemical sector in Kenya.

Thirdly, policymakers used the study's results to design and enact measures that ensure ethical behavior on the part of practitioners by enforcing the norms and standards that underpin the profession. These regulations were worked up with the aid of this study's conclusions. The government, on the other hand, employed the aforementioned studies to learn about emerging patterns in the agriculture industry.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

Every study has to review prior research since it gives the researchers the opportunity to refine the conceptual framework of their own investigation. As a result, the literature gives consideration to various branding practices on customer purchase behavior. In this chapter, we take a look at some of the previous research, both theoretical and empirical, that relates to our subject.

2.2 Theoretical Framework

The Engel, Kollet, Blackwell (EKB) Model and brand equity theory served as the study's guiding theories.

2.2.1 Brand Equity Theory

Brand equity theory was proposed by Aaker (1991). It posits that if a product or service meets or exceeds customer expectations, they will be more loyal to the brand connected with it. Due to the ever-changing nature of brand management, a company's marketing strategy will determine how it defines brand equity. Brands are developed gradually over time, as Keller and Lehmann (2006) discovered. Businesses with established brand equity are able to command greater prices and a larger proportion of the market. It also suggests that brand equity is not a fixed entity but rather changes over time in response to shifts in consumer opinion, behavior, and intent. According to Balmer and Gray (2003), brand equity consists of awareness and association. When companies market their wares using traditional media, electronic media, and social media platforms, they increase the likelihood that they will acquire new clients and keep their existing ones.

There are several issues with how brand equity is often calculated. Despite the common belief that a product's worth to customers is reflected in its brand equity, research has demonstrated that no one definition adequately describes the many elements that contribute to brand equity. Srivastava and Thomas (2010) claim that the data shows that brand equity is not only an evolving, multi-dimensional concept, but also an integral part of any successful marketing strategy. Why certain firms in the food and beverage industry may charge higher prices for their goods is something that brand equity theory can shed light on. When stakeholders have diverse knowledge about a product's quality and performance, a brand's ability to differentiate that product and offer a mechanism for customer loyalty in the face of new entrants in the market is one of the ways in which a brand may be useful.

2.2.2 Engel, Kollet, Blackwell (EKB) Model

Engel, Kollet, and Blackwell (1968) established the EKB model. The model postulates that on end users choice flow from the time the customer is faced with various options to the time he consumes/ purchase the product. When going through the process of making a purchase choice, customers go through a total of four phases. During the initial stage of the process, referred to as "input," consumers are exposed to stimuli regarding a product or service from multiple channels, both marketing and non-marketing, along with additional relevant information on the subject matter (Bonnice, 1985).As soon as the buyer has gathered all of the information, he or she will go on to the next step, which is the processing of the information stage, during which the buyer will evaluate the input in light of previous experiences as well as their own expectations. According to Solomon (2010), it entails the planned presentation, attention, understanding, and retention of stimuli associated with a product or brand by a prospective buyer. The following step is the making of the choice,

which is when, after some time spent thinking about it, the customer selects whether or not to make a purchase of a certain good or service (Srivastava, Rathore, and Singh, 2021). A number of factors, including process variables and aspects that are external to the process, as well as the consumer's mental image of themselves after completing the purchase, are some of the factors that impact this stage.

After the buyer has made the purchase, there is a stage of assessment that occurs after the consumption of the product. If the customer was happy with the goods or service, he or she will purchase it again, but if they were not, they will search for other options. This model posits two phases during which the input of marketers is particularly important. In the first stage, called "preliminary information," the firm must provide prospective buyers with enough information about the product to pique their interest and encourage them to remember the company when the time comes to make a purchase decision. Second, when customers are influenced by factors outside of the company (the external influences phase; Zhang, Xue, Wen, Liu, Luo, & Li, 2020). The major revisions made to this model in 1986 and 1995 resulted in what is now known as the Engel, Blackwell, and Miniard (EBM) model. According to Schiffman's (2009) EBM model, the process through which customers make purchasing decisions is formed and impacted by a variety of elements, including individual characteristics, environmental influences, and psychological processes.

2.3 Brand Practices and Customer Purchase Behavior

Research on the effects of brand equity on pharmaceutical firms' service performance was carried out in Kenya by Maalim (2014). His analysis encompassed all thirty-eight pharmaceutical companies as of 2014, and he came to the conclusion that, although brand

equity does have an impact on service delivery, it is not the only one. Pharmaceutical companies in Kenya are seeing increased levels of competition as the globe continues to shrink into a global village. As a result, these companies have recognized the need to identify themselves by launching brand development initiatives. According to Perner (2010), a consumer's attitude may be thought of as a total of the consumer's beliefs, opinions, and hopes in regard to various brands. Consumer opinions are shaped by the user's subjective experience with the product, not by the producer's marketing strategies or the opinions of other customers (Oskamp & Schultz, 2005). These viewpoints are significant because they affect customers' purchase decisions even as those people try to satisfy their own personal desires.

According to Dean (2010), customer attitudes are simple to generate but extremely difficult to change, which is why it is essential for marketers to consistently work toward building ideal attitudes about their businesses. This is only conceivable if they are able to comprehend the factors that led to the existing positive or negative attitude. In order for marketers to better understand customer sentiment, they are required to do research on the numerous aspects of their products that consumers either find acceptable or find disagreeable. These characteristics could include, for example, pricing, location, engagement with a brand, or quality. However, forces beyond the product itself that have nothing to do with its features can also shape consumer perceptions. These pulls might be political, economic, social, technical, environmental, or legal in nature, and they all work together to influence customer purchasing behavior. The most positive evaluations of the attributes, as stated by Tabassum and Rahman (2012), will lead to a good attitude, which will lead to the customer's choice to purchase the brand.

SMEs in business-to-business contexts were the focus of Wesley's (2014) research on the ways in which corporate brand management knowledge, practices, and market orientation influence SMEs' brand performance. The information was collected using an online survey. Study findings on the profitability of corporate branding efforts were also given. The farmers seemed knowledgeable about all four of the aforementioned facets of business brand management. Four discrete areas of expertise can be used to categorize everything a company does: corporate brand, brand architecture, brand portfolio, and brand image associations. Wang, Kandampully, and Shi (2006) revealed an unhelpful correlation between consumers' perceptions of their loyalty to the original brand and their opinions of the rebranded product in a study of a retail brand in Hong Kong.

Hassain (2007) tested the brand recognition, product attributes, and customer satisfaction with a single non-durable consumer good in Bangladesh. Detergent is a good example of a non-durable product that was looked at throughout this study. The relative importance of several factors in shaping customers' impressions of the product's reliability, usefulness, and desirability was calculated using a factor analysis. The research found that factors including price, quality, and consumers' impressions of the brand all played a significant role in consumers' final purchasing choices.

Dutch scholars Treimikien and Ahmed (2021) looked at how a company's brand reputation affected its global performance. These findings suggest that a well-defined brand image may provide more stability to a company's message, lend concreteness to the value of the brand, and have a more noticeable impact on sales. This is because building a recognizable brand involves a variety of efforts that come together to give the organization "one voice, one face.

In a regional context in Ethiopia, Muzeyin, Jahmed, and Ferejo (2022) investigated the effects of Brand Awareness, perceived Quality, and Customer Loyalty on Brand Profitability and Purchase Intention. According to the results, the more acquainted consumers are with a brand, the easier it is for them to remember and locate that brand in a variety of settings. It was shown by Masume (2011) that multi-business corporations benefited from adopting a corporate branding strategy. Taking into account the interdependence of the many stakeholders, the financial value, and the strategic position of a firm, CEOs may determine whether or not their branding strategy is successful.

The corporate branding tactics of Ugandan industrial firms were studied by Shihachi (2012), who also assessed the firms' overall effectiveness. Case studies were used in this investigation. The study's results suggest that a corporate branding strategy may help a business thrive by increasing its visibility in the eyes of customers. Sales, productivity, and client happiness may all benefit from a well-executed corporate branding plan. Its other goals include giving the product and the firm a unique brand and positioning in the market, and making ensuring that the value they provide is superior to that of their main rivals (Shihachi, 2012).

Studying how strategic corporate rebranding affects customer satisfaction among Kenya's mobile service providers, Mwangi (2013) found some interesting conclusions. The study's findings suggested that the rebranding strategy had a substantial effect on customers' feelings about the company. As another finding, the name of the service brand was found to be both an integral aspect of the brand and a significant informative touchpoint for customers. As the service's unique qualities can't be adequately described by describing it in general terms, this is necessary. Huang and Huddleston (2009) looked at how branding

strategies influenced client loyalty. For this investigation, a cross-sectional methodology was adopted. Results point to a shaky relationship between brand strategies and customer loyalty.

Kilonzo surveyed the five-star hotels in Nairobi to learn about their brand positioning and competitive advantages (2012). Unlike in the past, many methods of brand positioning were used, the most common of which were problem/solution positioning and quality positioning. Owino (2012) studied the Kenyan banking sector in order to provide the groundwork for developing a differentiated corporate brand promise. The majority of respondents agreed that a strong corporate brand is important for gaining an edge in the banking business, which is why it was identified as a critical success element.

2.4 Summary and the Empirical Gaps

The study was guided by brand equity theory and Engel, Kollet, Blackwell (EKB) Model. Brand equity theory was proposed by Aaker which suggests that a brand is considered an advantage, and having it enables a company to better compete with others in its industry. On the other hand, the Engel, Kollet, and Blackwell Model was developed to explain consumer behavior. The EKB operates on the presumption that marketers are eager to offer their products and services to prospective customers. Most studies showed that there is mutually beneficial relationship between brand practices and consumers' purchase habits. On the other hand some studies there is negative relationship between branding practices and customer purchase behavior.

Brand awareness was shown to be the most important component in consumers' selection of brands, whereas brand association was found to be the most important factor in the

outcomes of consumers' purchases. As can be seen from the aforementioned review of earlier studies on the association between branding methods and customer behavior, further study is required on this topic since there are still gaps in our understanding. Some studies have produced conflicting findings on the same topic, while others have been conducted in other countries or in different parts of Nairobi County, while yet others have mostly consisted of conceptual evaluations.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

An overview of the study's methodology and conclusions was given in this section. Methods for conducting the study, identifying its target population, developing its research instrument, collecting relevant data, and interpreting those findings are all covered here.

3.2 Research Design

The design of the study was cross-sectional. An analyst can see and characterize study variables at a single point in time by using a cross-sectional survey. Such a survey would do away with the requirement for biased outcomes (Kothari, 2004). Using a character portrait of the problem, the participants, or the study setting, descriptive research aims to provide an explanation for a subject. Data collection, variable needs tabulation, or process integration are the methods used to achieve this (Chandran, 2008). The methodology ensures that an analysis of what, when, who, and where can be done in relation to a specific relevant variable and the degree of variation within the variable.

3.3 Population of the Study

Target populations might be actual or hypothetical and include everything from which conclusions can be drawn about the issues under investigation (Kothari, 2004). The study's sample consisted of 58 Nairobi-based agrochemical companies that are members of the Agrochemicals Association of Kenya. Its foundation was a census analysis. This may be a genuine group, or it could be a group that only exists in the researcher's imagination. This

research opted for a census sampling technique. The unit of analysis was marketing officials in the agrochemical firms.

3.4 Data Collection

The data collection and analysis for this study were conducted using primary sources. Most of the data was collected via structured questionnaires. The most effective way to gather comprehensive and relevant data is through the use of questionnaires, as recommended by Mugenda & Mugenda (2003). The questionnaire included of closed-ended questions. The questionnaire had three sections, the first of was about company details. The second part was about branding practices, while the third part was about consumer purchase behaviour. The target respondents were marketing officers of various firms. The surveys were delivered using a "drop and pick" method, in which the researcher gave blank questionnaires to the study participants and subsequently collected the completed forms on prearranged days. Additionally, the questionnaires were disseminated via internet and email platforms.

3.5 Data Analysis

The questionnaires were examined and updated once the data was gathered to guarantee consistency and thoroughness. The data was cleaned up by editing, tabulating, and coding in order to identify outliers in the responses and extract quantitative information for additional research. The purpose of doing this was to provide the data a more realistic depiction. The data was analyzed using descriptive statistics, including central tendency (mean) and measures of dispersion (variance and standard deviations). Regression analysis was used to analyze the inferential data. To ascertain the connections between the

explanatory components and the quantitative outcomes, regression analysis was employed. The association amid variables was determined using the multiple linear regression model that follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \varepsilon.$$

Where:

Y = Customer Purchase Behavior

α = Constant Term β_1 to β_4 are the regression coefficients

X_1 = Brand communication X_2 = Brand Awareness

X_3 = Brand Positioning X_4 = Brand Identity ε = Error term

CHAPTER FOUR

DATA ANALYSIS, PRESENTATION AND DISCUSSION

4.1 Introduction

This chapter's primary contents are the data analysis, the results, and a discussion of how the present study's findings relate to those of previous studies. In particular, the chapter discusses the response rate as well as the descriptive, correlation, and regression analyses carried out in order to meet the study's goal.

4.2 Response Rate

The 53 of the 58 surveys that were issued were returned for data processing, meaning that the response rate was 91.37%. The findings support Mugenda & Mugenda's (2013) assertion that rates higher than 50% are suitable for examination. Cooper and Schindler (2008) state that a study is considered outstanding for data analysis and inference if it has a response rate of 70%. The proper response rate made it possible for the researcher to continue analyzing the data.

4.3 Organizational Characteristics

The basic information about agrochemical companies is included in this section. Understanding the background information about agrochemical firms under examination was made easier by the data. It asked for details on the years of business and the number of staff.

4.3.1 Period of operation

Respondents provided the agrochemical companies' operational duration, which is listed in Table 4.1.

Table 4. 1: Period of Operation

Years	Frequency	Percent
Less than 4 years	11	20.75
4-8 years	17	32.07
Above 8 years	25	47.18
Total	53	100.0

Source: Field Data (2023)

Agrochemical firms have been in operation for more than eight years, with 47.18% having done so for more than eight years, 32.07% for four to eight years, and 20.75% for less than four years, as indicated by Table 4.1. Based on the results, it appears that the majority of agrochemical businesses in Kenya are well-established.

4.3.2 Number of Employees

The study's objective was to determine how many people work for agrochemical businesses. Table 4.2 presents the results.

Table 4. 2: Number of Employees

Employees	Frequency	Percentage
Less than 400	19	35.85
401 - 800	24	45.83
Above 800	10	8.32
Total	53	100.0

Source: Field Data (2023)

According to Table 4.2, 45.83% of Nairobi's agrochemical companies employ people between the ages of 401 and 800, 35.85% employ people under 400, and 8.32% employ people over 800. This suggests that the majority of Nairobi's agrochemical companies provide jobs.

4.3.3 Number of Branches

As stated in Table 4.3, the research's objective was to determine the number of branches that agrochemical companies have in Kenya.

Table 4.3: Number of Branches

No of Branches	Frequency	Percentage
Less than 5	45	84.90
5-10	5	9.43
More than 10	3	5.67
Total	53	100.0

Source: Field Data (2023)

According to Table 4.3, the majority of agrochemical companies have more than five branches (84.90%), five to ten branches (9.435), and more than ten branches (5.67%).

4.4 Branding Practices

In this investigation, branding practices served as the independent variables. Finding out what respondents thought of the branding practices was important.

4.4.1 Brand Communication

Each respondent was given five brand marketing assertions, and they were asked to rate their agreement with each one. Table 4.4 presents the results.

Table 4. 4: Brand Communication

Statement	N	Mean	SD
The firm employees usually have interactive dialogue with customers.	53	4.24	.54
Information is usually delivered on time and is true to clients.	53	3.33	.61
The staff in the firm frequently communicates to customers about their complain and inquiry.	53	3.80	.56
Customers are allowed to give their feedback about the firm.	53	3.59	.41
The firm usually communicate to customers any changes or problem that my occur.	53	3.36	.56
Composite Statistics	53	3.67	0.53

Source: Field Data (2023)

With a Mean of 4.24, the majority of respondents agreed that company staff typically engage in interactive communication with customers in Table 4.4.

It was also indicated that information is usually delivered on time and is true to clients with a Mean of 3.33. The staff in the firm frequently communicates to customers about their complain and inquiry with a Mean of 3.80. Further, customers are allowed to give their feedback about the firm with a Mean of 3.59. Finally, the company typically notifies clients of any changes or issues that arise with a Mean of 3.36. The aggregate mean of 3.67 indicates that most Nairobi, Kenyan agrochemical companies adopted brand communication to a moderate degree.

4.4.2 Brand Awareness

Each respondent was given five statements about brand awareness, and they were tasked with determining their agreement with each statement. Table 4.5 presents the results.

Table 4.5: Brand Awareness

Statement	N	Mean	Std Dev
Our customers consider brand name when investing with our firm.	53	3.90	.56
Our customers consider price when investing with our firm	53	4.26	.61
Our customers consider financial performance when investing with our firm.	53	4.11	.33
A powerful brand may set itself out from the competition since it is so difficult to imitate.	53	4.34	.33
Because it is so difficult to imitate, a well-known brand enjoys substantial competitive advantages.	53	4.23	.79
Composite Statistics	53	4.17	.53

Source: Field Data (2023)

From Table 4.5, A powerful brand may set itself out from the competition since it is so difficult to imitate with a mean of 4.34. Customers consider price when investing with our firm with a mean of 4.26, it is so difficult to imitate, a well-known brand enjoys substantial competitive advantages with a mean of 4.23. Customers consider financial performance when investing with our firm with a mean of 4.11. When investing with the company, customers take brand name into account with a mean score of 3.90. The overall mean of 4.17 suggests that Nairobi's agrochemical companies really valued brand recognition.

4.4.3 Brand Positioning

Each respondent was given five statements about the brand positioning, and they were asked to rate their agreement with each one. Table 4.6 presents the results.

Table 4. 6: Brand Positioning

Statement	N	Mean	Std.dev
The company has the necessary internal structure to successfully execute the brand position.	53	4.04	0.45
The company has set itself up in a way that will secure its continued success in the long run.	53	4.10	0.89
The company have the resources necessary to achieve and keep the position that they have set their sights on.	53	4.11	1.10
The company brand position is comparable to that of other insurance brands already present in the market.	53	3.70	1.08
The company may increase awareness of its brands among their target demographic by using brand positioning strategies.	53	3.90.	0.92
Composite Statistics	53	3.97	0.88

Source: Field Data (20223)

As shown in Table 4.6 the company have the resources necessary to achieve and keep the position that they have set their sights on with a mean of 4.11. The company has set itself up in a way that will secure its continued success in the long run with a mean of 4.10. Further, the company has the necessary internal structure to successfully execute the brand position with a mean of 4.04. The company may increase awareness of its brands among their target demographic by using brand positioning strategies with a mean of 3.90. Lastly, the company may increase awareness of its brands among their target demographic by using brand positioning strategies with a mean of 3.70. The average score for all

agrochemical companies was 3.97, indicating a moderate adoption of brand positioning by the majority of them.

4.4.4 Brand Identity

Each respondent was given five statements about the brand identity, and they were asked to rate their agreement with each assertion. Table 4.7 presents the results.

Table 4.7: Brand Identity

Statement	N	Mean	SD
In our company, the employees play a significant role in the maintenance of our brand identity.	53	4.23	.54
The attitudes and behaviors of workers may be influenced by the brand identity of the company.	53	3.90	.56
Positive impressions, attitudes, and behaviors on the part of stakeholders are the end outcome of strong brand identity.	53	4.10	.41
The company was able to boost the motivation of both its staff and their consumers by strengthening their brand identification.	53	3.86	.52
Customers' sense of affiliation with a company may be influenced by the brand's identity.	53	3.96	.58
Composite Statistics	53	4.01	0.52

Source: Field Data (2023)

With a mean score of 4.23, Table 4.7 shows that employees are crucial to the upkeep of our brand identity. Positive impressions, attitudes, and behaviors on the part of stakeholders are the end outcome of strong brand identity with a mean of 4.10. Customers' sense of affiliation with a company may be influenced by the brand's identity with a mean of 3.96. The attitudes and behaviors of workers may be influenced by the brand identity of the company with a mean of 3.90. Finally, by improving their brand recognition with a mean of 3.86, the company was able to increase the motivation of both its employees and their customers. The fact that the overall mean was 4.01 indicates that the majority of agrochemical companies heavily adopted brand positioning.

4.5 Customer Purchase Behavior

The investigation's findings showed that the dependent variable in this case was the purchasing behavior of the customers. It was imperative to ascertain the respondents' opinions regarding the purchasing behavior of customers.

Table 4. 8: Customer Purchase Behaviour

Statement	N	Mean	Std. dev
Customers will continue being a member of this firm due to the services and products offered.	53	4.18	0.95
Customers will often require some time to research several companies in order to choose which one offers the greatest goods.	53	3.73	1.06
Customers recommend the firm to others.	53	3.57	0.99
Customers value the product over the price indicated on it	53	3.00	1.02
Customers are able to recognize the firm due to better services and products.	53	3.40	1.05
Composite mean	53	3.57	1.01

Source: Field Data (2023)

Table 4.8 reveals a 4.18 mean was customers will continue being a member of this firm due to the services and products offered. Customers will often require some time to research several companies in order to choose which one offers the greatest goods with a mean of 3.73. Customers recommend the firm to others with a mean of 3.57. Customers are able to recognize the firm due to better services and products with a mean of 3.40. With a 3.00 mean, Customers value the product over the price indicated on it. Overall, the mean was 3.57, indicating that customer purchase behavior influenced the respondents at moderate extent.

4.6 Correlation Analysis

Correlation analysis was done to assess the association between the responder and predictor variables. It facilitated the relationship between branding efforts and customer purchasing behavior.

Table 4.9: Correlation Between Branding Practices and Customer Purchase Behavior

		BC	BAW	BP	BI	CPB
BC-Brand Communication	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	53				
BAW-Awareness	Pearson Correlation	.650**	1			
	Sig. (2-tailed)	.01				
	N	53	53			
BP-Brand position	Pearson Correlation	.635*	.551*	1		
	Sig. (2-tailed)	.05	.05			
	N	53	53	53		
BI-Brand identity	Pearson Correlation	.676**	.574*	.281*	1	
	Sig. (2-tailed)	.01	.05	.05		
	N	53	53	53	53	
CPB-customer purchase behavior	Pearson Correlation	.814**	.758**	.475**	.557*	1
	Sig. (2-tailed)	.01	.01	.01	.05	
	N	53	53	53	53	1

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (1-tailed).

According to Table 4.9, there is a favorable relationship amid brand awareness and consumer buy behavior (Pearson's correlation coefficient: 0.758, level of significance: 0.01) and between brand communication and customer purchase behavior ($r=0.814$). On

the other hand, there was a positive association (0.475 Pearson's correlation coefficient) between the brand's perception and the purchasing habits of the public. Brand awareness and customer purchasing behavior are associated, with a reasonably high positive association correlation and a Pearson's correlation coefficient of 0.557.

4.7 Inferential Statistics

Regression analysis is a tool that researchers use to help them better comprehend the correlation amid the many study elements. The results of the analysis are displayed in the model summary, ANOVA, and coefficients tables. The model summary explains how much of the variance in the dependent variable can be attributed to the independent variables that were fitted to the model. The ANOVA table establishes whether the model fit is statistically important in predicting the dependent variable, whereas the coefficient table quantifies the degree of correlation between the variables.

4.7.1 Model Summary

Multiple regression analysis was used to examine the influence of predictor factors on dependent variables. In Table 4.10, the model summary is displayed.

Table 4.10: Model Summary

Model	R	R Square	Adjusted R Square	Std. The error in the Estimate
1	.791 ^a	.625	.582	.4089812

a. predictors: (constant), brand association, brand awareness, brand position and brand identity.

Source: Field Data (2023)

At the significance level of 0.005, Table 4.10's results show that R and R² were, respectively, 0.791 and 0.625. R=.625 suggests that there is a connection between branding strategies and customer purchasing behavior. The results also demonstrated that 62.5% of the variation in customer purchasing behavior can be explained by predictors in the model, with the remaining 37.5% of the variation remaining unexplained by factors outside the model.

4.6.2 Goodness of Fit of the Model

The researcher performed an ANOVA and used an appropriate regression model for the data. Using 4.11 as an example.

Table 4.11: ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.324	4	.067	1.558	.015 ^b
	Residual	1.123	48	.043		
	Total	1.149	52			

a. Dependent Variable: Customer Purchase Behavior

b. Predictors: (Constant), Brand communication, Brand awareness, Brand Positioning and brand identity.

Source: Field Data (2023)

Table 4.11 displays the ANOVA results. The significance of the coefficient of determination at the 5% level can be calculated using this table. A statistically significant p value of $0.015 < 0.05$ was obtained from this experiment. Thus, brand actions play a critical role in shaping consumers' purchasing decisions.

4.7.3 Model Regression Coefficients

Significant values, t statistics, and both standardized and unstandardized coefficients are included in Table 4.12.

Table 4.12: Regression Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B (β)	Std. Error			
(Constant)	.159	.746	.234	.213	.001
Brand Communication	.130	.219	.165	.059	.000
Brand Awareness	.232	.179	.272	1.30	.000
Brand Position	.240	.115	.305	2.09	.010
Brand identity	.150	.253	.126	.593	.000

a. Dependent Variable: customer purchase behavior

Regression parameters, as presented in Table 4.12, indicate a correlation between agrochemical companies' brand tactics and consumer purchasing behavior. The following brand metrics were tested: $p=0.000 < 0.05$ for brand communication, $p=0.000 < 0.05$ for brand awareness, $p=0.010 < 0.05$ for brand position, and $p=0.000 < 0.05$ for brand identity. The significance level for this significance test, which was carried out at $\alpha=0.05$, is when p records a value < 0.05 . The findings indicate that there is a considerable relationship

between client buying behavior and branding practice characteristics. Therefore, the linear model is;

$$Y=0.159+0.130X_1+0.232X_2+0.240X_3+0.150X_4$$

The results show that, when all other independent factors are held constant, a one-unit increase in the brand communication parameter with customer purchase behaviour will cause a 0.130 change in behavior; a one-unit increase in the brand awareness parameter in relation to brand practices will cause a 0.232 change in behavior; and a one-unit increase in the brand position parameter in relation to brand practices will cause a 0.240 change in behavior. Ultimately, a one-unit increase in brand identification relative to brand practices will cause a 0.150 shift in consumer purchasing behavior.

4.8 Discussion of Findings

It was found that most agrochemical businesses in Nairobi, Kenya have employed brand positioning and communication to a considerable extent. This was corroborated by the following claims: firm employees usually converse with customers. The staff in the firm frequently communicates to customers about their complains and inquiry. This was supported by findings of Aaker and Joachimsthaler (2014), marketing communications serve as the "voice of the brand," and as a result, they should be integrated across a variety of channels in order to start a conversation with customers and develop lasting connections with them. The findings agree with Kapferer (2008), brand position is directed on product or service toward a certain segment of the market by creating an image that speaks directly to that segment. Brand positioning, in this context, is developing a mental picture for the customer that is indistinguishable from the actual product or service the brand provides.

The study found that a significant portion of consumer purchase behavior is influenced by brand awareness and brand identity relationships. The following claims supported this: a strong brand identity ultimately results in positive stakeholder perceptions, attitudes, and behaviors. The results support the theory put forth by Urde (2003) that brands develop their identities as a result of ongoing interactions between companies and their clientele. In a nutshell, the guiding principles give an overview of the brand. According to Lin and Chang's (2003) research, brand awareness had the biggest impact on customers' decisions to buy. According to research on brand image qualities, consumers' perceptions of brands are significantly influenced by this feature.

The study showed that branding strategies had a favorable impact on consumers' purchasing decisions. Researchers discovered that branding strategies had a big impact on consumer purchasing decisions in Nairobi, Kenyan agrochemical companies. The coefficient of determination, $R^2 = 62.5\%$, was shown to be a good predictor of the data. This suggests that, with a p-value of 0.000 (0.05), the entire regression model is statistically significant. According to a study by Hsieh, Lee, and Yang (2015), the application of branding strategies had a favorable relationship with customer behavior toward the firm. Brand practices may provide a more stable consistency of messaging, allow for the formation of brand value, and have a more noticeable impact on customer behavior.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

The following chapter compiles the findings from the earlier chapters and makes some conclusions. Moreover, a list of the challenges faced throughout the current study's execution is provided. In addition, it provides policy makers and other important stakeholders with recommendations. Finally, this study offers recommendations on areas that researchers can use to do additional research.

5.2 Summary

This study set out to find out how Nairobi, Kenyan agrochemical companies' branding efforts influenced consumer buying behavior. The bulk of Nairobi, Kenya's agrochemical businesses were found to have been operating for more than four years and to employ between 301 and 600 people. The bulk of agrochemical businesses in Kenya have less than five sites.

The study demonstrated a relationship between branding strategies and consumer purchasing behavior. The study's regression analysis showed that the chosen regression model correctly anticipated the results. The models are deemed statistically significant when the p-value of a variance analysis is significantly less than 0.05.. Agrochemical companies have started brand development projects because they understand the necessity to define themselves.

It has been demonstrated that brand positioning and communication have a significant influence on brand practices. Conversely, it was demonstrated that brand identification and awareness had a somewhat significant impact on brand practices. The following data indicates that agrochemical companies are eager to create favorable connections through sponsorships.

5.3 Conclusion

The research concluded that brand association positively influences consumer purchase behaviour. The report went on to say that brand associations are essential to agrochemical enterprises' ability to create value and that they give decision-makers a cause to purchase the brand. As a branding tactic, brand association illustrates the relationships between the several brands that a company owns.

The study concludes that corporate brand awareness campaigns can be used as a strategy for influencing consumer perception and competitively positioning brands within the marketplace. Frequent exposure to advertisements was also important in enhancing consumer recognition and recall of corporate brands.

According to the study's findings, brand positioning involves providing an image that is targeted at a certain market group in order to target that segment. Further, the study established that brand identity was important in enforcing brand recognition and recall when exposed to competing brands. The study concludes that brand identity influence consumer purchase behaviour.

5.4 Recommendations of the Study

According to the report, Kenyan agrochemical companies should market their brands more aggressively in order to raise public awareness of them through various means of advertising. This would raise brand awareness, which will raise consumer purchasing power. Therefore, the study suggests that Kenyan agrochemical companies should focus on developing personal relationships with their clients. This would ensure that the company builds brand connection and also assist in influencing the clients' attitudes toward their products.

The management is responsible for making sure the company's reputation and brand are well-established. This can be accomplished by making certain that their goods are of the highest quality, that they are reasonably priced, and that they are always inventing. According to the research, one way to manage one's reputation and control how other people see their company is through the use of branding tactics. Moreover, the tactic of influencing consumer behavior through corporate branding.

5.5 Limitations of the Study

The researcher encountered a variety of problems while carrying out the investigation. For instance, a few respondents said they were reluctant to provide information because they thought it belonged to the company. Furthermore, respondents were reluctant to divulge information for fear that it would be used against them. Due to their incredibly busy schedules, most of the targeted responders found it challenging to finish the feedback forms in the allocated time. The lengthy process was exacerbated by the firms' stringent regulations and the numerous bureaucratic procedures that were involved. The basic data used in this investigation were gathered using questionnaires. On the other hand, it might

be wise to swap data from primary and secondary sources for one another. The researcher's questionnaires were not returned by any respondents, which decreased the return rate at the same time.

5.6 Suggestions for Further Studies

The methodology for this study is one of quantitative cross-sectional analysis. Due to the restricted amount of time and resources that were available, it was decided that cross-sectional research would be the most appropriate technique for dealing with the problems. Due to the fact that they could only provide organized replies, this methodological approach did not enable the respondents to elaborate on the implications of their responses.

Due to its limitations, this research can only generalize to agrochemical firms in Kenya. In the future, researchers need studies that examine how brand practices affects consumer purchase behaviour in unrelated areas. Study findings indicate a need for more research into brand trust and brand architecture.

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APPENDICES

Appendix I: Introduction letter

2023

Masters Student- Msc. Marketing

University of Nairobi

RE: REQUEST FOR RESEARCH DATA

I am currently a student at the University of Nairobi, where I am working towards acquiring a degree in Masters of Science in Marketing. My goal is to become a professional marketer. My current academic year is my third year of study. A research report on "**Branding Practices On Customer Behavior Among Agrochemical Firms In Nairobi, Kenya**" is due from me as part of the overall assessment for this course. The data gathered from your firm will be utilized to help reach this conclusion. This report will not contain your name or any other personal information about you in any way, shape, or form. This study will use a cross-sectional research technique for its data collection. It is feasible to observe and characterize key research variables at a single moment in time when conducting a survey using a design known as a cross-sectional design.

Thank you so much in advance.

Appendix II: Research Questionnaire

SECTION A: Organizational Characteristics

1. Which agrochemical firm in Kenya do you now work for? (Enter below)

2. How long has this business been operating from its present site? (tick one)

Less than 4 years

4-8 years

Above 8 years

3. How many employees does your business have altogether? (tick one)

Less than 300 301 - 600 Above 600

4. In Kenya, how many separate outlets does your firm operate? (tick one)

Less than 5 5-10 More than 10

SECTION TWO: BRAND PRACTICES

To what degree do you agree with the following assertions describing the brand practices that your firm employs? Use the following scale: 1- No extent, 2- Little extent, 3- Moderate extent, 4- Great Extent, 5- Very great Extent.

Brand Communication	1	2	3	4	5
The firm employees usually have interactive dialogue with customers.					

Information is usually delivered on time and is true to clients.					
The staff in the firm frequently communicates to customers about their complain and inquiry.					
Customers are allowed to give their feedback about the firm.					
The firm usually communicate to customers any changes or problem that my occur.					
Brand Awareness	1	2	3	4	5
Our customers consider brand name when investing with our firm.					
Our customers consider price when investing with our firm					
Our customers consider financial performance when investing with our firm.					
A powerful brand may set itself out from the competition since it is so difficult to imitate.					
Because it is so difficult to imitate, a well-known brand enjoys substantial competitive advantages.					

Brand Positioning	1	2	3	4	5
The company has the necessary internal structure to successfully execute the brand position.					
The company has set itself up in a way that will secure its continued success in the long run.					
The company have the resources necessary to achieve and keep the position that they have set their sights on.					
The company brand position is comparable to that of other insurance brands already present in the market.					
The company may increase awareness of its brands among their target demographic by using brand positioning strategies.					
Brand Identity	1	2	3	4	5
In our company, the employees play a significant role in the maintenance of our brand identity.					
The attitudes and behaviors of workers may be influenced by the brand identity of the company.					

Positive impressions, attitudes, and behaviors on the part of stakeholders are the end outcome of strong brand identity.					
The company was able to boost the motivation of both its staff and their consumers by strengthening their brand identification.					
Customers' sense of affiliation with a company may be influenced by the brand's identity.					

SECTION 3: CUSTOMER PURCHASE BEHAVIOR

How much do you agree with the following claims about the purchasing behavior of customers at your company? Check the box next to the appropriate response from the list of alternatives using the scale from 1 to 5. 1=No extent, 2=little extent, 3=Moderate extent 4=Great extent, 5=Very great extent.

Customer Purchase Behavior	1	2	3	4	5
Customers will continue being a member of this firm due to the services and products offered.					
Customers will often require some time to research several companies in order to choose which one offers the greatest goods.					

Customers recommend the firm to others.					
Customers value the product over the price indicated on it					
Customers are able to recognize the firm due to better services and products.					

Thank You

Appendix III: List of Agrochemicals Firms in Kenya

1. BASF East Africa Limited
2. Sineria East Africa Ltd
3. Organix Limited
4. Koppert Biological Systems (K) Ltd.
5. Dow Agrosiences
6. Arysta Life Science Corporation
7. Agriscope (Africa) Limited
8. Amiran Kenya Ltd
9. Anset International Ltd
10. Bayer E.A Ltd
11. Bimeda Ltd
12. Biomedica Laboratories Ltd
13. Chemraw Ltd
14. Cooper K Brands
15. East African Business Co.
16. Elgon Kenya Ltd

17. Export Trading Co. Inputs Kenya Ltd
18. Greenlife Crop Protection Africa Ltd
19. Hangzhou Agrochemicals Ind. (EA) Ltd
20. Kenagro Suppliers Ltd
21. Kilimo Centre Ltd
22. Lachlan (K) Ltd
23. Monsanto Kenya Ltd
24. Norbrook Kenya Ltd
25. Osho Chemical Industries Ltd
26. Pestgon Ltd
27. Oak Medica Ltd
28. Orbit Agro Chemical Industries Ltd (OCIL)
29. Rentokil Initial Kenya Ltd
30. Rockem Limited
31. Rotam Sub-Saharan Africa
32. Syngenta E. A. Ltd
33. Twiga Chemical Industries
34. Ultravetis E.A. Ltd
35. UngaFarmcare E.A. Ltd
36. Agrichem Africa Ltd
37. Anspa E.A Ltd

38. Bell Industries Ltd
39. Dera Chemical Industries
40. Dupont International
41. Fedo Agencies Ltd
42. Flamingo Horticulture Ltd
43. Highchem Essentials Ltd
44. Impact Chemicals
45. Insecta Ltd
46. Juanco SPS Ltd
47. KAPI Ltd
48. Laibuta Chemicals Ltd
49. Mea Ltd
50. Murphy Chemicals E.A. Ltd
51. Nairobi Veterinary Centre Ltd
52. Nordox AS(K) Ltd
53. Pytech Chemicals GMBH
54. Safina (EA) Ltd
55. Topserve E.A. Ltd
56. Tropical Farm Management
57. Turbo Highway Eld Ltd
58. Willowood Africa Ltd

Source: AAK (<http://agrochem.co.ke/full-members/>)