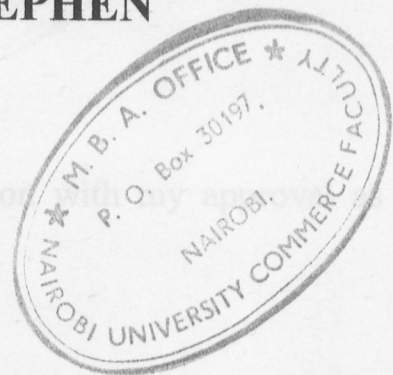


THE INFLUENCES OF ADVERTISING IN THE ADOPTION OF CIGARETTE SMOKING IN NAIROBI.

By:

MAORE KIRIMI STEPHEN

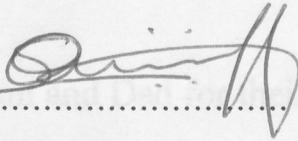


**A MANAGEMENT RESEARCH PROJECT SUBMITTED IN
PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR
THE DEGREE OF MASTERS IN BUSINESS
ADMINISTRATION (MBA), UNIVERSITY OF NAIROBI,
FACULTY OF COMMERCE.**

August, 2005

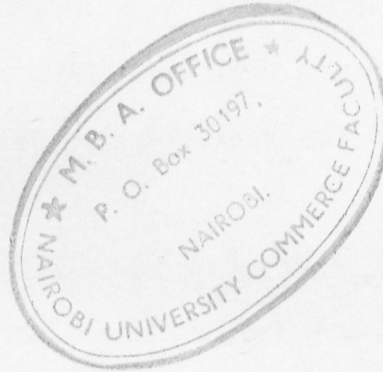
DECLARATION

I declare that this is my original work and has not been submitted for a degree or diploma in any other university.

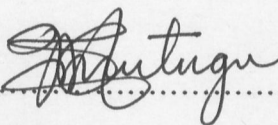
Signature.....

Date.....07/11/2005

MAORE KIRIMI STEPHEN



The project has been submitted for examination with my approval as the university supervisor.

Signed.....

Date.....8/11/05

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This study is dedicated to my sister Rose for her selfless support through out the program. Without her, my life could not be what it is.

To my Mum and Dad for their parental care and support they have shown me all through my life.

Special regard goes to my friends Fridah and Eric for their help in collecting data for this study. They devoted their time to ensure that all the necessary study instrument were distributed and collected within the short time I had to carry out the study.

Many more thanks goes to my course mate Ann for her spiritual support through out the Course.

Above all, I am incredibly grateful to my God who gave me strength, good health, and a sound mind through out my study period. Thank you GOD for your kind and mercy.

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which various advertising attributes influences different people to adopt smoking behavior as well as the continued loyalty. This was based on the fact that many smokers tend to be loyal to their brands once they adopt it. Therefore the study was set out to find out if advertising had any influence on this behaviour.

To achieve the above objective, primary data was collected from a sample of 150 respondents, out of which 136 responded successfully leading to a response rate of 91%, which was considered sufficient enough to achieve the intended objective. Ten respondents were selected randomly from fifteen major streets in the Central Business District as highlighted in the Kenya Postal Directory, 2004. Data was collected from only one hotel, Discotheque, or nightclub judgementslly selected from each street.

The collected data was analyzed by use of descriptive statistics. These included tables, charts, and percentages. Frequency tables were used to summarize the extent to which each advertising attribute influenced adoption of cigarette smoking.

The study found out that majority of the respondents rated most of the advertising attributes as not important in influencing them either to start or continue smoking. Majority of the smokers start smoking at the age of between 16 and 20 years making up the primary target market for tobacco manufacturers in designing their advertising programs.

Chapter five of the report discussed the major issues as gathered from the research. Conclusions and suggestions for further research were also discussed. As recommendation, the Government of Kenya should carry out more research to establish the main factors influencing smoking since advertising was found to have a very little impact on cigarette smoking.

It is suggested that further research should be conducted in other parts of the country since Nairobi being the capital city, may not represent views of the rural folk.

ABSTRACT

This study was conducted with an objective of finding out the influences of advertising in adoption of cigarette smoking in Nairobi. The main objective being to test the extent to which various advertising attributes influences different people to adopt smoking behavior as well as the continued loyalty. This was based on the fact that many smokers tend to be loyal to their brands once they adopt it. Therefore the study was set out to find out if advertising had any influence on this behaviour.

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CHAPTER ONE

INTRODUCTION

1.1 Background

An important purpose of the whole marketing process is to persuade people to buy a product for the first time or to buy it again. (Bareham, 1995). Companies invest vast sums of money in an attempt to modify or reinforce how consumers think, feel, and act. Advertising, salesperson's hard sell, product packaging, point of sale material and the word of mouth information from friends and relatives, are all communications, which will impact on a consumer. (Bareham, 1995). Modern marketing therefore calls for more than developing a good product, pricing it effectively, and making it accessible to the targeted consumer (Kotler, 1999).

Hutt (1985) observed that experience has taught marketing managers that even the best product do not sell themselves. The benefits, problems, solutions and cost efficiencies of these products must be effectively communicated to all of the individuals who influence the purchase decision.

From the above arguments, it is evident that any organization has to carry out a promotion task to communicate to the right consumers that the right product exists, at the right price, place and time. To do this effectively, organizations must skillfully use the mass promotional tools of advertising, sales promotion, publicity, and direct marketing (Kibera and Waruingi, 1998).

Kotler, (1999) defines advertising as any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor. For the purpose of this study, a definition from the tobacco control bill 2004, whose objective is to control tobacco

promotion, will be adopted. It describes tobacco advertising as any statement, communication, representation or reference aimed at the public and designed to publicize or promote a tobacco product or encourage its uses or draw attention to the nature of its properties, advantages or uses of the product (Tobacco bill, 2004).

The function of advertising in the marketing task is to inform, persuade and /or remind consumers of the company's market offering. It is therefore a central communication tool in the marketing effort in that it influences the decision made by the consumer (Kibera, and Waruingi, 1998).

Advertising can be traced back to the very beginning of recorded history. Archeologists working around the Mediterranean Sea have dug up signs announcing various events and offers. The Romans painted walls to announce the gladiator fights, and Phoenicians painted pictures promoting their wares on large rocks along parade routes (Kotler et al, 1999). The technological advancement of the industrial revolution created the greatest changes in advertising. Since the 1940s, prior to the introduction of photography in 1839, products were depicted by handcrafted woodcuts or engraved metal drawing. Photography added credibility and a whole new word of creativity. Adverts could show products, people, and places as they really were, rather than an artist visualized them (Arens et al, 1994). In 1540, manufacturers begun to use magazine ads to reach the mass market and stimulate mass consumption. Magazines made rational advertising possible and allowed manufacturers to sell their products nationwide. (Arens et al, 1994). Modern advertising has therefore developed from these early efforts.

Various research studies have shown that advertising through different media influence consumer decision-making. Collins R.L et al (2004), in their research to establish the

extent to which advertising influences decision- making by the adolescent beer consumers in USA, it was established that adolescents with greater exposure to advertisements in magazines, at sporting and music events and on television were more advertisements aware than those with less exposure, as were teens who watch more TV, pay attention to beer advertisements and know adults who drink. They further indicated that beer advertisements awareness was dramatically higher among boys, and was associated with drinking only among boys.

Mathew (2004) established that advertising influences brand loyalty to a great extent. Furthermore, counterfactual experiments demonstrate that in markets with brand loyalty, advertising is an attractive and effective option relative to alternative promotional activities, such as price discounts of stimulating demand for a brand.

Brand loyalty represents a favourable attitude toward a brand, resulting in consistent purchase of a brand over time. This happens after consumers learn that a particular brand can satisfy their need (Assael, 1998). To be loyal, the consumers must hold a favourable attitude toward the brand in addition to purchasing it repeatedly (Day 1969). Brand loyalty is product specific. Consumers will be loyal to one brand and have little loyalty to brands in another category (Assael, 1998). According to Janofsky, (1993) marketers are responding by upgrading their brands to distinguish them and even promoting them more aggressively. Therefore, developing a highly consistent market share of loyal customers is the ultimate goal of today's marketing strategy (Schiffman, 1994).

Mbuvi (2000) carried out a research to find out the potential for adoption of e-commerce by Tour operators in Nairobi found out that majority of the operators (68%) had adopted

the new technology. However, the research did not establish the factors that influenced adoption.

There is also a substantial body of research suggesting that the lines of friendship are often characterized by smoking behavior, where smokers befriend smokers, and non-smokers befriend other non-smokers (Eiser et al. 1991; Eiser & van der Pligt 1984; Urberg et al. 1991; Ennett et al. 1994; Michell 1997). Non-smokers who affiliate with smokers have been found to be at greater likelihood for transitioning to tobacco use than youth without smoking friends (Urberg et al. 1997; Fisher & Bauman 1988; Ennett & Bauman 1994; Biglan et al. 1995; Chassin et al. 1995; Engels et al. 1997; Flay et al. 1998; O'Loughlin et al. 1998; Urberg et al. 1999). In addition, transitions to increased levels of smoking have been linked to friends' encouragement and approval (Duncan et al. 1995; Flay et al. 1998), and the message conveyed through advertisements that smoking is an enjoyable activity that promotes popularity (McAlister et al. 1984).

Rotfeld, (2002) observed that advertising is often presumed to hold near-magical powers in changing problematic behavior, although it seldom does. Rotfeld, (1999) also argued that many campaigns have strategically attempted to use appeals to fear, most of which were ineffective at modifying behavior because campaign creators mistakenly believed in an "optimal level of fear," despite 45 years of mixed results. Another difficulty with many public health initiatives is the lack of segmentation strategies - that despite good intentions, messages have tried to speak to too many different audiences (Bang, 2000)

Wolburg, (2001) also observed that messages that do incorporate appeals to fear in order to heighten feelings of vulnerability work best when they simultaneously boost the individual's belief in self-efficacy. Risk models suggest that fear can be an effective

motivator for people who believe they are capable of changing their behavior; however, without the belief in self-efficacy, appeals to fear simply lead people to behave counter-productively with responses such as defiance, denial, disgust, etc. (Wolburg, 2001)

1.2 The Tobacco Industry In Kenya

The 1994 edition of the British medical journal described British American Tobacco (BAT) adverts being screened in Kenya TV and cinema as ranging from scenes of footballing prowess and leaping maasai tribesmen, and the promises for just reward for hard toil, to a depiction of a highly upwardly mobile young couple, replete with sport cars, high fashion, clothing, romantic poses, and under the table groupings (Kimutai, 2005). Steadman media monitoring reports on the tobacco industry reveal that ad spending remained constant between 1991 and 1994 despite the economic recession Kenya experienced between 1992 and 1993, the production of cigarettes increased from 6,370 million in 1990 to 7,400 million in 1994, accounting for about 0.1 percent of the world's total production (Kimutai, 2005).

From 1998, tobacco advertising spending began to plummet. BAT alone is said to be spending Ksh 600 million a year for promoting its product, a huge portion of which used to go into media advertising (Kimutai, 2005). The Steadman group report also suggested that tobacco ad spending was very irregular dropping in 1995 and slowly rising in 1999, dropping in 2001, rising in 2002, and has been on the decline since then. For the TV, the decline in tobacco advertising began in 1996 and currently; no tobacco commercials are seen on television (Kimutai, 2005).

In 2001, BAT and Japan Tobacco announced their withdrawal from advertising in Kenya, a move that dealt a major blow to the media, advertising and promotion companies (Daily Nation, 27th December, 2001).

Recently, the tobacco industry has been faced with a lot of challenges on how to market their products right from the production to the final consumer. There are great pressures from various lobby groups and organization pushing towards regulating the industry, including international organization s such as the World Bank, World Health Organization (WHO), and The International Monetary Fund (IMF).

According to Mwangi (2002), the Kenya government has taken a number of initiatives in its attempt to control the marketing and consumption of tobacco products. For example, in 1980, the Ministry of Health issued a directive banning smoking in all public places, including cinema halls, public transport vehicles and government offices. However, this directive had no effect in law. It succeeded only in enforcing the printing of the warning; *"Cigarette Smoking Can be Harmful to Your Health"*, in both English and Kiswahili, on all Cigarette packets.

Kenya is the leading producer of tobacco in Africa, growing more than 4000 hectares. The Kenyan tobacco industry produces about \$100 million a year for the country's economy (the Daily Nation, 30 November 2004). About 60 percent of the 5.6 billion cigarettes smoked each year are consumed in developing countries, Kenya included.

The Kenyan government is therefore in the process o of instituting regulations, which will completely restrict the advertising of cigarettes, particularly in the media accessible to the children/ youth. The key issues that are stipulated in **The Tobacco Bill 2004**, which will

affect the way tobacco companies will market their products include placing the production and marketing of all tobacco products under the control of a Tobacco Products (Regulatory) Board. The bill proposes that all tobacco products should at all times be kept behind the counter at retail outlets and will only be sold in packets, with a prescribed minimum of twenty cigarettes per pack. Retailers of cigarettes will also be required by law to display conspicuous signs, in both English and Kiswahili, stating that the sale and distribution of tobacco products to persons under eighteen years is prohibited. In terms of distribution, no tobacco products will be allowed to be distributed by mail, except between manufacturers and retailers. There will be no distribution of free tobacco products and branded merchandise such as T-shirts, hats and bags with cigarette brand names or insignia for promotional purposes

The bill also proposes that only tobacco products, which display details about emissions and their potential health hazards, will be allowed for sale in Kenya. Cigarette manufacturers will also be prohibited from marketing their products through the promotion or sponsorship of sporting, cultural, artistic, and recreational or entertainment programs. The bill is meant to control and define outlets where tobacco products can be sold and designated smoking zones with proper partitioning and ventilation within social places such as bars, clubs, hotels, supermarkets, e.t.c Among other regulatory rules proposed in the bill (The tobacco bill, 2004)

1.3 Statement of the Problem

Kotler, (2000) has identified advertising as a key strategy in the acquisition and retention of customers. He further states that customer retention is cheaper than customer acquisition. Pickton and Broderick, (2001) argues that advertising is very important in the marketing of a product.

Advertising is a controversial subject about which people tend to form strong and often contradictory opinions (Batra et al, 1995). A study on attitudes towards advertising in Kenya found that majority of the respondents (53.3%) was negatively predisposed to advertising (Ahmed, 1992). Another study on morality of advertising as perceived by the Kenyan consumers, found that majority of the respondents (a mean score of 3.5 out of 5) perceived advertising to contain high degree of immorality (Muriungi, 2002). The moral criticism is based on the view that business and therefore marketing, is a societal enterprise, occurring within society and with the society's permission and is therefore subject to moral code of that society.

In Kenya, various lobby groups, religious leaders, and human rights activists have raised various claims concerning advertisement of alcohol and tobacco products (Daily Nation, January, 7, 2005).

In the international arena, the World Health Organization (WHO) recently organized a Framework Convention on Tobacco Products (FCTC), which saw 192 member countries (Kenya included), approve the move to control tobacco advertising/promotion.

However, many Kenyans say anti-smoking laws will do very little to curb the urge to smoke (Daily Nation, 17, Oct. 2000).

Several studies have been conducted on advertising, but most of them have focused on the advertising agencies (Ogutu, 1983), (Radier, 2002), (Koros, 2002), (Okungu, 2003) and consumer attitudes and perception (Ahmed, 1992), (Mwangi, 2001), (Muriungi, 2002), (Wanjoga, 2002), (Gaceri, 2003), (Waweru, 2003), without any emphasis on the extent to which advertising influences consumers in making purchase decisions. However, the researcher feels that there has been no research carried out to investigate the extent to which such advertisements influence adoption of cigarette smoking among the consumers, especially in Kenya.

Therefore, this knowledge gap combined with the current arguments both locally and internationally concerning the control of cigarette advertising have instigated the researcher to carry out a study in order to answer the question:

‘How does advertising influence adoption of cigarette smoking among the consumers in Nairobi?’

1.4 Objective of the study

The main objective of the study will be to establish the influences of advertising in adoption of cigarette smoking among the consumers in Nairobi i.e. converting non users to users and maintaining the current users.

1.5 Importance of the study

The results of this study may be of benefit to: -

- a) **The government** may use the study as a support/evidence in making laws concerning advertising of tobacco products.
- b) **The consumer lobby groups** in their campaign against misleading advertisements by tobacco companies which leads to abuse of the products by the unsuspecting consumers as well as underage consumers, hence causing health hazard.
- c) **The manufacturing companies** in making decisions concerning the most effective promotional mix to apply in order to optimize their promotion expenditure.
- d) **The academicians**, by providing important information on influence of advertising. This will act as an eye opener to the future researchers who would like to carry out a similar research in a different industry.
- e) **The consumers** in understanding the positive and negative effects of advertising towards their behaviour.

CHAPTER TWO

LITERATURE REVIEW

2.1 The concept of Advertising

Jefkins, (1992) argued that people outside advertising business use the word advertising as a simile for various forms of communication such as publicity, sales promotion, propaganda and public relations, all of which are not forms of advertising. Various authors and scholars have defined advertising differently but there are no major differences in their meanings. Kotler (2000) defines advertising as any form of non-personal and promotion of ideas, goods or services by an identified sponsor. Churchill (1991) defined it as a paid non-personal communication through various media by organizations that are identified in the message and seeks to inform and/or persuade members of a particular audience. According to Rossister and Percy, (1998) advertising communications are often regarded as a relatively indirect form of persuasion based on information or emotional appeals about a product's benefits, designed to create favorable mental impressions 'that turn the mind towards' purchase.

In 1992, a study by Adams and Miller demonstrated that consumers in USA were exposed to between 300 and 600 commercial messages per day. The same situation applies in Kenya though the number may be smaller, but beyond any average consumer processing capacity.

This is mostly due to the high rate of competition that exists for consumer's limited attention in a crowded market and media (Miniard et al, 1991). Kotler (1997) argues that thirty percent of the exposed audience might recall the headlines main points of an ad, twenty five percent might remember the advertiser's name, and only ten percent will

remember the body of the ad. He therefore concludes that today's advertisers have to go an extra mile to beat the clutter and competition in order to be noticed thus the message has to be good.

Although many aspects of brand memory are enduring, consequences of favorable usage and other experiences with the brand, other memories that underlie brand name awareness, quality, perception and associations that determine positioning are derived from the brands advertising and communication campaigns (Aaker, 1991). He also notes that advertising drives brand equity by creating or enhancing brand image. Advertising must therefore facilitate encoding and retrieval of the brand name, its claim of quality and the key positioning associations. It must create the predisposition to purchase through the interaction between the message elements kept in the mind. (Mwangi, 2001). For an ad to achieve this, the advertiser must therefore know the manner in which consumers process advertisement information (Lutz, 1985; Mitchel, 1996; Muching, Lacsniak and Soltman, 1991)

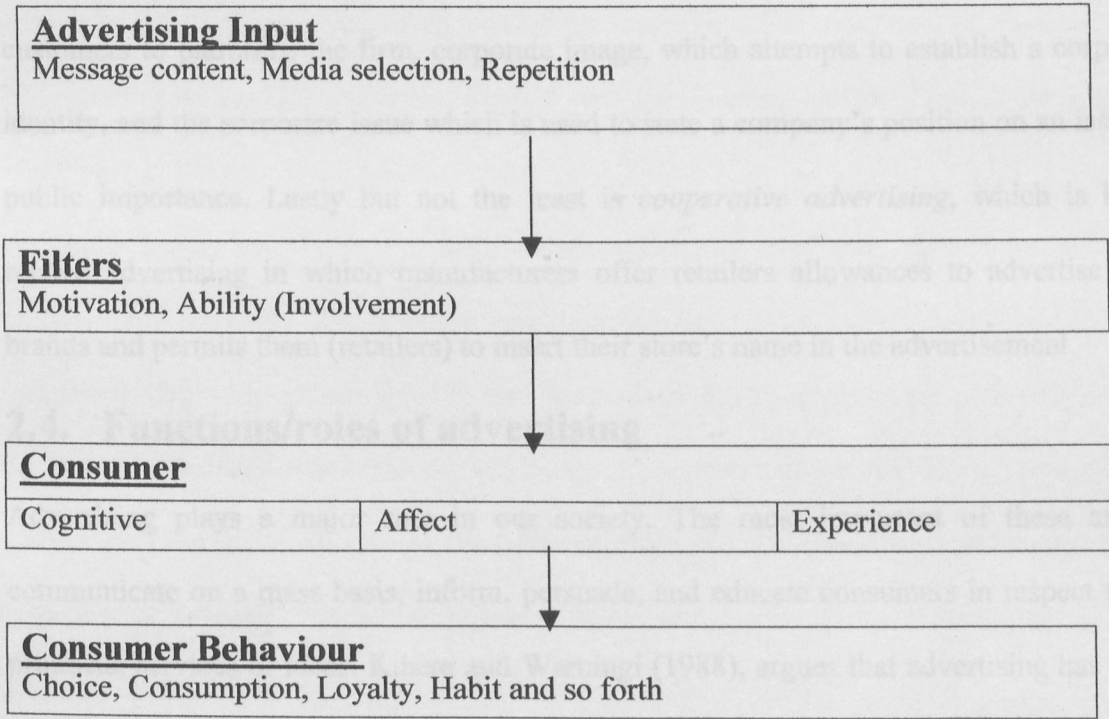
2.2. How advertising works

Advertising generally works like a system that involves input, process and the output.

Advertising of own and competitive brands is shown as an input for the consumer (Vakratsas and Ambler, 1999). Scheduling of the media, message content and repetition (Singh and Cole, 1993) are components of this input and constitutes the strategy that triggers consumer's response. The intermediate type of response implies that consciously or unconsciously, advertising must have some mental effects (e.g. awareness, memory, attitude towards a brand) before it can affect behaviour (Vakratsas and Ambler, 1993). Cognition "the thinking" dimension of a person and the affect "the feeling" dimension are

portrayed as two major intermediate advertising effects. Individual purchasing and usage behaviour represents the consequential behavioural effects of advertising. (Vakratsas and Ambler, 1993). They further concluded that ‘the consumer mind is not a blank sheet awaiting advertising but rather already contains conscious and unconscious memories of product purchasing and usage’. However, Caciopo and Petly (1985) noted that individual response to ad is modified by factors such as motivation, ability to process information, and the attitude towards the ad.

The diagram below represents a framework of how advertising works.



Source: Vakratsas D. and Ambler T. (1993) How Advertising Works. A Journal of Marketing; Vol 63. Pg 26-43.

2.3. Types of advertising

Assael (1993) identified four main types of advertising: One category is *brand advertising*, which is designed to maintain awareness of a brand among the consumers and increase its market share. It aims at stimulating selective demand, that is, demand for a particular brand. Another type is the *product advertising*, which is designed to attract new users by stimulating primary demand, that is, demand for the general product category. It aims at making the industry pie bigger. The third category is classified as *corporate advertising*, which is divided onto three types; Corporate patronage, which is designed to encourage customers to patronize the firm, corporate image, which attempts to establish a corporate identity, and the corporate issue which is used to state a company's position on an issue of public importance. Lastly but not the least is *cooperative advertising*, which is brand related advertising in which manufacturers offer retailers allowances to advertise their brands and permits them (retailers) to insert their store's name in the advertisement.

2.4. Functions/roles of advertising

Advertising plays a major role in our society. The most important of these are; to communicate on a mass basis, inform, persuade, and educate consumers in respect to the products, services or ideas. Kibera and Waruingi (1988), argues that advertising has many and varied functions. Generally, advertising informs many people at once about a product or service, where to get them, and at what price. By so doing, it saves people time, money and effort, which could otherwise be used in obtaining information needed for making purchase decisions (Kibera and Waruingi, 1988). People learn about organizations, products, services and ideas as well as how they can better their lives, from ads. Advertisement of public services help foster the growth and understanding of important

social causes. For example, the Red Cross, St. Bernados e.t.c receive continuous support from people and institutions alike partly because of the power of advertising (Kibera and Waruingi, 1988).

Sandage, (1961) argues that advertising plays a major role in persuading, i.e. to urge, induce or give reason for taking specific action. Persuasion is necessary to get people to extend and enrich the range of their wants and therefore lives. In addition, Norman, (1978) argued that advertising is not just valuable for the new companies alone. It is even more important for well-established businesses in order to develop customer loyalty and corporate image. Each piece of advertisement increases sales today and at the same time adds another brick to the structure of 'goodwill' that increases business tomorrow (Legg D. and Baker J, 1994).

Entertainment is usually in the form of adverts, which are funny, humorous, aesthetic scenes, and imagery. The entertainment quality built into the ad serves to increase consumer attention, comprehension and learning of the main message. Advertising also serves other social needs besides stimulating sales. For example, newspapers, magazines, radios and televisions, all receive their income from ads. This therefore enables us to have a variety of newspapers and magazines at reasonable prices among other things. (Kibera and Waruingi, 1988)

Advertisers must choose some combination of reach and frequency to attain their advertising objectives. Reach can be defined as the number of the target audience exposed to a given media mix. Frequency is the number of times the target audience is exposed to a message within a given period of time (Boyd et al, 1995).

According to Kotler, (1994) there are two major types of communication channels; Personal and Non-personal channels. In personal communication channels, two or more people communicate directly with each other. These include face-to-face, person to audience, telephone or even through the mail. They allow personal addressing and feedback.

Non-personal communication, on the other hand, is the channel that carries messages without personal contact or feedback. These include print media (newspapers, magazines, journals), Electronic media (Television, Radio, e-mail e.t.c), and the display media (billboards, signs posters e.t.c). In the print media sector in Kenya, the dailies have continued to enjoy a huge portion of the advertising revenue in the last fifteen years. A report by the Steadman group indicates that, of the 2.3 billion shillings spent on print media and public bus advertising category in the year 2003, 70% went to the dailies. According to a recent study by the Steadman group, Television is widely used in East Africa as a medium of communication. Currently there are seven TV stations in Kenya. The same report indicates that it is estimated that as at the year 2002, over six million households owned TV sets in Kenya (Kimutai, 2005). Another major advertising media in Kenya is the radio. Across the three East African countries, radio is the most common form of media with each country broadcasting of over ten (10) radio stations (Kimutai, 2005). According to the latest statistics by the Communications Commission of Kenya (CCK), twenty four (24) radio stations have been registered and given broadcasting frequencies in Kenya

2.5. Consumer Decision Making

According to Schiffman L.G (2001) a decision is the selection of an option from two or more alternative choices. He argues that a consumer decision making process or model begins with the attempt by the manufacturer to communicate the benefits of their products and services to potential consumers and the non-marketing socio-cultural influences, which when internalized, affect the consumer purchase decision. Kotler, (1997) contends that before a consumer purchases a product, or service, he/she will initially consider the total set available, then move on to awareness set, consideration set, the choice set, and finally make a decision. For a product or a service to be included in the set, the consumer must have had interacted with the product/service, say through advertising, in order to create a favorable attitude leading to purchase. Therefore, in order to have their products included in the set, companies spend a vast amount of money in advertising so as to get attention of the consumer. The importance of attention has been acknowledged in most advertising processing models (Rossitter and Percy, 1983), but despite of the tremendous amount of money spent on buying consumer attention, little or no research is done on consumer attention (Janiszewski and Bickert, 1994).

According to Schiffman (2000), consumers are guided by some rules in deciding where to focus their attention. He argued that these rules, often referred to, as heuristics, decision strategies, and information-processing strategies, are procedures used by consumers to facilitate brand (or other consumption related) choices. He further argued that they reduce the burden of making complex decisions by providing guidelines that make the process less taxing. Consumer decision rules have been classified into two major categories; compensatory and non-compensatory decision rules (Schiffman, (2000). In following a

compensatory decision rule, a consumer evaluates brand options in terms of each relevant attribute and computes a weighted or summated score for each brand. The assumption here is that the consumer will select the brand that scores the highest among the alternatives evaluated. It allows the evaluation of a brand on one attribute to balance out a negative attribute on some other attribute (Schiffman, 2000).

In contrast, non-compensatory decision rules do not allow consumers to balance positive evaluations of a brand on one attribute against a negative evaluation on some other attribute. Barry (1991), in Schiffman (2000) argues that there are three non-compensatory rules; the *conjunctive decision rule*, whereby the consumer establishes a separate minimally acceptable level as a cutoff point for each attribute. This means that if any particular brand falls below the cutoff point on any one attribute, the brand is eliminated from further consideration. The *disjunctive decision rule* is the “mirror image” of the conjunctive rule. The consumer establishes a separate, minimally acceptable cutoff level for each attribute, which may be higher than the one normally established for a conjunctive rule (Schiffman, 2000). Any brand that meets or exceeds the established level is accepted.

The third rule is the *lexicographic decision rule*, whereby the consumer ranks the attributes in terms of perceived relevance or importance. The consumer then compare the various brand alternatives in terms of the single attribute that is considered most important. If the brand scores high on the top-ranked attribute (regardless of the score on any of the other attributes), it is selected and the process ends (Schiffman, 2000).

2.6. Advertising response variables intervening between advertising and action.

According to Batra et al, (1995), advertising is not well suited to directly precipitate action. Rather it is better at conducting some communication, association or persuasion task that will hopefully result in the desired action being precipitated. The identification and selection of the best advertising response variable upon which to base objective is difficult (Batra et al, 1995). To identify and use advertising response variables, the key questions to be addressed are: What communication, association, or persuasion task will be likely to precipitate the desired action? And how can this task best be conceptualized and measured? In asking the first question, the set of variables that is frequently useful includes brand awareness, brand comprehension, brand image or personality, brand attitude, the perception that an important reference group values that brand, and the associations of desired feelings with a brand or use experience (Batra et al, 1995) as summarized in the table below.

Intervening and behavioral variables

Model	Advertising variable	Intervening variable	Behavioural variable
A	Advertising	Brand awareness	Trial Purchase
B	Advertising	Brand awareness	Loyalty
C	Advertising	Brand awareness → Knowledge of brand attributes	Trial purchase
D	Advertising	Knowledge of New Application	Increase usage
E	Advertising		Sales Leads
F	Advertising	Knowledge About Company	Sales Via Personal Selling
G	Advertising	Associate Brand With User Type	Loyalty
H	Advertising	Brand Attitude	Loyalty
I	Advertising	Associate Feelings and Brand Use	Loyalty
J	Advertising	Brand Awareness → Knowledge of Brand Attribute → Brand Attitude	Trial Purchase
K	Advertising	Knowledge of Brand Attribute Brand Attitude	Trial Purchase

Source: Batra R, Myers J, and Aaker D (1995) *Advertising Management*, pp125

2.7 Diffusion of Innovation and Consumer Adoption Process

Diffusion is the process by which the acceptance of an innovation (a new product, service, idea or practice) is spread by communication to members of a social system over a period of time (Schiffman and Kanuk, 1994)). Kotler, (1999) describes an innovation as any good, service, or idea that is perceived by someone as new. Diffusion is influenced by various product characteristics: Relative advantage which is the degree to which a consumer perceives a new product as superior to the existing substitutes. Other characteristics include compatibility, complexity, trialability, and observability i.e. the ease with which a product benefit can be observed imagined or described to potential consumers.

Strong, Lavidge, and Steiner (1925) in Kotler (2000) support the response hierarchy model as the best-known model that can analyze an advertisement effort. The hierarchy of response model includes; the AIDA model, Hierarchy of effects model, innovation adoption model and the communication model (*see table III*). The four models assumes that the buyer passes through three stages; Cognitive, Affective, and Behavioral stages, in that order. Kotler (2000) argues that the “Learn-Feel-Do” sequence can only apply if the audience has high involvement with a product category perceived to be highly differentiated. On the other hand, the “Do-Feel-Learn” sequence is relevant when there is little or no differentiation within the product category. The “Learn-Do-Feel” model is only relevant when the audience has low involvement and perceives little differentiation within the product category. He indicates that by choosing the right sequence, the marketer can do a better job of planning communications.

The response hierarchy models chart

Stages	AIDA Model	Hierarchy of effect model	Innovation adoption model	Communications model
Cognitive Stage	Attention ↓	Awareness ↓ Knowledge ↓	Awareness ↓	Exposure ↓ Reception ↓ Cognitive Response
Affective Stage	Interest ↓ Desire ↓	Liking ↓ Preference ↓ Conviction ↓	Interest ↓ Evaluation ↓	Attitude ↓ Intention ↓
Behavior Stage	Action	Purchase	Trial ↓ Adoption	Behaviour

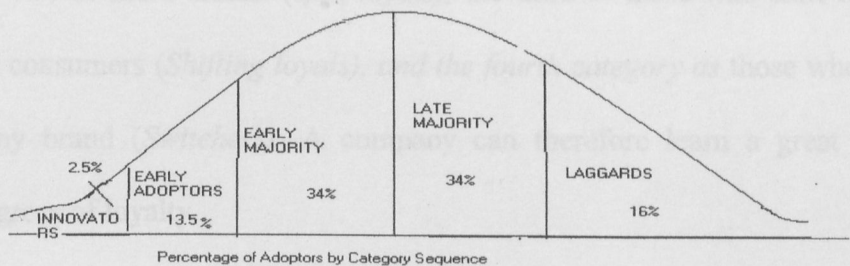
Source: Kotler P. (2000) *Marketing Management*, Millenium ed. Prentice Hall, pp554

The key model that will be adopted for the purpose of this study will be the *Innovation Adoption Model*. According to Kotler, (1999) Adoption is an individual’s decision to become a regular user of a product. The consumer adoption process therefore answers the question ‘How do potential customers learn about new products, try them and adopt or reject them?’ Adopters of new products have been observed to move through five stages (Kotler, 1999): the first is the *Awareness* stage when the consumer becomes aware of the

innovation. This is followed by the *interest* stage, which describes when the consumer is stimulated to seek information about the innovation. In the third stage, the consumer evaluates the innovation so as to decide whether to try it or not. Once an innovation passes this stage, the consumer may try the product and later adopt it.

2.8 Adopter categories

The concept of adopter category involves a classification scheme that indicates where the consumer stands in relation to other consumers in terms of time (Schiffman and Kanuk, 1994).



Source: Schiffman and Kanuk, 1994 pp538

The first category are the *innovators* (2.5%) who are venturesome consumers; very eager to try new ideas; acceptable if risk is daring; more cosmopolite social relationships and usually communicate with other innovators. The *early adopters* (13.5%) are respectable, opinion leaders and role models of a local social system. The *early majority* category (34%) are deliberate consumers who adopt the product just prior to the average time. The *late majority* category (34%) are known to be skeptical. They adopt a product

just after the average time and this may be due to both economic necessity and a reaction to peer pressure. The last category is the *laggards* (16%), who are traditional and suspicious of new ideas. They are the last people to adopt an innovation.

Richard, (1997) in Kotler, (1999) argues that the consumer-adoption process is later followed by the consumer-loyalty process, which is the concern of established users. He defines loyalty as a deeply held commitment to re-buy or re-patronize a preferred product or service in the future despite situational influences and marketing efforts having the potential to cause switching behaviour. According to Kotler (1999), buyers can be divided into four groups according to brand loyalty status. He referred to the first group as the consumers who buy one brand all the times (*hardcore loyals*), the second category as those who are loyal to two or more brands (*split loyals*), the third as those who shift from one brand to another consumers (*Shifting loyals*), and the fourth category as those who show no loyalty to any brand (*Switchers*). A company can therefore learn a great deal by analyzing the degrees of loyalty.

By analyzing its hardcore loyals, the company can identify its products' strengths; by studying the split loyals, the company can pinpoint which brands are competitive with its own; and lastly, by looking at the customers who are shifting away from its brand, the company can learn its marketing weaknesses and try to correct them (Kotler, 1999)

In today's low growth and highly competitive market place, retaining brand loyal customers is critical for survival (Evans, 1997). Keeping customers is often a more efficient strategy than attracting new ones (Rosenberg, 1983). The consumers have become

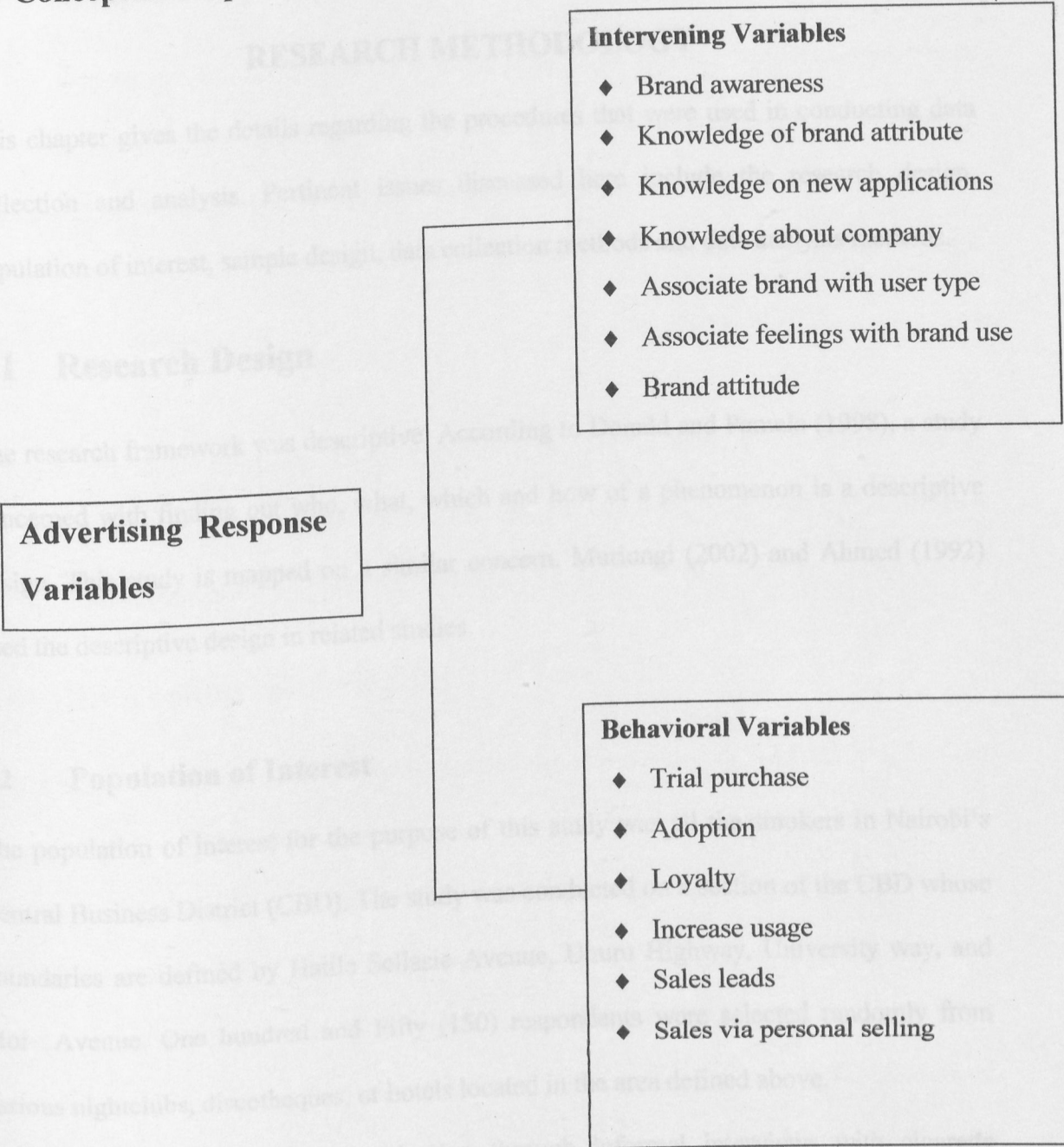
more confident and more demanding. They simply want the products and services that satisfy them and have no time for the ones that do not. More and more consumers have a need to distinguish themselves from one another to express their individualism. For this reason they demand quality that is sustained (Baker, 1992).

Many marketing managers are concerned about the growing trend towards brand switching. Among the reasons given for decline in brand loyalty are; consumer dissatisfaction with the product, the many products appearing in the market and the consumers' increased concern on price at the expense of brand loyalty (Schiffman, 1994). The purpose to build brand loyalty may also be seen in the tenets of the new marketing concept. Whereas the objective of marketing in the old days was just to make a sale, under the new concept, the objective is to develop customer relationship in which the sale is just the beginning (Webster, 1994). This is mostly achieved through advertising in order to communicate the benefits of a product to the consumer.

The influences of such advertising among the cigarette consumers have raised various concerns in Kenya. There are great pressures from various lobby groups and organization pushing towards regulating the industry, including international organization such as the World Bank, World Health Organization (WHO), and The International Monetary Fund (IMF). According to Mwangi (2002), the Kenyan Government has taken a number of initiatives in its attempt to control the marketing and consumption of tobacco products. For example, in 1980, the Ministry of Health issued a directive banning smoking in all public places, including cinema halls, public transport vehicles and government offices.

However, this directive had no effect in law. It succeeded only in enforcing the printing of the warning; "*Cigarette Smoking Can be Harmful to Your Health*", in both English and Kiswahili, on all Cigarette packets. In the year 2001, BAT and Japan Tobacco announced their withdrawal from advertising in Kenya, a move that dealt a major blow to the media, advertising and promotion companies (Daily Nation, 27th December, 2001). However, despite the withdrawal, the companies have continued to enjoy an increasing trend in consumption of their products hence causing many stakeholders in the industry to wonder whether advertising really influences adoption of cigarette smoking. A study on attitudes towards advertising in Kenya by Ahmed (1992) found that majority of the respondents were negatively predisposed to advertising. Another study on morality of advertising as perceived by the Kenyan consumers, found that majority of the respondents perceived advertising to contain high degree of immorality (Muriungi, 2002). The moral criticism is based on the view that business and therefore marketing, is a societal enterprise, occurring within society and with the society's permission and is therefore subject to moral code of that society. However, the researcher feels that there has been no research carried out to investigate the extent to which such advertisements influence adoption of cigarette smoking among the consumers, especially in Kenya. Therefore, this study is meant to fill this knowledge gap. I.e. to establish the influences of advertising in adoption of cigarette smoking, specifically in Nairobi.

2.9 Conceptual map for influences of advertising



CHAPTER THREE

RESEARCH METHODOLOGY

This chapter gives the details regarding the procedures that were used in conducting data collection and analysis. Pertinent issues discussed here include the research design, population of interest, sample design, data collection methods and data analysis methods.

3.1 Research Design

The research framework was descriptive. According to Donald and Pamela (1998), a study concerned with finding out who, what, which and how of a phenomenon is a descriptive design. This study is mapped on a similar concern. Muriungi (2002) and Ahmed (1992) used the descriptive design in related studies.

3.2 Population of Interest

The population of interest for the purpose of this study was all the smokers in Nairobi's Central Business District (CBD). The study was conducted on a section of the CBD whose boundaries are defined by Haille Sellasie Avenue, Uhuru Highway, University way, and Moi Avenue. One hundred and Fifty (150) respondents were selected randomly from various nightclubs, discotheques, or hotels located in the area defined above.

Based on researcher's prior investigation through informal interviews with cigarette consumers and personal experiences, Clubs, Discotheques, and Hotels are the main places where smokers are freely found and in a relaxed mood to answer interview questions.

They are social places where peers and friends meet to have fun and share experiences, hence being a convenient environment for interview by the researcher.

3.3 Sample and Sampling Design

To be able to get information from a cross section of Nairobi residents, convenient sampling was used as it appeared to be the most appropriate to ensure representation of a wide range of social groups. The selected section of the CBD was divided into the various streets within the region (Appendix III). From each street, one Discotheque, Club or Hotel was selected randomly.

Through convenient sampling, ten (10) respondents were randomly selected from each of the Fifteen (15) randomly selected establishments (i.e. one from each street). This made a total of one hundred and fifty (150) respondents.

3.4 Data collection methods

The data was collected using a semi-structured questionnaire with a Likert Scale as the main part of the questionnaire, in order to measure the extent to which advertising influences adoption and continued loyalty. The questionnaire was divided into three parts; Part One served to collect demographic data, Part Two consisted of Likert type questions aimed at testing the extent to which advertising influences adoption; while Part Three tested the extent to which advertising influences continued loyalty among the consumers. The questionnaire was administered with the help of two assistants, who received a brief training before the process. The interviews were face to face to avoid errors,

The research was conducted in two weekends (Friday, Saturday and Sunday), between 5.00pm and 7.00 pm. This is because according to the culture and nature of most jobs in Nairobi, weekends were found to be the most convenient for this study.

The respondents included any person who was spotted smoking or placing a packet of cigarette or a matchbox on his/her table at the time the interviewer was at the data collection point.

All completed questionnaires were edited for completeness and consistency before analysis. Data analysis was guided by the objective presented in chapter one. The body

3.5 Data analysis

The data was analyzed by use of descriptive statistics. These included tables, charts and percentages to represent the response rate and information on other variables that the study was considering. Other statistics included mean and standard deviation so as to bring out the differing magnitude of effects of different attributes.

a total of 14 questionnaires were considered unusable at the editing stage. This therefore gave a response rate of 91%, which the researcher considered as adequate for the purpose of analysis. This compares well with previous studies such as Wanjogu (2002) with 82% and Gaciri (2003) with 96%.

4.2 PROFILE OF THE RESPONDENTS

4.2.1 Age

Table 1. Distribution of respondents by age

No. Of Years	Frequency	Percent	Cumulative Percent
18yrs and below	3	2.2	2.2
19-24yrs	28	20.6	22.8
25-29yrs	52	42.2	65.4
30-34yrs	27	19.3	85.3
35-39yrs	13	9.5	94.9
40yrs and above	7	5.1	100.0
Total	130	100.0	

CHAPTER FOUR

DATA ANALYSIS AND INTERPRETATION

4.1 Introduction

All completed questionnaires were edited for completeness and consistency before analysis. Data analysis was guided by the objective presented in chapter one. The body contains only tables that directly related to the main objective. However, other relevant frequency tables have been presented in the appendices. The data is summarized using frequencies, percentages, and mean scores.

A total of 150 questionnaires were targeted. However, a total of 14 questionnaires were considered unusable at the editing stage. This therefore gave a response rate of 91%, which the researcher considered as adequate for the purpose of analysis. This compares well with previous studied such as Wanjoga (2002) with 82% and Gaceri (2003) with 96%.

4.2 PROFILE OF THE RESPONDENTS

4.2.1 Age

Table 1. Distribution of respondents by age

No. Of Years		Frequency	Percent	Cumulative Percent
	18yrs and below	3	2.2	2.2
	19-24yrs	28	20.6	22.8
	25-29yrs	58	42.6	65.4
	30-34yrs	27	19.9	85.3
	35-39yrs	13	9.6	94.9
	40yrs and above	7	5.1	100.0
	Total	136	100.0	

The findings indicate that a simple majority of the respondents were aged between 25 and 29 years (42.6%) followed by those aged between 19 and 24 years (20.6%). The third category were those aged between 30 and 34 years (19.9%) followed by those above 40 years (5.1%). The minority were those aged 18 years and below making up only 3% of the sample. However, this may not reflect the actual age distribution among cigarette consumers but reflects the structure of the population sampled and the sampling techniques used.

4.2.2 Gender

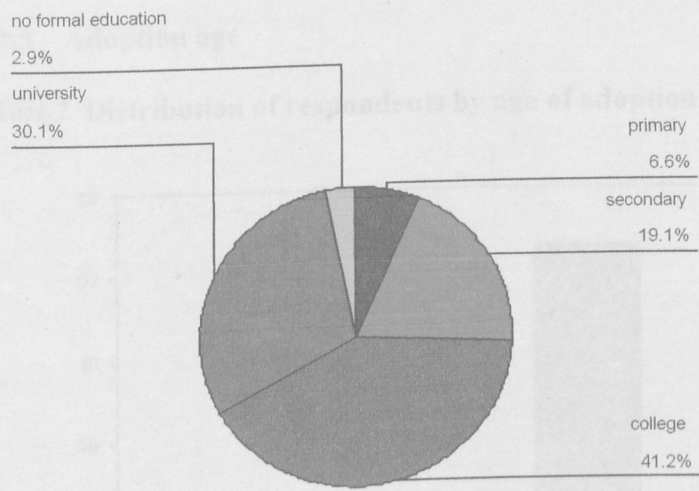
Table 2: Distribution of respondents by gender

Gender		Frequency	Percent	Cumulative Percent
	Male	105	77.2	77.2
	Female	31	22.8	100.0
	Total	136	100.0	

This shows that the majority of the respondents were males (77.2%). Again, as noted above, this may not reflect the actual smoking population structure but the structure of the population sampled.

4.2.3 Education

Chart 1. Distribution of respondents by Education level



The chart above shows that majority of the respondents had attained college education (41.2%) followed by those at the university level (30.1%). Those who had no formal education were only 2.9% of the sampled population.

4.2.4 Favourite Brand

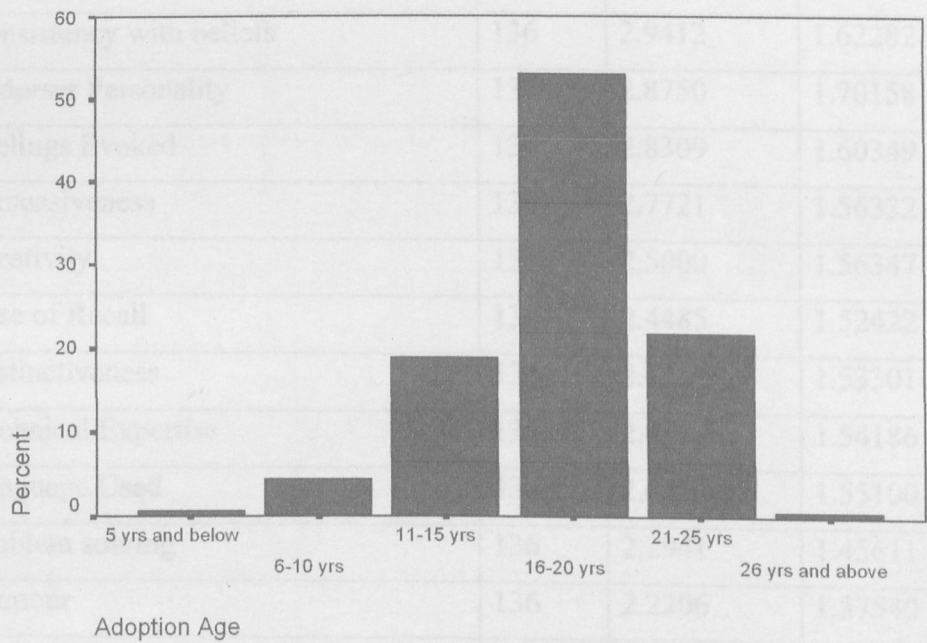
Table 3. Distribution of respondents by favourite brand

Brand		Frequency	Percent	Cumulative Percent
	Embassy	37	27.2	27.2
	Marlboro	1	.7	27.9
	Benson and Hedges	15	11.0	39.0
	Sportsman	55	40.4	79.4
	Sweet Menthol	18	13.2	92.6
	Safari	4	2.9	95.6
	Rooster	6	4.4	100.0
	Total	136	100.0	

The findings indicate that Sportsman was the most favourite cigarette brand with 40.4%, followed by Embassy with 27.2%. Marlboro was the least favourable among the respondents, having only one respondent or 0.7%.

4.2.5 Adoption age

Chart 2. Distribution of respondents by age of adoption



The findings above shows that majority of the respondents (52.9%) adopted to cigarette smoking at the age between 16 and 20 years. This therefore reflects the primary target market for cigarette manufacturers in the country. The results also indicate that very few cigarette consumers adopt the product at the age below 5 years and above 26 years.

4.3 Extent to which various attributes of advertising influences adoption

The findings in this section were meant to bring out the extent to which various attributes of advertising influences the consumers in their decision to start smoking. Respondents

rated each attribute on a five point Likert type scale depending on their importance. The findings are summarized in the table below.

Table 4: The extent to which various attributes in advertising influences adoption of Cigarette smoking

Attributes	N	Mean	Std. Deviation
Lifestyle depicted in ad	136	2.9926	1.68873
Consistency with beliefs	136	2.9412	1.62282
Endorser Personality	136	2.8750	1.70158
Feelings Evoked	136	2.8309	1.60349
Persuasiveness	136	2.7721	1.56332
Creativity	136	2.5000	1.56347
Ease of Recall	136	2.4485	1.52422
Distinctiveness	136	2.4265	1.53301
Technical Expertise	136	2.4118	1.54186
Language Used	136	2.4044	1.55100
Problem solving	136	2.2941	1.45611
Humour	136	2.2206	1.37540
Testimonial Evidence	136	2.2206	1.41260
Benefit outlined	136	2.1765	1.41360
Radio/TV Program	136	2.1103	1.43332
Scientific Evidence	136	2.0368	1.35760
Timing of message	136	2.0368	1.43195
How long an ad has been there	136	2.0000	1.31656
Audience Mood	136	1.9265	1.28023
Frequency	136	1.8750	1.26161

From the first glance of the results, it can be argued that all the attributes were rated as not important in influencing the respondents. This is because all the respondents have a mean score of less 3.00. However, adverts that depicted a certain lifestyle were ranked top in the list with a mean score of 2.99. The findings further indicates that consistency with beliefs, personality of the endorser, feelings evoked by adverts, persuasiveness of the ad and the creativity of an advert were considered as a little bit important in that order with a mean score of above 2.50 (Table 4).

Below is a summary of the responses towards the above mentioned attributes.

Table 5: Whether an advert depicts a certain lifestyle

<i>Response</i>	<i>Frequency</i>	<i>Percent</i>
Not important at all	52	38.2
Less important	1	.7
Indifferent	15	11.0
Important	32	23.5
Very important	36	26.5
Total	136	100.0

The table shows that 38% of the respondents rated whether the advert depicted a certain lifestyle as not important at all in influencing their smoking behavior. On the other hand, 26.5% rated the attribute as very important, while 23.5% rated it as important and 11% were indifferent whether the attribute was important or not. This shows that half of the respondents felt that advertisements that depicts a certain lifestyle were important in influencing them to start smoking.

Table 6: Consistency of an ad with what one believes in.

<i>Response</i>	<i>Frequency</i>	<i>Percent</i>
Not important at all	51	37.5
Less important	3	2.2
Indifferent	11	8.1
Important	45	33.1
Very important	26	19.1
Total	136	100.0

The above table shows that 19.1% rated the consistency of an advert with what one believes in as very important and 33.1% as important. This shows that majority of the respondents rated this attribute as important in influencing them to start smoking. However, 37.5% felt that the attribute was not important at all.

Table 7: The personality used in endorsing the ad

<i>Response</i>	<i>Frequency</i>	<i>Percent</i>
Not important at all	54	39.7
Less important	6	4.4
Indifferent	16	11.8
Important	23	16.9
Very important	37	27.2
Total	136	100.0

From the Table 7, a total of 37 respondents (27.2%) and 23 (16.9%) rated the personality used in endorsing an ad as very important and important respectively in influencing their behavior. On the other hand, 54 respondents (39.7%) rated this attribute as not important at all while 4.4% rated it as less important. Only 11.8% of the respondents were indifferent.

Table 8: Feelings evoked by an ad

<i>Response</i>		<i>Frequency</i>	<i>Percent</i>
	Not important at all	49	36.0
	Less important	14	10.3
	Indifferent	10	7.4
	Important	37	27.2
	Very important	26	19.1
	Total	136	100.0

Table 8 above shows that 19.1 % and 27.2% rated the feelings evoked by an ad as a very important and important respectively. On the other hand, 36% and 10% rated the attribute as not important at all and less important respectively. Only 7.4% were indifferent.

Table 9: The persuasiveness of the ad to consume a product.

<i>Response</i>		<i>Frequency</i>	<i>Percent</i>
	Not important at all	48	35.3
	Less important	17	12.5
	Indifferent	12	8.8
	Important	36	26.5
	Very important	23	16.9

Table 9 shows that only 16.9% of the respondents rated the persuasiveness of the ad as very important while 26.5% rated it as important. On the other hand, 35.3% rated this attribute as not important at all in influencing their decision to start smoking.

Table 10: The Creativity of the ad

<i>Response</i>	<i>Frequency</i>	<i>Percent</i>
Not important at all	57	41.9
Less important	21	15.4
Indifferent	15	11.0
Important	19	14.0
Very important	24	17.6
Total	136	100.0

As shown in Table 10 above, a total of 41.9% of the respondents rated the creativity attribute of the ad as either not important at all or less important (15.4%). Those who rated this attribute as very important and important were 17.6% and 14.0% respectively.

Among the attributes that were generally considered as the least important included; how long the advertisement had been in existence, the mood of the audience in the time the advert was exposed and lastly the number of times the advert was availed, with mean scores of 2.00, 1.92 and 1.87 respectively.

Table 11: How long the ad has been in existence

<i>Response</i>		<i>Frequency</i>	<i>Percent</i>
	Not important at all	74	54.4
	Less important	21	15.4
	Indifferent	18	13.2
	Important	13	9.6
	Very important	10	7.4
	Total	136	100.0

The advert age was rated by 54.4% and 15.4 % of the respondents as not important at all and less important respectively in influencing the consumers’ decision to start smoking. On the other hand, only 7.4% and 9.6% rated this attribute as very important and important respectively (Table 11).

Table 12: The mood of the audience in the time the advert was exposed

<i>Response</i>		<i>Frequency</i>	<i>Percent</i>
	Not important at all	80	58.8
	Less important	14	10.3
	Indifferent	22	16.2
	Important	12	8.8
	Very important	8	5.9
	Total	136	100.0

Majority of the respondents (69.1%) rated the mood of the audience during the time the ad was exposed as either not important at all or less important. Only a total of 17.7% rated this attribute as either important or very important (Table 12).

Table 13: The frequency of the ad

<i>Response</i>		<i>Frequency</i>	<i>Percent</i>
	Not important at all	79	58.1
	Less important	24	17.6
	Indifferent	13	9.6
	Important	11	8.1
	Very important	9	6.6
	Total	136	100.0

A total of 75.7% of the respondents rated the number of times an advert was availed as either not important at all or less important in influencing their decision to start smoking. On the other hand, only a total of 14.7% of the respondents rated this attribute as either very important or important (Table 13).

In considering the respondents variability in rating different attributes, the findings reveals that they were most widely varied in rating the importance of the personality used in endorsing an advert. This means that some rated this attribute as important while others rated it as not important (see table 4). Without considering the indifferent respondents, those who rated the personality attribute as important and not important were in a ratio of 1:1 (i.e. 44.1% for both sides). There was little consistency among the respondents. In general, all the attributes with a standard deviation of more than 1.50 can be classified as highly variable among the respondents. These include the lifestyle depicted in an advert, the consistency of the advert with what one believed in, the feelings evoked by the advert,

the creativity of the advert, the language used in the advert, the technical expertise depicted, distinctiveness of the ad from those of competitors and finally, the ease to recall the advert in that order. However, even those with a standard deviation below 1.50 but more than 1.00 can be rated as highly variable though to a less extent. Among all the attributes, the number of times in which the advert is availed (Frequency) seemed to be the least variable as well as the least important in influencing adoption. This means that a large number of respondents (58.1%) argued that the attribute was not important at all and 17.6% rating it as less important. This can be interpreted to mean that the number of times a cigarette advertisement is availed does not contribute to adoption.

Media type	136	1.5045	1.6044
Benefit Outlined in ad	136	2.3394	1.37364
Language Used	136	2.3337	1.57747
Technical Expertise Depicted	136	1.7147	1.59622
Problem solving in ad	136	2.4779	1.45734
Humour in ad	136	2.4786	1.39615
Distinctiveness of ad	136	2.4335	1.62716
Creativity of ad	136	2.3977	1.55130
Scientific Evidence in ad	136	2.2739	1.49736
Testimonial evidence depicted	136	2.2383	1.75389
Age of ad	136	2.1645	1.43305
TV/Radio program	136	2.0204	1.34057
Mood	136	1.9652	1.28471
Message timing	136	1.9425	1.26912
Frequency of ad	136	1.9118	1.26766

The findings in Table 14 indicate that the feeling evoked by an advertisement was rated as the most important in influencing the consumers to continue smoking, with an average

4.4 Advertising influences towards continued loyalty.

Table 14:The extent to which various attributes in advertising influences continued loyalty among Cigarette consumers.

Attributes	N	Mean	Std. Deviation
Feelings evoked by ad	136	3.0441	1.65493
Lifestyle Depicted	136	3.0294	1.66418
Personality used	136	3.0000	1.64655
Consistency of ad with Beliefs	136	2.9265	1.61306
Persuasiveness of ad	136	2.8235	1.67280
Recallability	136	2.6691	1.66469
Media type	136	2.6397	1.60404
Benefit Outlined in ad	136	2.5294	1.57264
Language Used	136	2.5221	1.57747
Technical Expertise Depicted	136	2.5147	1.59622
Problem solving in ad	136	2.4779	1.45534
Humour in ad	136	2.4706	1.39810
Distinctiveness of ad	136	2.4338	1.62710
Creativity of ad	136	2.3971	1.53130
Scientific Evidence in ad	136	2.3750	1.49536
Testimonial evidence depicted	136	2.2353	1.38369
Age of ad	136	2.0515	1.45205
TV/Radio program	136	2.0294	1.34957
Mood	136	1.9632	1.28471
Message timing	136	1.9485	1.24912
Frequency of ad	136	1.9118	1.26766

The findings in Table 14 indicate that the feeling evoked by an advertisement were rated as the most important in influencing the consumers to continue smoking, with an average

mean of 3.04. The next important attributes were the lifestyle depicted by an advertisement (3.02) followed by the personality used in endorsing an advert (3.0).

Table 15: Importance of feelings evoked by an advert in influencing loyalty

<i>Response</i>	<i>Frequency</i>	<i>Percent</i>
Not important at all	47	34.6
Less important	7	5.1
Indifferent	9	6.6
Important	39	28.7
Very important	34	25.0
Total	136	100.0

Table 15 shows that a total of 53.7% of the respondents rated the feelings attribute as either very important or important. Only 39.7 of the respondents rated the attribute as not important at all or less important.

Table 16: Importance of the lifestyle depicted in an ad in influencing loyalty

<i>Response</i>	<i>Frequency</i>	<i>Percent</i>
Not important at all	46	33.8
Less important	9	6.6
Indifferent	14	10.3
Important	29	21.3
Very important	38	27.9
Total	136	100.0

A total of 49.2% rated the lifestyle depicted in the ad as an important attribute in influencing loyalty while a total of 39.4% rated it as not important. However, 10.3% were indifferent (Table 16).

Table 17: The personality used in endorsing an ad.

<i>Response</i>	<i>Frequency</i>	<i>Percent</i>
Not important at all	47	34.6
Less important	9	6.6
Indifferent	10	7.4
Important	37	27.2
Very important	33	24.3
Total	136	100.0

The above table indicates that more respondents rated the personality used to endorse an ad as either very important or important (51.5%) as compared to those who rated it as either not important at all or less important (41.2%). On average, this attribute was rated as neither import nor not important with a mean score of 3.00.

Another set of variables/attributes that were considered as not important in influencing loyalty among the consumers were those with an average mean of more than 2.50. These included; consistency of the ad with beliefs; persuasiveness of the advertising message; Ease to recall; media type used; the benefit outlined in the ad; the language used in advertising; and the technical expertise depicted in the ad, in their order of importance.

The other set of attributes that scored lowest, with an average mean of less than 2.00 were the least important in influencing continued loyalty towards smoking. These attributes include; the mood of the audience during the time the ad was availed (1.96), the timing of the message (1.95) and finally the number of times the ad is availed (1.91).

CHAPTER FIVE

DISCUSSIONS, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter gives a summery of the findings as well as the conclusions gathered from the analysis of the previous chapter (Chapter Four). The chapter also incorporates the various suggestions and comments given by the respondents in the questionnaires. The findings are summarized alongside the objective of the study. Discussions are in line with existing literature in the influences of advertising.

5.2 Discussions

In practice, advertising has been found to influence sales to a great extent. However, various studies have indicated that advertising does not affect sales in most cases. For example, Anheuser-Busch Experiments carried out in 1960s have showed that in the short term, decreasing the level of advertising had no negative impact on sales. However, complete withdrawal of TV advertising for more than a year led to some deterioration in sales, which could be replaced with just the previous advertising level (Tellis, 1998). Another similar experiment was by Campbell Soup Company in 1970s, which showed that changes in levels of advertising had little or no impact on sales. However, changes in copy, media, and target markets did result in sales increases. Similar experiments by Adtel and Information Resources Inc. (IRI) found that decrease in advertising did not affect sales. In conclusion, on average, only half of all ongoing ad campaigns are effective as supported by the IRI and Adtel experiments (Tellis, 1998).

This study aimed at establishing the influences of advertising in adoption of cigarette smoking in Nairobi. With the government pressing to pass the tobacco bill, which prohibits the tobacco firms from advertising and promoting their product, the research was aimed at finding out the extent to which these firms were affected in terms of recruiting new consumers to the market. The study has established that among the various advertising attributes tested, only a few were rated as important in influencing consumers to adopt cigarette smoking. However, none of these attributes was highly rated since all of them had a mean score of less than 3.00 out of the possible 5.00.

The most highly rated attributes were found to be whether an ad depicts a certain lifestyle, the consistency of the ad with one's beliefs, the personality used in endorsing the ad, the feelings or emotions evoked by the ad, the persuasiveness of the ad and creativity of the ad. This was in agreement with the exhaustive review of literature by Darrel Muehling and Michele McCann as cited by Batra (1996), that influences of adverts are high if the ad is more credible, evokes positive likable feelings, uses likable and attractive celebrities, uses endorsers of the same race as the target market among others. This is also supported by the Tellis (1998) that if an ad arouses positive emotions and the viewer is in a positive mood, then response to the message will be positive.

Ads that depict a certain lifestyle were rated to be the most influential, where the audience associates the brand advertised with a certain lifestyle. This finding is also in line with Kotler (1997) who argued that a good message can be presented in different execution style such as showing a certain lifestyle. The consumers feel more comfortable consuming a brand that associates them with a certain class of people hence raising their esteem.

The personality used in endorsing an ad was also found to play an important role in influencing cigarette adoption. This is consistent with Tellis (1998) who argued that if the receivers of an ad's message find the source of the ad sufficiently credible, they will adopt the opinion or attitude presented in the ad as the objectively correct position in that context. Ability of the ad to persuade the consumers to use a product was also found to influence adoption. Some advertisement slogans like "*Ni sawa hasa*" or "*smooth all the way*" encourages the consumers to try a product due to their persuasive nature. The study found that the respondents were indifferent as to whether creativity of the ad influences adoption. With a mean score of 2.50 out of the possible 5.00 indicates that the respondents were divided as to whether creativity was important or not. This is, to some extent, in agreement with Dan (2001) who noted that, to effectively communicate, creative delivery of the advertisement message must be designed.

In contrast to Ogilvy and Raphaelson (1982) argument that for an advertisement to score high recall and recognition, it must be innovative, appealing, and must offer solution to a problem, the study found that the ability of an ad to offer a solution to a problem was rated as not important in influencing cigarette adoption. The same case to humour in an ad, which scored a mean of only 2.22.

As a secondary objective, the researcher also undertook to establish the extent to which various advertising attributes influence continued loyalty among the smokers. My observation was that most of smokers were willing to stop smoking but could not.

The study revealed that advertising influences loyalty much more than it influences adoption. This is because various factors rated as important in influencing loyalty had a mean score of more than 3.00 as compared to those in adoption with a mean score of less than 3.00.

Among the attributes tested, the feelings evoked by an ad, lifestyle depicted, and the personality used to endorse the ad were found to influence loyalty to a great extent with a mean score of more than 3.00 out of the possible 5.00. A simple majority of 53.7%, 49.2%, and 51.5% of the respondents rated the feelings evoked, the lifestyle depicted by the ad and the personality used in endorsing the ad respectively as either very important or important.

Other attributes that were considered important in influencing loyalty included; consistency of the ad with what one believes in, ability of the ad to persuade the consumer, ease to recall the ad, media type used, and the language used in advertising in their order of importance.

The benefit outlined in an ad and the technical expertise depicted in the ad were not rated as either important or not important, with mean scores of 2.52 and 2.52 respectively out of the possible 5.00.

5.3 Conclusion

From the results discussed above, it is evident that advertising influences smoking to some extent. However, the influence was found to be minimal considering the fact that out of the twenty different attributes tested, only a few were rated as important in influencing the consumers, with an average mean score of 3.00 out of the possible 5.00. The findings further revealed that advertisement attributes related to emotions and personality were

rated as important in influencing adoption and loyalty. Therefore, the manufacturers of tobacco products need to emphasize on arousing the target consumers' emotions as well as using the right endorser depending on the target market.

The study also revealed that media related attributes did not play an important role in influencing cigarette adoption. These included the media type, timing of the message, program in which the ad is featured and the number of times the ad appears. These findings are important to manufacturers of tobacco products in helping them design effective advertisements.

5.4 Recommendations

The government should take a second thought in its decision to ban tobacco advertising and promotion. From this study, it is evident that the role played by advertising was minimal. This means that there must be some other factors influencing smoking other than advertising. The government should therefore carry out a consumer research to establish these factors and act accordingly other than blindly pointing on advertising.

5.5 Limitations of the Study

The study was carried out only in Nairobi's Central Business District area. The consumers in this area may differ in opinions with those in the other parts of the city especially considering the difference in social class and income levels.

Time and financial constraints affected the sample size and the scope of the study.

The study was a survey and predetermined questionnaires were used. This may have limited respondents from bringing other relevant issues, which the researcher may not have mentioned.

5.6 Suggestions For Further Research

This study was carried out in the Central Business District of Nairobi city. The results may therefore be skewed to the city only and may not be a true reflection of the real situation in other parts of the city as well as the other parts of the country. There is therefore a need to conduct further research in other areas and regions in order to authenticate the results further.

During the study, the researcher noted that there were various other factors, besides advertising, such as peer pressure, curiosity, stress and many others that the respondents claimed to have played a major role in introducing them to smoking behavior. A further research would therefore be of import in order to establish the extent of these factors.

According to the findings discussed in the previous chapter, it is evident that a simple majority of the respondents (52.9%) adopted cigarette smoking at the age of 16 to 20 years. Further research should therefore be carried out to determine the major characteristics of this age bracket which would have influenced them to start smoking.

It is also important to note that this study was carried out in a time when there were high political and social-economic temperatures among the government regulating bodies, affected companies and the public interest groups, concerning the decision by the government to ban tobacco and alcohol advertising in the country. This could therefore have caused biasness among the respondents in an effort to safeguard their self-interests. Therefore, a similar research would be worthwhile undertaking in future when such political and social-economic interferences are minimal.

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Appendix 1

LETTER OF INTRODUCTION

Maore Kirimi Stephen
P.O Box 11769-00100
Nairobi

Dear Respondent,

RE: DATA COLLECTION

I am a postgraduate student at the **University of Nairobi**, Faculty of Commerce. In partial fulfillment of the program **Masters in Business Administration (MBA)**, I am undertaking a management research project entitled “**The influences of advertising in adoption of cigarette smoking in Nairobi.**”

You have been selected to form part of this study. I kindly therefore request you to assist me in filling this questionnaire. Kindly fill in all the questions.

The information is purely to be used for the purpose of this research. A copy of the final report will be availed to you upon your request.

Thank you in advance

Maore Kirimi Stephen

MBA Student.

Mr. Tom Mutugu

Senior Lecturer

Faculty of commerce

APPENDIX 2:

QUESTIONNAIRE

I am carrying out a research on **the influences of advertising in the adoption of cigarette smoking in Nairobi**. You have been chosen as one of the respondents. Please help answer all the following questions.

PART A:

1. What is your highest level of education?

- i) Primary ()
- ii) Secondary ()
- iii) College, ()
- iv) University ()
- v) No formal education ()

2. What is your occupation?

.....

3. Please tick the age bracket in which you fall

- | | | | |
|-------------------|-----|---------------------|-----|
| i) Below 18 years | () | (iv) 30-34 years | () |
| ii) 19-24 years | () | (v) 35-39 years | () |
| iii) 25-29 years | () | (vi) Above 40 years | () |

4. What is your gender?

Male () Female ()

5. Please indicate your marital status

- i) Single () ii) Married ()

6. Which is your favourite cigarette brand?

- i) Embassy ()
- ii) Marlboro ()
- iii) Benson & edges ()
- iv) Sportsman ()
- v) Sweet menthol (SM) ()
- vi) Safari ()
- vii) Rooster ()

viii) Supermatch ()

ix) Other (Please specify)

_____ ()

_____ ()

_____ ()

7. How old were you when you started smoking?

i) Less than 5 yrs ()

ii) 6 to 10 yrs ()

iii) 11 to 15 yrs ()

iv) 16 to 20 yrs ()

v) 21 to 25 yrs ()

vi) 26 and above ()

PART B:

(I) The statements below concerns cigarette adverts. On a scale of 5-1, with 5 indicating the most important and 1 not important at all, please indicate by ticking, to what extent you feel each of them influenced you in your decision to **start** smoking.

5- Very important

2- less important

4- important

1- not important at all.

3- Indifferent

		5	4	3	2	1
1)	The benefit outlined in the ad.	()	()	()	()	()
2)	The humour in the ad	()	()	()	()	()
3)	Creativity of the ad	()	()	()	()	()
4)	Whether the ad stand out from those of competitors	()	()	()	()	()
5)	Whether the ad offers a solution to a problem	()	()	()	()	()
6)	Whether the ad depicts a certain lifestyle	()	()	()	()	()
7)	Whether the ad depicts technical expertise	()	()	()	()	()
8)	The persuasiveness of the ad to consume a product	()	()	()	()	()
9)	Whether the ad depicts a scientific evidence	()	()	()	()	()
10)	How long the ad has been there	()	()	()	()	()
11)	Consistency of the ad slogan with what you believe in or like	()	()	()	()	()
12)	Whether the ad depicts testimonial evidence	()	()	()	()	()
13)	The personality used in endorsing the ad	()	()	()	()	()
14)	The feelings the ad evokes in you	()	()	()	()	()
15)	The program in which the ad appears (incase of TV and Radio)	()	()	()	()	()
16)	How often the ad is availed (Frequency)	()	()	()	()	()
17)	The timing of the message	()	()	()	()	()
18)	The mood during the time the ad is played	()	()	()	()	()

- | | | | | | |
|-----------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 19) The language used | ☐ | ☐ | ☐ | ☐ | ☐ |
| 21) The ease to recall the advert | ☐ | ☐ | ☐ | ☐ | ☐ |

PART C:

The statements below concerns cigarette adverts. On a scale of 5-1, with 5 indicating the most important and 1 not important at all, please indicate by ticking, to what extent you feel each of them influences your continued **loyalty** to the brand you take.

5- Very important

2- less important

4- Important

1- Not important at all.

3- Indifferent

- | | 5 | 4 | 3 | 2 | 1 |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1) The benefit outlined in the ad. | ☐ | ☐ | ☐ | ☐ | ☐ |
| 2) The humour in the ad | ☐ | ☐ | ☐ | ☐ | ☐ |
| 3) Creativity of the ad | ☐ | ☐ | ☐ | ☐ | ☐ |
| 4) Whether the ad stand out from those of competitors | ☐ | ☐ | ☐ | ☐ | ☐ |
| 5) Whether the ad offers a solution to a problem | ☐ | ☐ | ☐ | ☐ | ☐ |
| 6) Whether the ad depicts a certain lifestyle | ☐ | ☐ | ☐ | ☐ | ☐ |
| 7) Whether the ad depicts technical expertise | ☐ | ☐ | ☐ | ☐ | ☐ |
| 8) The persuasiveness of the ad to consume a product | ☐ | ☐ | ☐ | ☐ | ☐ |
| 9) Whether the ad depicts a scientific evidence | ☐ | ☐ | ☐ | ☐ | ☐ |
| 10) How long the ad has been there | ☐ | ☐ | ☐ | ☐ | ☐ |
| 11) Consistency of the ad slogan with what you believe in or like | ☐ | ☐ | ☐ | ☐ | ☐ |
| 12) Whether the ad depicts testimonial evidence | ☐ | ☐ | ☐ | ☐ | ☐ |
| 13) The personality used in endorsing the ad | ☐ | ☐ | ☐ | ☐ | ☐ |
| 14) The feelings the ad evokes in you | ☐ | ☐ | ☐ | ☐ | ☐ |
| 15) The program in which the ad appears (incase of TV and Radio) | ☐ | ☐ | ☐ | ☐ | ☐ |
| 16) How often the ad is availed (Frequency) | ☐ | ☐ | ☐ | ☐ | ☐ |

- | | | | | | | |
|-----|---|-----|-----|-----|-----|-----|
| 17) | The timing of the message | () | () | () | () | () |
| 18) | The mood during the time the ad is played | () | () | () | () | () |
| 19) | The language used | () | () | () | () | () |
| 20) | The type of media used | () | () | () | () | () |
| 21) | The ease to recall the advert | () | () | () | () | () |

THANK YOU FOR YOUR COOPERATION

APPENDIX 3

THE MAJOR STREETS IN THE CENTRAL BUSINESS DISTRICT (CBD) AREA FROM WHICH THE DATA WAS COLLECTED

(Source: The Kenya Postel Directory, 2004 issue)

1. BANDA STREET
2. BIASHARA STREET
3. CITY HALL WAY
4. HAILLE SELLASIE AVENUE
5. HARAMBEE AVENUE
6. KENYATTA AVENUE
7. KIMATHI STREET
8. KOINANGE STREET
9. MAMA NGIINA STREET
10. MOI AVENUE
11. MUINDI MBINGU STREET
12. PARLIAMENT ROAD
13. UHURU HIGHWAY
14. UNIVERSITY WAY
15. WABERA STREET