

**Influence of Competitive Advertising On Consumers' Choice
of Toothpaste Brands: A study of Toothpaste Manufacturers in
Nairobi.**

By:

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D/61/P/8765/2001**

**A management research project submitted in partial fulfilment
for the requirement of the Degree of Masters in Business
Administration (MBA) Faculty of Commerce,
UNIVERSITY OF NAIROBI**

DECEMBER 2004

DECLARATION

I, the undersigned, declare that this project is my original work and has not been submitted at any college, institution or university other than the University of Nairobi for academic purposes.

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DEDICATION

I would like to dedicate this paper to my Lord and my God, who held me in the grip of His Grace as I pursued my study. And to my parents, Charles Owino and Margaret Owino, who always wanted the best for me; I hope this is a source of pride and encouragement to both of you.

ACKNOWLEDGEMENTS

I am truly grateful to the Managing Director of Phillips Pharmaceuticals Ltd Mr. M.S. Mehta who unlike most employers went against all odds and encouraged me and facilitated my pursuing this degree. My family members really encouraged me to go on even during tough times and especially so Mrs Rose Abuya, my dear aunt who brought me up and monitored my education with keen interest. I am also grateful to Ms. Serah Akelola who has been a trusted friend. She was always available. Special thanks to Eric Lusala and his wife, Violet, who assisted in typing my work. I would also like to recognize my teacher Joe Owako of Chartered Institute of Marketing, Kenya Chapter, for introducing me to the exciting world of marketing. Special thanks also to all the respondents who took time to respond to the Questionnaires.

Finally I am indebted to my supervisor Mrs. Margaret Ombok for her guidance and encouragement and valuable input towards this project.

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ABSTRACT

The objectives of this study were to establish whether competitive advertising influences the consumers' decision to purchase any particular brand of toothpaste and to determine which of the competitive advertising strategies has a greater influence on the purchase decision of consumers. The results of this study were intended to assist toothpaste and oral care product providers in selecting appropriate advertising strategies and to potential and future entrants into the market in selecting appropriate advertising strategies and messages that properly and productively communicate to the consumer.

This study was a descriptive survey of consumers in Nairobi. A complete list of all estates in Nairobi was obtained from the Economic survey of 2001. A total of 10 estates were selected comprising 8 estates from high income groups and 2 estates from low income groups. A sample of 10 households was selected using convenience sampling primary data was collected using a structured questionnaire. Likert scales were used to determine favourable and unfavorable attitudes and responses, and brand loyalty towards competitive advertisements. One person from the household who makes the purchase decision was selected to be the respondent. Data was analyzed using frequencies; percentages, means and standard deviation and data presentation was made in charts and tables.

The study findings indicated that advertising does play a key role in determining the kind of toothpaste purchased by the consumers. Most consumers detest comparative advertising of one brand against another and refuted claims of one brand in an

advertisement. Endorsements and inoculative advertising were quite popular with most of the respondents and therefore are a more appropriate way of influencing purchase decisions.

Toothpaste manufacturers therefore need to pay more attention to enclosing their brands using a celebrity spokesman or expert to demonstrate their products and make consumers more resistant to competitive appeals in their advertising.

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND

The 1990's marked the decade in which companies around the world had to think globally (Armstrong, 2003). Time and distance are shrinking rapidly with the advent of faster communication, transporting and financial difficulties. Products developed in one country are being accepted in other countries today, global competition is intensifying. Foreign firms are expanding aggressively into new international markets and home markets are no longer as rich in marketing opportunity (Kotler, 2003). Domestic companies which never thought about foreign competition suddenly find these competitors in their own backyards. Some of the challenges that companies encounter include changing customer values and orientations, economic stagnation environmental degradation, increased global competition and economic, political and social problems (Armstrong, 2003).

Every decade calls upon marketing managers to think freshly about their marketing objectives and practises (Kotler, 2003). Rapid changes can quickly make yesterday's winning strategy out of date (Choles, 2002). Drucker (1976), observed that a company's winning formula for the last decade will probably be its undoing in the next decade.

The marketing process in Kenya has been impacted by globalisation in a number of ways. With globalisation, the issues of economies of scale in all activities a firm engages in has been emphasized (Kogut, 1999). Multi national companies operating in Kenya such as Unilever, British American Tobacco, Barclays Bank, Standard Chartered have been faced with integration at regional level and by so doing developed the regional hub concept (Kerama, 2002).

As a way of overcoming these challenges, companies are focusing on their marketing mix: that is product, price, promotion and place. The aim is to develop a consistent mix where all elements work together to serve the target market or markets (Peter, 1994). Companies increasingly recognise that the starting point for making decisions on the marketing mix is by first understanding the consumers in their target markets (Smith,1990).

After the other elements of the marketing mix are determined a company can modify its production activities. Promotion may be defined as the marketing related communication between the seller and the buyer (Chrysler, 1996). Activities that are part of the promotional mix are personal selling, public relations, sales promotion and advertising. Advertising is primarily concerned with marketing's duty to inform, persuade and remind customers to believe in and buy the product. Chrysler (1996) showed that a company could spend millions of dollars every year and still fail. Before advertising

can work the product must be what the customer wants (Olson, 1996). The importance of advertising's role varies from business to business depending on the nature of business and other marketing activities it employs (Aaker, 2002). Advertising is referred to as mass or nonpersonal selling (Bovee, 1989). It is used to inform, persuade and remind customers about particular products and services. Some products of course lend themselves to advertising more than others. Kotler (2003) says that certain factors indicate an opportunity for advertising success such as high primary demand, trend for the product, chance for significant product differentiation, high relative importance to the consumer of hidden qualities as opposed to external appeals and substantial sums of support advertising. Where these conditions exist as in the cosmetic industry, large advertising expenditures are favoured and the ratio of advertising to sales volumes is often high for completely undifferentiated products such as sugar, salt and other raw materials or commodities, the importance of advertising is usually minimal and price is usually the primary influence (Haller, 2002).

1.1.1 Competitive Advertising

Competitive advertising is where various firms in the same industry employ advertising strategies that implicitly or explicitly compete or rival each other (Becker, 1993). In today's advertising world, advertising wars or competitive advertising where one brand compares favourably with a competing brand in various kinds of media, is common. Such targeted campaigns are many times

comparative in nature and suggest the superiority of one brand in some dimension(s) (Becker,1993). They may turn negative and stress the inferiority of the competing brand. Because of its surge in recent political campaigns and its rise in commercial campaigns, competitive advertising has received increased attention in both the popular campaigns and specialised media (Bloch, 1999). Evidence is still however not clear as to how consumers react to competitive advertising.

1.1.2 The Toothpaste Industry

As societies continue to care much about appearance, consumers continually look for new, innovative oral care products to provide an extra sparkle to their smiles. Oral care companies are marketing their products to different consumer segments in order to capture money in the growing segment (Hickey, 2000). The tooth whitening segment within the toothpaste category continues to grow. The whitening segment, the largest segment in the toothpaste category is up 159% in dollar sales since 1996 and continues to expand in popularity (Nielson, 2000).

As the population ages, baby boomers are viewing oral care as a means to maintain a healthy lifestyle and a youthful appearance (Ashburn, 2000). Ashburn (2000), noted that increased innovation in the toothpaste industry would continue to be a direct response to the consumer's demand for new and improved products. Consumers' toothpaste interests can be broken down into three categories: healthy

teeth, whiter teeth and a combination of the two. Products that fit into these segments have a great chance of success as long as they meet consumer expectations (Hickey, 2000). Here in Kenya Ikiara (2003), noted that Kenyans are yet to fully embrace the practice of brushing their teeth. Many people especially in the rural areas only brush when going out of their homesteads. People still used toothpaste brands without much thought. As a result, the per capita consumption in Kenya (and sub Saharan Africa generally) at 35ml per annum, is still much lower than that of Europe at 2000ml per annum (Market Intelligence, 2002).

Competition in the industry has been intense. Porter (2001), outlined various forums that determine the intensity of competitive rivalry in an industry. Some of the factors outlined which affect the toothpaste industry include; threat of substitutes, threat of entry, balance, growth rates and differentiation. Manufacturers in the toothpaste industry are roughly of equal size. Colgate 34% market share, Aquafresh 28% market share and close up 20% market share (Market Intelligence, 2002). There is thus the danger of intense competition as one competition attempts to gain dominance over another. Market growth rates have affected the toothpaste industry that is in the growth phase in Kenya. Porter (2001), says that the idea of the life cycle suggests that conditions in markets, primarily between stages and maturity are important, not least in terms of competitive behaviors. In situations of market growth, an organization might expect to achieve its own growth in market place.

The past four years have seen the entry of ten new entrants into the toothpaste industry; namely White Dent, Cliden, Dabur, Promise, Butterfly, Gest, Vicco, Clinomyn, Euory and Mentadent. (Nakumatt Holdings Sept,2004). Due to the fact that toothpastes are an undifferentiated commodity with the ingredients being constant across brands, there is little to stop customers switching between competitors. The total number of toothpaste brands in the Kenyan market is fourteen, with twenty product extensions (Nakumatt Holdings, 2004). (See appendix)

The greatest challenge facing the toothpaste industry is the similarity of the products. Stigler and Becker (1977), say that if the consumer is aware of the product undifferentiation, they become indifferent and choose the products at random or as a repeat buyer, sticks with the previously chosen brand, with occasional experimentation, if the brand happens to be unavailable in the store while the other brand is available, the consumer is not disappointed since he assesses all the brands as equally good.

The toothpaste manufacturers have tried to combat competition by introducing product extensions that target as many segments in the market as possible, especially those not targeted before. For example, Colgate Palmolive East Africa, today has 6 different brands of Colgate namely: Colgate regular, Colgate herbal, Herbal white, Colgate total, Colgate fresh confidence, Colgate triple action (Colgate

Palmolive Website, 2004). In September 2002, Colgate Herbal was launched which is designed to meet the needs of consumers who are trendy and yet conversant with the benefits of natural herbs. In May 2004 Colgate fresh confidence was launched, it is expected to be popular among the youth, who are socially oriented and personal appearance is very important to them therefore their choice motivator is fresh breath to boost confidence (Parents issue, 2004). Their advertising campaign is “X-tremely fresh breath for hours”. This is a segment that was dominated by Unilever’s close up toothpaste.

The manufacturers have engaged in competitive advertising with advertising sometimes being on parallel. This involves sponsoring of various programmes on television, news headlines weather forecasts, competing for endorsement e.g. with Kenya Dental Association, comparative advertising of one brand against another, reputation of competitor claims, and persuasive advertising. This has been in an effort to make the products different even though they may be functionally equivalent.

1.2 Statement of the Problem

With the proliferation of oral care products in the market, consumers today are exposed to more advertising than ever before. Thus it takes more impact to get their attention in the market place. Porter (1990), argues that to be successful, the company must do a better job than its competition of satisfying target consumers. Marketing strategies

must therefore be geared towards reaching consumers and towards the strategies of competitors.

Kotler (2003), says that consumers typically choose products and services that give them the greatest value. Thus, the key to winning and keeping customers is to understand their needs and buying processes better than competitors do. Competitive advantage can be achieved by a proper choice of advertising strategies.

The toothpaste industry has been faced with intense rivalry and competition due to the similarity and nature of the products and continuous threats of entry (Scholes, 2001). The way out has been through competitive advertising; persuasive advertising refutational and inoculative advertising (Haller and Chakrabarti, 2002).

Through competitive advertising the industry the market leaders often have a share of voice (SOV) a little less than their share of market (SOM) reflecting their advertising economies of scale while market challengers have SOV higher than SOM e.g. Aquafresh and close up (Aaker, 2002). The market leaders have maintained their leadership by keeping their SOV at much higher levels than those of competitors. This is also expected to positively influence sales through immediate sales, new customers change attitude and improve image for future sales (Myres, 2002).

It is absolutely important for a firm to understand the impact of advertising messages to the consumer and to know whether competitive advertising strategy is fulfilling any of the three goals of informing, persuading and reminding consumer of the product. The firm is further able to know whether the efforts are having a consistent impact or vary in influence (Loudon, 1993).

Studies that have been done on competitive advertising have focussed mainly on the Cola wars (Coca Cola and Pepsi Cola). Prince (2000), did a study on the “Pepsi challenge in which consumers were asked to sample both Pepsi and coke without being aware of the labels. The superior performance of Pepsi was widely advertised and led to increase in sales. He however concludes that in the long run comparative advertising (as a form of competitive advertising) by close competitors tend to neutralize each other. These findings, however, cannot be generalized to the toothpaste industry in Kenya, due to the nature of the product. Coca Cola is more of a luxury item while toothpaste is becoming an essential commodity. In the United States of America, where the study was done, the economy is highly developed giving the consumers a higher propensity to spend. Consumer demand is therefore high, thus, intensifying advertising. This is not the case in Kenya.

Studies by Ogutu (1983), Odhiambo (1986), Oduor (1990), and Mwangi (2001), have addressed issues of advertising agencies in Kenya, advertising timing strategy, relationship between advertising

expenditure and sales volume and the state of advertising practices. No studies have been done to show the influence of competitive advertising.

Very little is therefore known on the effect of competitive advertising on the consumers in Kenya. This study therefore attempts to fill this gap by answering the following questions:

- i) How does competitive advertising by toothpaste manufacturers influence the consumers' purchase of toothpaste?
- ii) Which competitive advertising strategy has greater influence on the consumer purchase of toothpaste?

1.3 Objectives of the study

The objectives of this study are:-

- (i) To establish whether competitive advertising influences the consumers decision to purchase any particular brand of toothpaste.
- (ii) To determine which of the competitive advertising strategies has a greater influence on purchase decision of consumers.

1.4 Importance of the study

Upon completion of the study, it may be useful to the following

- (i) Toothpaste and oral care product providers, in selecting appropriate advertising strategies.
- (ii) Potential and future entrants into the market. The study will help them in selecting appropriate advertising strategies and

messages that properly and productively communicate to the consumer.

- (iii) To the researchers and scholars who would be interested in further study on advertising wars.

CHAPTER TWO

LITERATURE REVIEW

2.1. Introduction

The literature reviewed focuses on the general meaning and role of Advertising, and classification of Advertising. Special attention and focus has been given on competitive advertising and the various forms of competitive advertising, which are comparative advertising, refutational advertising, inoculative advertising and endorsements. Their definitions, advantages and disadvantages and effects on consumer purchase behaviour have also been exhaustively covered

2.2. Meaning and Role of Advertising

According to Mc Cann Erickson, Inc, the advertising agency that develops Coca-Cola's national campaigns, advertising is "truth well told".

Lasker (1950) said that advertising is "Salesmanship in print". That may well be. Kotler (2003) defines advertising as any paid form of non personal presentation and promotion of ideas , goods or services by an identified sponsor".

Advertising may be may be defined as a communication process, a marketing process, an economic and social process, a public relations process or an information and persuasion process depending on the point of view (Arens, 1989). Our working definition of advertising is that "advertising is the non personal communication of information, usually paid for and

usually persuasive in nature, about products, services or ideas, by identified sponsor's through various media" (Bovee, 1989).

The functions of advertising are many and varied; Fischer (1982), demonstrated perhaps one of the most basic functions, purposes, or uses of advertising which is to identify products and differentiate them from others. He further adds that another basic function or use of advertising is to communicate information about the product, its features and its location of sale, to induce consumers to try new products and to suggest reuse, to stimulate the distribution of a product, to increase product usage and to build brand preference and loyalty. We therefore see that advertising may perform a variety of functions for any business with a product or service to sell and that its effect may be dramatic on that organization (Fischer, 1982).

In order to lower the cost of sales advertising uses the media to communicate the sale's message to a large group of people known as the target audience. Through advertising, the cost of reaching a thousand people in the target audience is usually far less than the cost of reaching one prospect through personal selling. Thus, in terms of the marketing function the overall effect of advertising is to lower the cost of sales (Advertising Age, 1987).

All forms of advertising communicate some message to a group of people (Isaac, 1982). As a communication process, advertising had its beginnings in ancient civilizations. Most historians believe the outdoor signs carved in clay, wood or stone and used by ancient Greek and Roman merchants were

the first form of advertising. At this time the persuasive aspect of advertising was absent, it was pure communication. Since most of the population was unable to read the signs often symbolized the goods for sale, such as a boot for a shoe-maker's shop.

Today, the simple communication of information is still an important function of advertising. In terms of the time required to collect data relevant to the selection of goods, the information value of advertising is significant for most consumers (Isaac and Fischer, 1982).

People learn from advertising. They learn about the products available to them, and how they can better their lives (Bovee, 1989).

Advertising, as an education, speeds the adoption of the new and untried and in so doing, accelerates technological advances in industry and hastens the realization of a fuller life for all. It helps reduce accidents and waste of natural resources and contributes to building a better understanding and appreciation of various ideologies (Wanoff, 1977). But advertising must be more than educational to be successful. It must also be persuasive to move people to action, whether that action is the purchase of a different brand of toothpaste or regular attendance at church (Bovee, 1989).

Advertising can add perceptual value to a product in the consumer's mind. Ditcher (1974) has supported the view that the image of a product that is produced partially by advertising and promotions is an inherent feature of the product itself (Ditcher, 1974). While advertising may say nothing directly about the quality of a product the positive image conveyed by

advertising may denote quality, make the product more desirable to the consumer, and thereby add value to the product (Riodarn, 1984). It is for this reason that even though most Aspirin is the same, people pay more for Bayer than for an unadvertised brand.

Critics of Advertising sometimes accuse marketers of using their massive advertising expenditures to foist unwanted products on the public that is of creating consumer demand where none existed before. The question of what effect advertising has on total consumer demand is extremely complex. Both economists and advertising professionals have puzzled over this relationship (Tranchberg, 1986).

We may conclude, therefore that advertising can help to get new products off the ground by stimulating consumer demand for the product class. But in declining markets, advertising can only slow the rate of decline. We can also conclude that in growing markets advertisers generally compete for shares of that growth in declining markets, they compete for each other's share (Tranchberg, 1986).

If the greatest area of competition is product differentiation, then logically manufacturers are always looking for ways to make their products different, or at least make them seem different, in order to appeal to a greater number of consumers. The freedom to advertise gives manufacturers an incentive to create new brands and to improve old ones, when one brand reaches a point of market dominance, smaller brands may disappear for a short time. But inevitably, the moment a better product comes along and is skilfully

advertised, the table suddenly turn and the dominant brand rapidly loses to the new, better product. Taplin (1975), said that the consumer is the master and “the producer and advertiser is the slave”.

Advertising is basically an economic institution (Aaker,2002). It performs as economic function for an advertiser, affects economic decisions of the audience, and is an integral part of the whole economic system. Some of the economic benefits of advertising are, advertising provides information utility, maintains or enhances brand equity, supports the media, provides product utility and stimulate introduction of new products (Aaker, 2002).

Advertising provides information to consumers and can help them make better economic decision than they would otherwise (Morris, 2002).

A study by Aaker and Morris (1988), of 524 prime-time television commercials suggests that even television advertising is perceived as information by substantial groups of people. Advertising plays an important role in establishing and maintaining brand names (Phillip, 1974).

Competitive forces lead to real product innovation, the efficient distribution of goods, and the absence of inflated prices. Advertising does have impact on competition (Auliffe, 1990).

There have been hypotheses put forth indicating that advertising can actually decrease the level of competition. For example, it is argued that heavy advertising expenditures in many industries generate strong brand loyalty that tends to create barriers to potential competitors. The

hypothesized result is fewer competitors, less competition and higher prices (Aaker, 2002).

2.3 Classification of Advertising

Advertising is always aimed at a particular segment of the population. When one sees advertisement that does not appeal to him or her it is because the advertisement is aimed at a group of people to which one does not belong. The target audience is generally defined as that group of individuals to whom the advertising message is directed. There are many classifications of target audiences. However, the major one and of concern to this paper is consumers (Advertising Age, 1987).

According to Arens (1989), classification of advertising can be by target audience, geographic area covered, medium and by function or purpose

Advertising is always aimed at a particular segment of the population (target audience). When you see advertisements that do not appeal to you, sometimes it is because the advertisement is aimed at a group of people to which you do not belong. The target audience is generally defined as that group of individuals to whom the advertising message is directed. The two major classifications of target audience are consumers and businesses. (Arens, 1989). Most of the advertisements in the mass media- television, radio, newspapers and magazines are consumer advertisements. They are sponsored by the manufacturer of the product or the dealer who sells the product. They are usually directed at people who will buy the product for their own personal use or those who will buy the product for someone else's

use. For example a magazine advertisement for Coca-Cola may be aimed at both the purchaser and the user who may or may not be the same person. Business advertising tends to be concentrated in specialized business publications or professional journals, in direct mail pieces mailed to business establishments, or in trade shows held for specific areas of business (Fischer,1982).

Advertising can be classified on the basis of medium used to transmit the message (Arens, 1989). An advertising medium is any paid means used to present an advertisement to its' target audience. The principal media used in advertising are newspapers, magazines, radio, Television, direct mail, outdoor signs, billboards and transit advertisements (on buses or trucks). Thus there is newspaper advertising, magazine advertising and so on (Arens,1989).

Another way to classify advertising is on the basis of the sponsors' general objectives. Some advertising is designed to promote a particular product, while others promote corporate or institutional values. Product advertising is intended to promote products and services; non-product advertising is designed to sell ideas (Bovee, 2003).

A research study on "Advertising impact" by the Pre-testing Company in 2000 was carried out and the findings were that good advertising works. In every case the test brands showed a greater improvement after the respondent had been exposed to the advertisement than the control group with no test brand advertisements. Brands in this study that were not being

supported by advertising showed a decline in brand measurement (Advertising Age, 2001).

2.4 Competitive advertising

Competitive advertising is where various firms in the same industry employ advertising strategies that implicitly or explicitly compete or rival each other (Becker, 1993). Due to its' surge in recent political campaigns and its' rise in commercial campaigns, competitive advertising has received increased attention in both the popular and specialized media (Becker, 1993).

Advertisers thus want the ability to competitively communicate their message to their target audience, preferably when the consumers are engaged in a purchase decision but at the very least to inform them about the brand offering for future reference (Loudon, 2002).

Various forms of competitive advertising will be discussed. These include comparative advertising, refutational advertising, inoculative advertising and endorsements.

Comparative Advertising

One promotional decision that often presents marketers with a dilemma is whether to use comparative advertising (Loudon, 2002). This method is designed to compare the company's brand against a competitors'. The practice has been encouraged by the U.S. Federal Trade Commission. It is

believed that the technique is an effective way to present product information on which consumers can base their purchase decision. It is also said to encourage competition between brands, which can lead to lower prices and product improvements. The problem is that the evidence is not clear on how consumers react to comparative advertisements. However, when responding to surveys about the issue consumers frequently indicate a dislike of comparative advertisements because they find them lacking in reliability and usefulness. Studies have also found that such advertisements can confuse consumers and foster negative attitudes toward the promoted brand. As a result, consumers may respond by feeling they should disregard the advertisements and use their own judgment for purchase decisions (Loudon, 2002).

Perhaps the worst situation is when the competing brand responds in a hostile manner to a comparative advertisement. The fighting that may occur can be perceived as childish or immature. This can quickly lead consumers to conclude that both companies lack credibility and brand images may suffer accordingly (Aaker, 2002).

Martson (1992), attempted to summarize both the advantages and disadvantages of comparative advertising as follows. The advantages of comparative advertising are: more attention, better brand and message awareness, more elaborate processing, association with comparison brand, differentiation, more favourable attitude towards brand and purchase behaviour is more likely. The disadvantages of comparative advertising are: it is less credible, confusing, less favourable attitude towards the

advertisement is developed, increasing brand confusion, aggressive media wars and likely costs to be incurred due to law cases (Martson, 1992).

Wilkie (1975), described comparative advertising as a form of advertising in which two or more named or recognized brands of the same product class are compared and the comparison is made in terms of one or more product attributes. The comparisons can be implicit (brands implied but not named) or explicit (brands named); the comparisons can be verbal or visual; and claims can be of supreme superiority; on superiority of some attributes and not others and of parity; and the advertised brand can have a market share smaller than, roughly equal to, or greater than the comparison brand.

Different studies conducted in recent years have found that comparative advertisements often form about 20-30% of all advertisements being run (Barry, 1993).

Effectiveness of comparative advertisements

The question has often been raised as to whether comparative advertisement is more effective than a non-comparative one. Much research has focused on this question; and the evidence on greater effectiveness is more equivocal (Barry, 1993). The results seem to vary with the specific kind of comparative advertisement and brands involved.

Consumer advocates and the Federal Trade Commission which legalized comparative advertising in 1971 have argued that the increased information in comparative advertisement should be beneficial to consumers and increase the chances for better decision making. Many researchers have,

however, found that comparative advertising that names competitors can lead to greater consumer confusion about which brand is sponsoring the advertisement (thus creating awareness and preference for the compared to brand), especially if the advertisement is being run on Television or Radio where more confusion is likely (Bitta, 2002).

Effect of comparative advertising on persuasion

Comparative advertising affects persuasion. Gorn and Wenberg (1984) found that while a comparative advertisement did bridge the perceived distance between the “leader” and the “challenger” brand, it did not significantly raise the attitude towards the advertised brand. Many other studies have also failed to find such attitude enhancing effects. It has also been shown, however, that comparative advertisements often fail to sway attitudes and preference because while people may indeed notice them more they nonetheless may consider a comparative advertisement offensive, less credible and less informative (especially if they happen to like the brand being shown in the negative light). Belch (1981) showed that comparative advertisements often evoke such an unfavourable attitudinal reaction because they stimulate more counter-arguing by consumers, often because they are perceived as less truthful (Belch, 1981).

According to the Journal of Consumer Research (1984), although many advertising practitioners extol the benefits of comparative appeals, research evidence has suggested a number of potential problems. These include: comparative advertisements have not been shown to be significantly more effective in increasing brand awareness, comparative advertisements may

result in information overload for at least some consumers, comparative advertisements may be perceived as offensive and the sponsoring company may be perceived as less trustworthy. Comparative themes may encourage consumers involvement and as a consequence lead to more counter-arguments against the message. This can generate the so-called “boomerang effect” and depress brand attitudes rather than generating more favourable ones. The effect of comparative advertising may be influenced by various sources, audience and situational conditions. For, example, those loyal to the advertised brand may tend to respond more favourably than others. Also, some evidence suggests that such advertisements may be more effective for a brand that is not the present market leader. (Journal of Consumer Research, 1984). The situation thus suggests that more still needs to be known about the effects of comparative advertisements on consumers’ attitudes and other response variables (Research advertising, 1989).

Refutational advertising

This refers to the process of explicitly or implicitly stating competitive appeals (or consumer beliefs) and then refuting them; instead of dealing with brand benefits (supportive advertising) (Batra, 2002). Hertz and Avis advertising are examples of both refutational and supportive advertising. For many years Hertz used a supportive approach, emphasizing the many benefits of renting a Hertz Car. Avis on the other hand, refuted the implicit claim that “Number 1 equals the best” by suggesting that “Number 2 tries harder” (Aaker, 2002).

Ray (2003), cites three reasons why refutational messages appear to work. First; they are more stimulating than supportive messages. They underline conflict and get people concerned about an area. This motivating factor alone can be quite effective since refutational defences can work, even if they deal with claims other than those that appear in subsequent attacks. Secondly; they refute counter-claims and thus make the competitive attacked look less credible when they appear. This refutation is probably quite satisfying. Statements of counter-claims can arouse dissonance or imbalance. The refutation can restore balance. Thirdly; refutational messages do contain some supportive information; even though less than supportive messages.

Other research by Kamins and Assael (1987), has also shown that refutational advertisements lead consumers to generate more support arguments and fewer source derogations than advertisements with only supportive information. One disadvantage of refutational messages is that they provide a viewer with information about a competitor's product and thus might enhance rather than defend against competitive alternatives. It is nevertheless, a preferred approach to market situations in which the goal of an advertiser is to build resistance to attitude change and defend against competitive attack (Kamins, 1987).

Innoculative Advertising: Building resistant attitudes

This advertising method involves making a consumer resist attempts by competitors or outside influences to change his or her attitudes. A great deal

of advertising activity is associated with the goal of “defensive” marketing (Myers, 2002). A consumer can be made more resistant to competitive appeals either by attempting to make a brand offering more attractive, or by attempting to train the consumer to withstand the persuasive efforts by competitors. From the first view point, one strategy would be to anchor beliefs about the brand to other beliefs that the consumer values highly. The brand might be shown to be significant in maintaining ones self- esteem or in otherwise, enhancing the ego in various ways (Batra,2002).

The alternative of attempting to train a consumer to withstand competitive attacks has been the subject of some empirical work in marketing. The diffusion of advertising messages can be thought of as similar to the diffusion of germs in the spreading of disease through a population. If individuals are given weakened doses of the germs, they can build defences to withstand the more potent ones, and thus be made resistant to the disease when exposed to it. The medical or biological analogy is, the notion of inoculating an individual with a weakened dosage and for this reason it has been called the inoculation approach (McGuire, 1969).

In the advertising context, it has been demonstrated that pre-exposure to weakened forms of counter-arguments (arguments counter to the position or object being defended) is more effective in building up resistance to small subsequent attacks than is a simple repetition of supportive arguments (Bither, 1971).

Endorsements

Another form of competitive advertising is the use of endorse for their products or services. The endorser is the person celebrity spokesman, announcer, who endorses or who demonstrates the product (Goldberg, 1990). Endorsers make us think of obvious demographic descriptions for example gender, age, income or social class (Levy, 1959). Such a characterization is often made not just of particular brands, but of certain product categories or segments of them. The act of buying or consuming the particular brand might carry associated feelings of security and calmness (Rokeach, 1977). Research and commonsense suggest three types of benefits. First, endorsers enhance advertising readership (a receivership or listenership) scores. Second, endorsers can induce positive attitude change towards a company and its products. In general the more credible a source the more persuasive that source is likely to be. Third the personality characteristics of the endorser can get associated with a brand's imagery (Friedman, 1977). These benefits are not automatic however, and obtaining them required a careful consideration of a brand's marketing or advertising needs, and an endorser's characteristics.

There are two ways of thinking about an endorser's characteristics (Myers, 2002). The traditional way is to think of an endorser as a "source" of the information of the advert, contributing to the acceptability of the content of (arguments in) the message because of the source's credibility or attractiveness. The second more recent, way is to think of the endorser as possessing some symbolic properties, which are transferred from the endorser to the endorsed brand (through advertising) and then from the

brand to the consumer (through the acts of purchasing and consuming or owning the brand) (Myers, 2002). According to this meaning transfer model popularized by Mc.Cracken (1989), brands benefit from associations with endorsers because endorsers acquire or possess particular configurations of cultural meanings that cannot be transferred elsewhere (Mc. Cracken, 1989). Thus, for instance, the symbolic cultural meanings linked to Michael Jackson and Madonna, where what Pepsi wanted and obtained for itself through endorsements, which helped Pepsi attract the youths and teenagers who form the crucial part of the soft drink market. Similarly Coca-cola hoped that adverts featuring pop star George Michael might improve Coke's image being "young" and "modern" (New York times, 1989).

In general, when the purchase is based most strongly on a brand's awareness and/or likeability (such as in many low-involvement purchase decisions), the more appropriate a celebrity endorser is likely to be (Myers, 2002). A doctor could be regarded as very competent (an expert) in recommending a drug product, but he or she would have less persuasive influence if listeners or viewers considered the recommendations to be biased by money payments given the doctor for making the commercial. Similarly many politicians, although regarded as expert in their field are also considered biased in their viewpoints (Batra, 2002).

Endorsers are usually selected from the four common endorser types, a celebrity, an expert, a typical satisfied customer and an announcer (Goldberg, 1990). Using a celebrity has the advantage of the publicity and attention-getting power of the celebrity has the advantage of the publicity and attention getting power of the celebrity virtually regardless of the

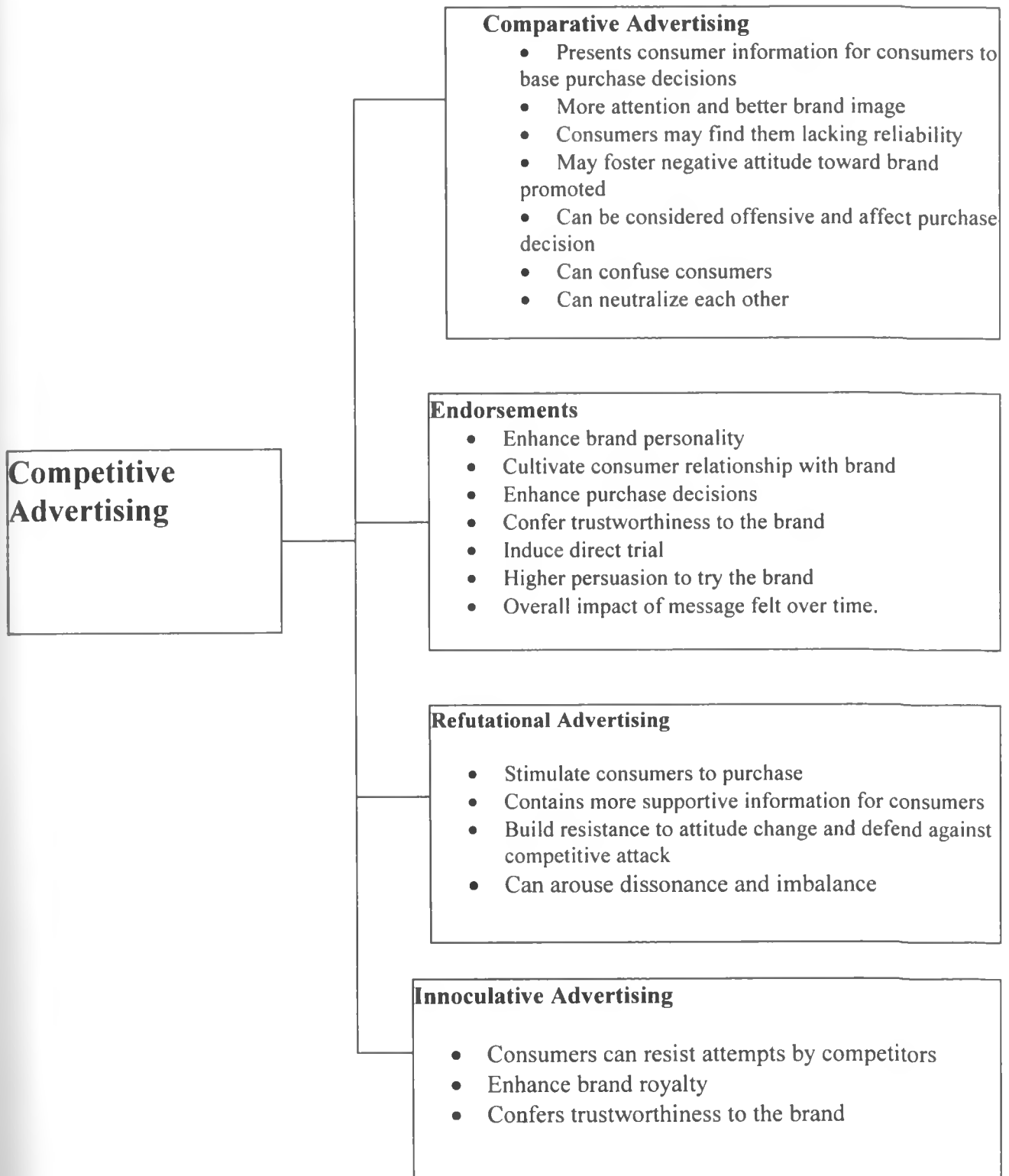
product type. Large segments of the audience can instantly recognize and identify with the famous person and the attraction and goodwill associated with the celebrity can be transferred to the product (Myers,2002). Endorsers are usually contractually prohibited from endorsing similar or competing products.

An expert is likely to be the best choice when the product is technical or consumers need to be reassured that the product is safe to consume. An expert can allay fears in the audience concerning the product whether those fears arise from not knowing how something works, concerns about side effects or health related concerns about product use. Doctors, dentists, lawyers, engineers and other kinds of experts can be chosen (Aaker, 2002). A typical satisfied consumer is often the best choice when it can be anticipated that there will be strong audience, and attributes of sincerity and trustworthiness are likely to come through (Myres, 2002). Announcers are more like celebrities than experts, in that they confer some notoriety to the brand, with the likely advantage of some trustworthiness. The addition of pops or ways to have the announcer does more than simply sit behind a desk and talk about the product can often enhance the persuasive impact considerably (Batra, 2002). The choice of a source to be included in an advertisement must therefore be done very carefully if the strategy is to try to increase positive attitudes high credibility sources should be used (Jones, 1965). However, if the strategy is to induce behaviour, such as product trial directly, it is possible that using a highly credible source can undermine the formation of “real” positive altitudes (internal to the consumer) and thus reduce the incidence of future repeat purchase and brand loyalty (Jones, 1965).

The key criteria in selecting an endorser must be the appropriateness of the “match” or “fit” between the needs of the brand and characteristics of the endorser. Research shows that the effectiveness of an endorser is related to the type of product being endorsed (Aaker, 2002).

In summary therefore advertising is an integral part of marketing and careful attention need to be paid to it so that efforts do not go waste. Functions of advertising are to identify products and differentiate them from others. Its basic functions still remain, informing, persuading and reminding customers about the product. Advertising is also influential in making consumer choices especially at the point of purchase and plays an important role in establishing and maintaining brand names. Comparative advertising is becoming a common phenomenon in today’s advertising world. Evidence is, however, still not very clear how consumers react to comparative advertisements. Other forms of competitive advertising include refutational advertising which involves explicitly stating competitive claims and then refuting the. Innoculative advertising that utilizes the principle of inoculative medicine. Its objective being to inoculate the audience with small doses of the offending campaign so that when the full campaign hits they will be less susceptible and resistant to those arguments. Finally, endorsers can also be used as advocates for the brands. The credibility of source is crucial and many companies compete for various endorsements.

Conceptual Map for Competitive Advertising



CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This section outlines the methodology of research that was used in the study. The population of interest, data collection methods and operationalization of the variables have also been covered.

3.2 Research Design

This was a descriptive survey of consumers in Nairobi. Descriptive studies serve a variety of research objectives such as, Descriptions of phenomena or characteristics associated with a subject population (the who, what, when where and how of a topic). Estimates of the proportions of a population that have those characteristics and discovery of associations among different variables (Cooper and Schindler, 2003).

3.3 The Population

The population of interest in this study consisted of all consumers of toothpaste in Nairobi. Nairobi was chosen as this is where most consumers are exposed to various modes of competitive advertising through internet, bill boards, magazines such as the advertiser, television, radio and product campaigns.

3.4 Sample Frame

A complete list of all the estates in Nairobi was obtained from the Economic Survey of 2001. From this list there are 70 estates in Nairobi to date (See appendix). There are 16 estates from low-income and 54 estates from the high and middle-income groups.

3.5 Sample size and design.

A total of 10 estates were selected. Out of the 10 estates a sample of 10 households was selected at random. This gave a total sample of 100 respondents. Sampling of the estates was done using a ratio of 8:2 for high and medium income groups to low-income groups respectively. Convenience sampling was used. This was due to the fact that in some of the estates there have been numerous extensions and other structures being included such that the original pattern of the estates had been lost.

3.6 Data collection methods

Primary data was collected using a structured questionnaire. One person from the household who makes the purchasing decision was the respondent. The researcher was responsible for distributing the questionnaires, as she was able to make clarifications to the respondents during the process.

The questionnaire was divided into 2 sections: Section A had questions on general information on the respondent and section B had questions on influence of competitive advertising on the consumers.

A Likert type Scale was used to determine favourable or unfavourable attitudes and responses, and brand loyalty towards the competitive advertisements.

3.7 Operationalising the Competitive Advertising variables

Dimensions of Advertising	Expanded Dimensions	Variables (influences on the consumer)	Relevant Questions
Competitive Advertising	Comparative Advertising (comparing company's brand against competitions)	Present consumer information for consumer to base purchase decisions More attention and better brand image. Consumers find lacking reliability Foster negative attitude toward brand promoted Confuse consumers	2, 7 1, 7, 12 2, 7 7 3, 7, 9 7

		Neutralizing effects of each other	
Competitive Advertising	Endorsements (using celebrity spokesman or expert to demonstrate the product)	Enhance brand personality Cultivate consumer relationship with brand Enhance purchase decisions Confer trustworthiness to the brand Induce direct trial Higher persuasion to try the brand Overall impact of message felt over time	1, 4, 5, 9 2, 3, 5 5, 12 2, 4, 5 2, 5 5 3, 5, 8
Competitive Advertising	Refutational Advertising (Explicitly or	Stimulate consumers to purchase	6, 12

	implicitly stating competitive appeals and refuting them).	Contains more supportive information for consumers Build resistance to attitude change and defend against competitive attack Can arouse dissonance and imbalance	2, 6 6, 9, 10 3, 6, 12
Competitive Advertising	Innoculative Advertising (make consumer more resistant to competitive appeals).	Consumers can resist attempts by competitors Enhance brand loyalty Confers trustworthiness to the brand	7, 11 1, 8, 9, 10, 11 3, 11, 12

The respondents were presented with a Likert type scale in which they are to rank the factors in a five scale with five being very large extent and one being no extent.

3.8 Data Analysis

Part A; of the questionnaire was analysed using frequency distribution and percentages.

In Part B; frequencies, percentages, means and standard deviation were used to establish how competitive advertising influences the consumers' decision to purchase any particular brand of toothpaste and to determine which of the competitive advertising strategies have a greater influence on purchase of toothpaste brand by the consumer. The findings were presented in the form of tables and charts.

CHAPTER FOUR

DATA ANALYSIS AND FINDINGS

4.1 Introduction

This section presents the analysis and findings from the primary data that was gathered from the respondents. The response rate was 91%. From the total intended respondents of 100, 9 of them did not return the questionnaires. The respondents were members of the various households who are involved in the actual purchase of the toothpaste brands.

4.2 Demographic profiles of respondents

In this section the demographic profiles of the respondents like the marital status, age number of children and the estate where the respondents come from were analyzed.

4.2.1 Estate where respondents come from

Respondents were asked to indicate which estates they reside and results were as follows:

Table 1: Estates where respondents reside.

Estate	No. of respondents	Percentage
Langata Estate	10	11.1
Golf course estate	10	11.1
Buruburu	10	11.1
Lavington	10	11.1
Baraka	10	11.1
Plainsview	10	11.1
Golden gates	10	11.1
High view	10	11.1
Kibera	6	6.6
Dandora	5	4.6
Total	91	100

From the above results, respondents from the upper income estate areas which were sampled, all have responded while those in the lower income areas of Kibera and Dandora estates have scored 6.6% and 4.6% respectively. This shows that respondents from high income areas are heavy users of toothpaste as opposed to lower income areas.

4.2.2 Marital Status of respondents.

Respondents were asked to indicate their marital status and results were as follows:

Table 2: Marital status of respondents

Marital status of respondents	Frequency	Percentage
Married	85	994
Single	6	5.6
Total	91	100

From the above results 94.4% of the respondents are married, while 5.6% are not married (single). Households where the respondents are married tend to use only one toothpaste while in those households where respondents are not married, they use more than one toothpaste brand. Marital status therefore influences the kind of toothpaste brand used in households.

4.2.3 Number of children that respondents have.

Respondents were asked the number of children they have and result were as follows:

Table 3: Number of children that respondents have.

No. of children	Frequency	Percentage
1	10	11.1
2	29	31.1
3	32	35.6
4	7	7.8
5	10	11.1
6	3	3.3
Total	91	100

From the above results, 11.1% of the respondents have 1 child, 31.1 % have 2 children, 55.6% have 3 children, 7.8% have 4 children, 11.1% have 5 children and 3.3% have 6 children.

4.2.4 Various age grounds of the respondents’ children.

Respondents were asked the various age groups of their children and the results were as follows:

Table 4: Various age groups of the respondents’ children

Age group	Frequency	Percentage
0 – 4 yrs	12	13.4
5 – 10 yrs	43	47.8
11 – 15 yrs	15	16.7
16 and above	21	18.8
Total	91	100

From the above results, 13.4% of the respondents have children between 0-4years, 47.8% of the respondents have children between 5-10years, 16.7% have children between 11-15years and 18.8% have children aged 16years and above.

The results from tables 1, 2, 3 and 4 dearly indicate that there is a direct relation between households with children, the number of children and ages of children. These results dictate the kind of toothpaste brands used in the various households. Various advertisements by toothpaste manufacturers appeal to different demographic segments and hence the reason why some households use more than one kind of toothpaste brands in their homes.

4.3 Respondents view on toothpaste advertising

This section concentrated on the broader aspects of advertising in general. For example, whether the consumers notice the toothpaste advertisements and respond to them. It also looks at brand loyalty in the various households. The findings are analyzed using frequencies and percentages as this helps to capture a quantitative type of analysis.

Table 5: Types of toothpaste brands used by various consumers.

Types of Toothpaste Brands	Frequency	Percentage
Cliden	1	1.1
Close up	13	14.6
Colgate	50	56.2
Aquafresh	18	20.2
Various	7	7.9
Total	89	100.0

From the above findings; it has been noted that out of the 91 respondents, 1.1% use cliden, 14.6% use close up, 56.2% use colgate, 20.2 % use Aquafresh and 7.9% use various other toothpastes. It is therefore an indication that most of the respondents actually use toothpastes and especially those that are aggressively advertised in the market.

4.3.1 Respondents who use more than one brand of toothpaste.

Respondents were asked whether they used any other brand of toothpaste other than the one mentioned earlier. Results are represented in the table below:

Table 6: Respondents who use more than one toothpaste brand.

Respondents using More than one Toothpaste Brand	Frequency	Percentage
Yes	53	59.6
No	36	40.4
Total	89	100.0

Out of the 91 respondents 59.6% indicate that they use other brands while 40.4% indicate that they only stick to one.

4.3.2: Households who use more than one brand of toothpaste.

Respondents were asked whether all the members of the household used the same toothpaste brand. The results are as follows:

Table 7: Households using more than one brand of toothpaste

Household using more than one toothpaste	Frequenc y	Percentage
Yes	55	61.8
No	34	38.2
Total	89	100.0

Out of the 91 respondents 61.8% say yes and 38.2% say no. This means that different advertisement appeals have different impact on different demographic segments.

4.3.3: How respondents knew about toothpaste brands.

The respondents were asked how they got to know about their favorite toothpaste brands. The results are:-

Table 8: How respondents knew about toothpaste brands

How respondents knew about brands of toothpaste	Frequenc y	Percentage
Through an advertisement	60	68.2
Recommendation by spouse	5	5.7
Seeing it in the supermarket/shop	9	10.2
Promotion by sales	2	2.3
Other (specify)	12	13.6
Total	88	100.0

Out of the 91 respondents, 68.2% got to know of it through an advertisement, 5.7% were recommended for by a spouse; 10.2% by seeing it in a shop or supermarket, 2.3% through promotion by sales person, and 13.6% through other sources like visits to friends, gifts and seminars.

4.3.4: What makes consumers buy various toothpaste brands

Respondents were asked to indicate what actually makes them buy the particular toothpaste brand. The following observations have been made:

Table 9: What makes consumers buy various toothpaste brands

What makes consumers buy various toothpaste brands	Frequency	Percentage
Experience with other toothpastes	28	31.5
Affordable price	5	5.6
Age of the toothpaste brand	4	4.5
Flavour of the toothpaste	15	16.9
Other	2	2.2
Total	89	100.0

Out of the 91 respondents, 39.3% indicate good advertisement on the brand, 31.5% indicate experience with other toothpastes, 5.6% indicate affordable price; 4.5% indicate the age of the toothpaste, 16.9% prefer the flavor of the toothpaste, and 2.2% indicate other reasons like they were born into a home using it and just found themselves in it.

4.3.5: Extent to which respondents view toothpaste advertisements as giving enough information.

Respondents were asked to indicate how informative they felt the toothpaste advertisements were. They were presented with a Likert type scale whereby they were to rank the factor in a 5 scale with 5 being very large extent, 4 being large extent, 3 being moderate extent 2 being small extent and 1 being no extent. Results are presented in the following table:

Table 10: Respondents view on toothpaste advertisements and providing information.

Whether toothpaste advertisements provide information	Frequency	Percentage
Very large extent	27	30.3
Large extent	29	32.6
Moderate extent	22	24.7
Small extent	11	12.4
Total	89	100.0

From the 91 respondents, 30.3% say the advertisements are to a very large extent informative, 32.6% say to a large extent, 24.7% say to a moderate extent and 12.4% say to a very small extent.

4.3.6: Extent to which respondents view toothpaste advertisements as capturing attention.

Respondents were asked to indicate whether the toothpaste advertisements capture their attention. They were presented with a Likert type scale whereby they were to rank the factor in a 5 scale with 5 being very large extent, 4 being large extent, 3 being moderate extent, 2 being small extent and 1 being no extent. Results are as follows:

Table 11: Extent to which respondents view toothpaste advertisements as capturing attention.

Whether toothpaste advertisements capture attention	Frequency	Percentage
Very large extent	20	23.8
Large extent	38	45.2
Moderate extent	13	15.5
Small extent	8	9.5
No extent	5	6.0
Total	84	100.0

From the 91 respondents 23.8% indicate a very large extent, 45.2% to a large extent, 15.5% to a moderate extent, 9.5% to a small extent and 6.0% indicate to no extent at all.

4.3.7:Extent to which respondents view toothpaste advertisements as making them want to buy the toothpaste brand.

Respondents were asked to indicate whether the toothpaste advertisements make them want to buy the brand. They were presented with a Likert type scale whereby they were to rank the factor in a 5 scale with 5 being very large extent, 4 being large extent, 3 being moderate extent, 2 being small extent and 1 being no extent. Results are as shown below:

Table 12: Extent to which respondents rate toothpaste advertisements as making them want the brand

Whether advertisements make consumer want the brand	Frequency	Percentage
Very large extent	23	27.7
Large extent	25	30.2
Moderate extent	20	24.1
Small extent	9	10.8
No extent	6	7.2
Total	83	100.0

Out of the 91 respondents, 27.7% indicate to a very large extent, 30.2% to a large extent, 24.1% to a moderate extent, 10.8% to a small extent and 7.2% to no extent at all.

4.3.8 Extent to which respondents view toothpaste advertisements as making them want to use the same brand.

Respondents were asked to indicate whether the toothpaste advertisement makes them always want to use the same toothpaste brand. They were presented with a Likert type scale whereby they were to rank the factor in a 5 scale with 5 being very large extent, 4 being large extent, 3 being moderate extent, 2 being small extent and 1 being no extent. Results are as follows:

Table 13: Extent to which respondents view toothpaste advertisements as making them want to use the same brand.

Whether advertisements makes them want to use same brand	Frequency	Percentage
Very large extent	13	15.4
Large extent	26	31.0
Moderate extent	22	26.2
Small extent	18	21.4
No extent	5	6.0
Total	84	100.0

Among the 91 respondents, 15.4% indicate to a very large extent, 31.0% to a large extent, 26.2% to a moderate extent, 21.4% to a small extent and 6% to no extent.

4.3.9: Respondents ratings on how advertisements on different toothpaste brands confuse the consumer.

With the addition of many different brands of toothpastes in the market e.g. herbals, units and triple actions, consumers were asked to rate whether the related advertisements were confusing to them. They were presented with a Likert type scale whereby they were to rank the factors in a 5 scale with 5 being extremely, 4 being averagely, 3 being somehow, 2 being not very and 1 not at all. Results are in the following table:

Table 14: Ratings on how advertisements for different toothpaste brands confuse the consumers.

Whether advertisements confuse the consumers	Frequency	Percentage
Extremely	5	6.0
Averagely	22	26.2
Somehow	14	16.7
Not very	27	32.1
Not at all	16	19.0
Total	84	100.0

Among the 91 correspondents, 19.0% indicate that they were extremely confusing, 27.4% indicate averagely, 26.2% indicate somehow, 16.7% indicate not very, and 10.7% indicate not at all.

4.3.10: Respondents ratings on how advertisements on different toothpaste brands lack reliability.

With the addition of many different brands of toothpastes in the market e.g. herbals, units and triple actions, consumers were asked to rate whether the related advertisements lacked reliability. They were presented with a Likert type scale whereby they were to rank the factors in a 5 scale with 5 being extremely, 4 being averagely, 3 being somehow, 2 being not very and 1 not at all. Results are reflected in Table 15.

Table 15: Ratings on how advertisements on different toothpaste brands lack reliability.

Whether toothpaste advertisements lack reliability	Frequency	Percentage
Extremely	16	19.0
Averagely	23	27.4
Somehow	22	26.2
Not very	14	16.7
Not at all	9	10.7
Total	84	100.0

From the 91 respondents, 6.0% indicate that they extremely lack reliability, 26.2% indicate averagely, 16.7% somehow, 32.1% not very and 19.0% not at all.

4.3.11: Ratings on how advertisements on different toothpaste brands are informative to the consumers.

With the addition of many different brands of toothpastes in the market e.g. herbals, units and triple actions, consumers were asked to rate whether the related advertisements were informative to the consumer. They were presented with a Likert type scale whereby they were to rank the factors in a 5 scale with 5 being extremely, 4 being averagely, 3 being somehow, 2 being not very and 1 not at all. Table 12 represents the findings.

Table16: Ratings on how advertisements on different toothpaste brands are informative to the consumer.

Whether different toothpaste advertisements are informative to consumers	Frequency	Percentage
Extremely	19	22.4
Averagely	27	31.7
Somehow	22	25.9
Not very	9	10.6
Not at all	8	9.4
Total	85	100.0

From the 91 respondents, 22.4% indicate that they were extremely informative, 31.7% averagely, 25.9% somehow, 10.6% not very and 9.4% not at all.

4.4 Influence of Competitive Advertising on purchase decision of toothpaste brands.

The respondents were asked to indicate the extent to which the various forms of competitive advertising which are comparative advertising, refutational advertising, refutational advertising, endorsements and inoculative advertising, enhances various responses. These were; making one relate with the brand enhancing purchase decision, making the brand trustworthy, inducing direct trial, containing information, confusing consumers, neutralizing effects of advertisements, enhancing brand loyalty and conferring trustworthiness to the brand. They were presented with a Likert type scale in which they were to rank the factors in a 5 scale with 5 being very large extent and 1 being no extent. The researchers analysis was that factors that scored between 4.0-4.99 were very important; 3.0-3.99

were important; 2.0-2.99 were neither important nor unimportant and those between 1.0-1.99 were less important.

4.4.1: Effects of endorsements on purchasing decision of toothpaste brands.

Respondents were asked whether endorsements on the toothpaste brands fulfilled the following; making them relate with the brand; enhancing purchase decision, making the brand trustworthy and inducing direct trial. Results are as presented in the following table:

Table 17: Extent to which endorsements makes consumers relate with the brand, enhance purchase decision and induce trial

Effect of endorsements	Number	Mean	Std Deviation
Makes one relate with the brand	81	3.53	1.6
Enhances purchase decision	83	3.49	1.14
Makes brand trustworthy	79	3.67	1.11
Induce direct trial	75	2.92	1.23

Results shows that making one relate with the brand has a mean score of 3.53, enhancing purchase decision 3.49, making brands trustworthy 3.67 and inducing trial 2.92. This shows that endorsements are important in making one relate with the brand; enhancing purchase decision; and making the brand trustworthy. It is however neither important nor unimportant in inducing trial.

4.4.2: Effects of refutational advertising on purchase decision of toothpaste brands.

Respondents were asked to what extent refuting the claims of another toothpaste brand in the market did the following; stimulated one to buy, contained more information for the consumer, builds resistance to change toothpaste brand and confused the consumer. Findings are as follows:

Table 18: Extent to which refuting competitor claims' stimulates consumers to buy, contain more information, builds resistance and confuses the consumer.

Effect of refutational advertisings	Number	Mean	Std Deviation
Stimulates one to buy	81	2.83	1.18
Contains more information for the consumer	81	2.86	1.02
Builds resistance to change the toothpaste brand	82	2.87	1.06
Confuses the consumer	84	3.11	1.34

The results are that stimulating to buy has a score of 2.83, containing more information for the consumer 2.86, building resistance to change the toothpaste brand 2.87 and confusing the consumer 3.11. This shows that refutational advertising is neither important nor unimportant in stimulating one to buy, containing information for the consumer, and building resistance to change the toothpaste brand. It is however important in confusing the consumer.

4.4.3:Effect of comparative Advertising on purchase decision of toothpaste brands.

Respondents were asked to what extent comparison of one toothpaste brand with another by competing toothpaste manufacturers.; fulfilled the following; preventing adequate information, gives more attention, and brand image, confuse consumer, seem unreliable, neutralize effects of advertisements and considered offensive hence affect purchase. Results are as follows:

Table 19: Extent to which comparison of one brand with another prevents adequate information, gives more attention and brand image, confuses consumers, seem unreliable, neutralize effects of advertisements, and is considered offensive.

Effect of comparative advertising	Number	Mean	Std Deviation
Prevent adequate information for the consumer to purchase	82	3.15	1.19
Give more attention and brand image	81	3.67	1.02
Confuse consumer	80	3.15	1.34
Seem unreliable	81	3.09	1.14
Neutralize effects of advertisements	79	3.04	1.20
Be considered offensive and affect purchase	80	2..79	1.38

Preventing adequate information has a mean score of 3.15, giving more attention and brand image, 3.67 confusing consumer 3.15, seem unreliable

3.09, neutralizing effects of advertisements 3.04, being considered offensive and affect purchase scored 2.79. This shows that comparative advertising is important in preventing adequate information for consumers to purchase, giving more attention and brand image, confusing consumer, seeming unreliable and neutralizing effects of advertisement. It is neither important nor unimportant in being considered offensive and affecting purchase.

4.4.4:Effect of inoculative Advertising on purchase decision of toothpaste brands.

Respondents were asked to what extent beliefs about favourite toothpaste brands have fulfilled the following; ability to resist attempts by competitor brands, enhanced brand loyalty and conferred trustworthiness to the brand. Findings are shown below:

Table 20: Extent to which beliefs about toothpaste brands helps resist attempts by competitors, enhances brand loyalty, and confers trustworthiness to the brand.

Effects of inoculative advertising	Number	Mean	Std Deviation
Ability to resist attempts by competitor brands	85	3.77	1.17
Enhanced brand loyalty	82	3.57	1.13
Confers trustworthiness to the brand	76	3.89	1.18

Ability to resist attempts by competitor brands scores 3.77, enhancing brand loyalty 3.57, conferring trustworthiness to the brand 3.89. This shows that inoculative advertising is important in enhancing brand loyalty, conferring trustworthiness to the brand, and helping resist attempts by competitor brands.

4.4.5: Effect of comparative advertising, Endorsements, Inoculative advertising and Refutational advertising on consumer purchase decision.

Respondents were asked to indicate the extent to which comparative advertising, endorsements, giving attractive brand offerings and refuting competitor claims, influence their decision to buy the toothpaste brand. Results are as follows:

Table 21: Effect of comparative advertising Endorsements, Inoculative advertising, and Refutational advertising on consumer purchase decision.

Effect of comparative advertisements, endorsement, inoculative advertising and refutational advertising	Number	Mean	Std Deviation
Comparison of one brand of toothpaste with another	87	2.10	1.25
Credible sources like Kenya Dentists Association	84	3.46	1.30
Giving attractive brand offerings	82	3.30	1.18
Refuting claims by other competitor brands	83	2.53	1.21

Comparison of one brand of toothpaste with another scores a mean of 2.10, endorsements by credible bodies like Kenya Dental Association 3.46, giving attractive brand offerings 3.30 and refuting claims by other competitor brands scores 2.53. This shows that giving attractive brand offerings and endorsements are important in influencing purchase decisions while refuting claims and comparison of one brand of toothpaste with another were neither important nor unimportant.

CHAPTER FIVE

DISCUSSION, CONCLUSION AND RECOMMENDATIONS

5.1. Introduction

This chapter summarises the findings of the study as per the objectives. Outlined in this chapter are also the discussion, conclusion and recommendations of the study. The results have been interpreted in comparison to the literature review that was done in chapter 2.

5.2. Discussion

The results of the study are with respect to the two research objectives that were to establish whether competitive advertising influences the consumers' decision to purchase any particular brand of toothpaste and to determine which of the competitive advertising strategies has a greater influence on purchase decision of consumers.

The various forms of competitive advertisement which include refutational advertising, innoculative advertising, comparative advertising and endorsements have been looked at, and the various influences that they have on the consumer and which eventually do lead them to making the ultimate purchase decisions. These include factors like making them confused, being informative, inducing trial and enhancing purchase decision. These influences vary with the different advertising strategies and so the responses also vary although some are common to all.

From the results it is evident that the consumers view the various forms of advertising with mixed feelings. In table 13, endorsements have an overall mean score of 3.53, in making one relate with the brand, 3.49 in enhancing purchase decisions, 3.67 in making the brand trustworthy. These are all considered important in the analysis. This is consistent with the findings of Friedman (1977), that endorsements can induce positive attitude towards a company and its product.

Myres (2002), also argued that endorsers can possess some symbolic properties that are transferred from the endorser to the endorsed brand (through advertising) and then from the brand to the consumer through the acts of purchasing or consuming or owning the brand. Myres (2002), further argues that endorsements confer some notoriety to the brand with the likely advantage of some trustworthiness.

Inducing direct trial has a mean score of 2.92 indicating that it was neither important nor unimportant. There is no clear cut evidence on its impact on consumers and is thus consistent with Becker (1993)'s, argument that evidence is still not clear how consumers react to competitive advertising.

The second form of competitive advertising is refutational advertising. In Table 4, the overall scores are 2.83 and for stimulating consumers to buy, 2.86 for informing the consumer, 2.87 for building resistance to switch brands. Consumers therefore confirm that refutational advertising does not stimulate them to buy, is not informative and does not build resistance to change the toothpaste brand. This is not in line with Ray (2003), who

argued that refutational advertising is quite informative. It is also not in line with Kamins (1987), argument that it can defend against competitive attack.

The third form of competitive advertising is comparative advertising. The results in table 15, show that preventing adequate information for consumer to purchase scores a mean of 3.15, giving more attention and brand image 3.67, confusing the consumer 3.15, seeming unreliable 3.09, neutralizing effects of advertising 3.04 and being considered offensive 2.79. This shows that comparative advertising prevents adequate information for consumer to purchase, gives more attention and brand image, confuses the consumer, seems unreliable and neutralizes the effects of advertisement. These findings are not consistent with Loudon (2002), who argued that comparative advertising could present information on which consumers can base their purchase decision. However, his argument that consumers may respond by feeling they should disregard the advertisements and use their own judgement for purchase decisions were consistent with this study. Studies by Aaker (2002), that such advertisements can confuse consumers and foster negative attitudes toward the promoted brand have been confirmed in this study.

The fourth form of competitive advertising is inoculative advertising. The results in table 16, are that ability to resist attempts by competitor brands scores a mean of 3.77, enhanced brand loyalty 3.57, conferring trustworthiness to the brand scores a mean of 3.89. This shows that inoculative advertising enables consumers to resist attempts by competitor brands, enhances brand loyalty and confers trustworthiness to the brand.

These findings are consistent with Bither (1971), that inoculative advertising is more influential in building up resistance to small subsequent attacks than is a simple form of repetition of supportive arguments.

The results in table 19 summarize the mean scores on the influence of various forms of competitive advertising on purchase decision as follows; comparative advertising has a mean score of 2.10, endorsements 3.46, inoculative advertising 3.30 and refutational advertising 2.50. This shows that inoculative advertising and endorsement are important in influencing the purchase decision of consumers for toothpaste brands. Comparative advertising and refutational advertising are neither important nor unimportant in making purchase decisions of toothpastes.

5.3 Conclusion

Due to intense competition in the toothpaste industry, toothpaste manufacturers are using various forms of competitive advertisements. This study has revealed that endorsements and inoculative advertising has a greater influence on the purchase decision of the consumer. This is very important to the toothpaste manufacturers in selecting appropriate advertising strategies for their products otherwise they may spend a substantial amount of money on advertisement hoping that it does affect the ultimate purchase decision of the consumer but in essence it does not and the consumer simply uses his or her own judgement in making the purchase decision.

5.4 Recommendations

Toothpaste manufacturers should concentrate more on making the consumer more resistant to competitive appeals by attempting to make a brand offering more attractive or by attempting to train the consumer to withstand the persuasive efforts by competitors. They should also use experts and celebrities to endorse their products and appeal to the different consumer segments.

LIMITATIONS OF THE STUDY

Out of the 100 respondents selected for the study, 9 of them did not submit back their questionnaires despite regular calls by the researcher. This was after having replaced the respondents. Due to time and location of the estates, it proved difficult for the researcher to make further follow-up. This meant that the analyses in the data are not as would have been intended.

It was also quite evident from the various responses that some of the questions answered were lacking in consistency and this may have therefore caused a bias in the results. Further, not all respondents answered all questions adding more to the bias.

SUGGESTIONS FOR FURTHER RESEARCH

This study was carried out in the city of Nairobi. The results may therefore be skewed to the city only and may not be a true reflection of the exact

situation in other regions. There is therefore need to conduct further research in other areas and regions in order to authenticate the results further.

From the research, it was also evident that there are various other factors besides advertising such as price, family history, and recommendations by spouses that played a role in influencing the purchase decision of the toothpaste consumers. It would therefore be important that such factors be researched on in order to establish the extent of the same.

There seems to be a relatively high relationship between multiple toothpaste brand consumers and the families with children. Future research should therefore concentrate on this relationship.

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APPENDIX 1 - LETTER OF INTRODUCTION

Rosemary A. Owino,
C/o University of Nairobi
Lower Kabete Campus
P.O. Box 30197 - Nairobi

28th September, 2004

Dear Sir /Madam,

I am a Postgraduate student in the Faculty of Commerce, University of Nairobi. I am currently conducting a Research on “Influence of Competitive advertising by toothpaste manufacturers on consumers’ choice of toothpaste brands.”

I am glad to include you as part of my study. I am, therefore, requesting for your assistance in filling the attached questionnaire. The information given will be treated in strict confidence and is needed purely for academic purposes.

Should you be interested in a copy of the results and findings, please contact me on the above address.

Thank you for your co-operation.

Yours faithfully,

.....
Rosemary A. Owino
(Student)

.....
Mrs. Margaret A. Ombok
(Supervisor)

QUESTIONNAIRE

PART A

1) Which Estate in Nairobi do you live in?

2) What is your marital status? Single/married

3) How many children do you have? _____

4) What is/are their age (s)?

- a) 0 – 4 yrs
- b) 5 – 10 yrs
- c) 11 – 15 yrs
- d) 16 and above

5) Which toothpaste brand do you use in your household

6) Do you use any other brand of toothpaste other than the one mentioned in (5) yes/no

7) Do all members of your household use the same toothpaste brand?
Yes/no

8) Who does the purchasing of toothpaste in your home?

a) Father

☐

b) Mother

☐

- c) Children
- d) Individually
- e) Other (specify)

☐
☐
☐

UNIVERSITY OF NAIROBI
JOMO KENYATTA LIBRARY

9) How did you get to know about your favourite brand/s?

- a) Through an advertisement ☐
- b) Recommendation by spouse ☐
- c) Seeing it in the supermarket/shop ☐
- d) Promotion by sales person ☐
- e) Other (specify)_____ ☐

10) How is your favourite toothpaste brand (s) in your home advertised? Tick all that apply

- a) Through radio ☐
- b) Television ☐
- c) Bill boards ☐
- d) Cinema theatre ☐
- e) Magazines ☐
- f) Newspapers ☐
- g) Other (Specify) ☐

PART B

1) What makes you buy one brand of toothpaste and not the other? Tick all that apply

- a) Good advertisements on the brand ☐
- b) Experience with other toothpastes ☐
- c) Affordable price ☐
- d) Age of the toothpaste brand ☐
- e) Flavour of the toothpaste ☐
- f) Other (specify) ☐

2) To what extent does your favourite toothpaste advertisements fulfil the following? Use ratings of 5= very large extent, 4= large extent, 3 = moderate extent, 2= small extent, 1= no extent (please tick one box)

- | | 5 | 4 | 3 | 2 | 1 |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| a) Give enough information to enable me buy the toothpaste | ☐ | ☐ | ☐ | ☐ | ☐ |
| b) Capture ones attention | ☐ | ☐ | ☐ | ☐ | ☐ |
| c) Make one want to buy the toothpaste | ☐ | ☐ | ☐ | ☐ | ☐ |
| d) Make you always want to use the toothpaste brand | ☐ | ☐ | ☐ | ☐ | ☐ |

3) With the addition of many different brands of toothpastes in the market e.g. herbals, mints, triple actions, how would you rate the related advertisements? (Use ratings of 5= Extremely, 4= Averagely, 3 = Somehow, 2= Not Very, 1= Not at all).

	1	2	3	4	5
a) Confusing to consumer	☐	☐	☐	☐	☐
b) Lack reliability	☐	☐	☐	☐	☐
c) Informative to consumer	☐	☐	☐	☐	☐
d) Other (specify)	☐	☐	☐	☐	☐

4) Who endorses your favourite toothpaste brand?

a) Kenya Dental Association	☐
b) British Dental Health Foundation	☐
c) Unilever Plc England	☐
d) Tanzania Dental Association	☐
e) None of the above	☐
f) I do not know	☐

5) To what extent does the endorsement on the toothpaste brand fulfil the following? Use ratings of 5=very large extent, 4=large extent, 3= moderate extent, 2= small extent, 1=No extent (Please tick one box)

	1	2	3	4	5
a) makes one relate with the brand	☐	☐	☐	☐	☐
b) enhance purchase decision	☐	☐	☐	☐	☐
c) makes the brand trust worthy.	☐	☐	☐	☐	☐
d) use direct trial	☐	☐	☐	☐	☐

6) When a toothpaste advertisement refutes the claims of another toothpaste brand in the market, to what extent does it do the following: Use ratings of 5= very large extent, 4= large extent, 3 = moderate extent, 2= small extent, 1= no extent (please tick one box)

	1	2	3	4	5
a) stimulates one to buy	☐	☐	☐	☐	☐
b) contain more information for the consumer	☐	☐	☐	☐	☐
c) builds resistance to change the toothpaste brand	☐	☐	☐	☐	☐
d) confuse the consumer	☐	☐	☐	☐	☐

7) To what extent does comparison of one toothpaste brand with another by competing toothpaste manufacturers do the following: Use ratings of 5=very large extent, 4 =arge extent, 3= moderate extent, 2= small extent, 1=No extent (Please tick one box)

	1	2	3	4	5
a) Prevent adequate information for the consumer to purchase.	☐	☐	☐	☐	☐
b) Gives more attention and brand image.	☐	☐	☐	☐	☐
c) Confuse consumer	☐	☐	☐	☐	☐
d) Seem unreliable	☐	☐	☐	☐	☐
e) Neutralize the effects of advertisements	☐	☐	☐	☐	☐
f) Be considered offensive, hence affect purchase.	☐	☐	☐	☐	☐

8) Which is the latest advertisement message for your favourite toothpaste brand (s)?

9) Do you experiment with other toothpaste brands sometimes? Yes/No

10) Please give reason (s) for your answer in question 23 above?

11) How have beliefs about your favourite toothpaste brand e.g. “strong and white teeth”, ‘fresh breath’, influenced the following; Use ratings of 5=very large, 4=large extent, 3= moderate extent, 2= small extent, 1 No extent

(Please tick one box)

	1	2	3	4	5
a) ability to resist attempt by competitor brands	☐	☐	☐	☐	☐
b) enhanced brand loyalty	☐	☐	☐	☐	☐
c) conferred trustworthiness to the brand	☐	☐	☐	☐	☐

12) Please indicate the extent to which the following advertising methods influence your decision to buy the toothpaste brand (s). (Use ratings of 5= very important, 4= important, 3 = somehow important, 2= not important, 1= not very important).

	1	2	3	4	5
a) Comparison of 1 brand of toothpaste with another	☐	☐	☐	☐	☐
b) Credible sources like Kenya Dentists Association recommending the product	☐	☐	☐	☐	☐
c) Giving attractive brand offerings	☐	☐	☐	☐	☐
d) Refuting claims by other toothpaste brand	☐	☐	☐	☐	☐

APPENDIX 2

BRANDS OF TOOTHPASTE

BRAND	MANUFACTURER	ENDORSEMENT
1. Colgate a) Colgate regular b) Colgate herbal c) Herbal White d) Colgate Total e) Colgate Fresh Confidence f) Colgate Triple Action	Colgate Palmolive Limited	Recommended by Kenya Dental Association
2. Aquafresh a) Whitening b) Herbal c) Fresh 'n' Minty d) Mild 'n' Minty e) Bubble Mint	GalaxoSmithKline Limited (South Africa)	Approved by British Dental Health Foundation (BDHF)
3. Close Up a) Close Up Red b) Triple c) Ultra Whitening	Unilever Kenya Limited	Approved by Unilever Plc. England
4. White Dent a) Triple Action b) Gel c) Three in one stripped d) Bubble gum flavour	Chemi & Coec Industries (Tanzania)	Approved by Tanzania Dental Association

5. Cliden a) White b) Fresh	Made in Korea	Approved by L.G. Household and Health Care Limited
6. Sensodyne	GlaxoSmithKline Limited	Approved by British Dental Health Foundation
7. Dabur	M/s. Radbone Clark Kenya Ltd.	
8. Promise	M/s. Radbone Clark Kenya Ltd.	
9. Butterfly	VT & I Limited (CMC Group) India	
10. Crest	Germany	
11. VICCO	Vicco Laboratories India	
12. EUCRYL	Thornton & Ross Limited U.K.	
13. Clinomy	EC De Witt & Co. Limited (England)	British Dental Health Foundation
14. Mentadent	Elida Pond's Limited (Durban)	

Source: *Nakumatt Holdings Limited, Kenya - Product Catalogue August 2004*

APPENDIX 3

MAIN INGREDIENTS IN VARIOUS TOOTHPASTES

1. Colgate

- Sodium Monofluorophosphate 0.76%
- Sodium Fluoride 0.1%

2. Aquafresh

- Aqua
- Sodium Fluoride
- Sodium Monofluorophosphate

3. Close Up

- Sodium Fluoride 0.32%
- Triclosan 0.1%

4. White Dent

- Sodium Monofluorophosphate 0.76%

5. Cliden

- Sodium Fluoride 0.32%
- Triclosan 0.1%

6. Sensodyne

- Aqua
- Hydrated Silica

7. Dabur

- Calcium Carbonate

8. Butterfly

- Sodium Fluoride
- Triclosan

9. Crest

- Aqua
- Sorbital

10.Clinomyn

- Polynam

11.EUCRYL

- Polynam

12.VICCO

- Calcium glycerophosphate

Source: *Package inserts of the various toothpaste brands*

APPENDIX 4

A list of Nairobi Estates

A) Upper & Middle Income Groups

1. Airport View
2. Akiba (Langata)
3. Akiba (South C)
4. Ayany
5. Buru Buru Phase 1,2,3 & 4
6. Donholm
7. Embakasi High Rise
8. Golden Gate
9. Golf Course
10. Highway Phase 1 & 2
11. High View
12. Imara Daima
13. Jamuhuri
14. Kariobangi Civil Servants
15. Karioko
16. Kibera High Rise
17. Komarock Infill A & B
18. Komarock Phases 1,2 & 3
19. Langata Civil Servants
20. Maasai
21. Madaraka
22. Magiwa

- 23.Mvuli Avenues
- 24.Nairobi West
- 25.Pumwani (Carlifornia)
- 26.Mariakani
- 27.Ngara
- 28.Ngei Phases 1 & 2
- 29.Ngumo
- 30.NSSF Complex (Sololo/ Hazina)
- 31.Onyonka
- 32.Otiende
- 33.Outer Ring
- 34.Pangani
- 35.Park View
- 36.Pioneer
- 37.Plains View
- 38.Pumwani High Rise
- 39.Reality (Nairobi South C)
- 40.River Bank (Embakasi)
- 41.Rubia
- 42.Saika
- 43.Savannah
- 44.Southlands Phase 1 & 2
- 45.Sun View
- 46.Tena
- 47.Thika Road Site
- 48.Thome

- 49.Unfunguo
- 50.Uhuru Gardens
- 51.Ushirika
- 52.Villa Franca
- 53.Woodley (Joseph Kan'gethe)
- 54.Zimmerman

B) Low Income groups

- 1. Dandora Estate
- 2. Githurai Njatha-ini (Ngomongo)
- 3. Kahawa West (Kongo, Maili-kumi, Soweto)
- 4. Karen (Kuwinda Village)
- 5. Karen (Gatina)
- 6. Kibera (Line Saba and Nane, Olympic, Dam, Ayany, Karanja Rd, Ondogo)
- 7. Kawangware (46, Gatina, Gataka, Mutui-ini)
- 8. Kangemi (Gichagi, Gatina)
- 9. Mathare Valleys
- 10.Muthurwa
- 11.Mukuru-kwa-Njenga
- 12.Mukuru-Kaiyaba
- 13.Majengo 1 & 2
- 14.Majengo 1 & 2
- 15.Njiru (Ura, Seewage, Mabati)
- 16.Thome (Maruri)

Source: *Economic Survey Kenya 2001*