

**EFFECTIVENESS OF ADVERTISING ON BRAND PREFERENCES:
CASE OF COCA COLA BRANDS.**

**BY
JOSEPH MAKAU**

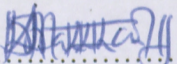


**A MANAGEMENT RESEARCH PROJECT SUBMITTED IN PARTIAL
FULFILMENT OF THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF BUSINESS ADMINISTRATION, FACULTY OF
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DECLARATION

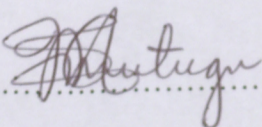
This research project is my original work and has not been submitted for a degree course in this, or any other University.

Signed  Date 26/11/08

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D61/P/8457/05

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

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This study is dedicated to my wife Christine Mwende and our daughter Trizah.

To my parents Mr. Philip Kitingu and Monicah Ngile for the parental care and support that they have shown me.

I acknowledge my parents for their role in the pursuit of education. They inspired me to study hard right when I was young. They also provided me with the necessary resources to carry out this study. I enjoyed them very much.

I also thank my wife and my child for their support and encouragement throughout the course of this study.

Finally, I would like to thank God for his grace and mercy throughout the entire process of completing this study.

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ABSTRACT

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. Jefkins (1992) 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 contradicting opinions (Batra et al, 1995).

This study was conducted with an objective of finding out the effectiveness of advertising on brand preference, the case of Coca-Cola brands among the Coca-Cola drinkers in Nairobi.

To achieve the above objective, primary data was collected from a sample of 50 respondents, out of whom 44 responded successfully leading to a response rate of 88% which was considered sufficient enough to achieve the intended objective. The sampling frame comprised of any person taking a Coca-Cola brand in the retail outlets. 8 respondents were selected from the major streets with high volume turn over and 5 from the smaller streets with less volume turn over.

The collected data was analysed by use of descriptive statistics. These include tables, charts and percentages. Frequency charts were used to summarize the advertising attributes on brand preference.

The study found out that advertising affects brand preference, this was evident because Coke, being the most advertised brand, came out to be the most favoured brand. The study also found out that several factors are considered important in the effectiveness of advertising on brand preference in the soft drink (Coca-Cola brands). Among the most important are:

- (i) The benefits outlined in the advertisement
- (ii) Timing of the message
- (iii) Creativity of the advertisement
- (iv) The ease to recall the advertisement
- (v) Taste of the brand.

As recommendation, firms need to consider the above factors and test them against their soft drink brands if they hope to win the attention of their consumers and persuade them to buy. Only by doing so, will they remain relevant to their consumers and beat competition.

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CHAPTER ONE

1.0 INTRODUCTION.

1.1 Background

Mbau (2000) notes that, the past two decades have witnessed unprecedented emergence of various forces which have posed serious challenges to the traditional premises and practices of marketing. Capron and Hulland (1999) identify these forces as including stiff competition, globalization of product markets, deregulation, dumping, exploitation of information technology, a desire to access a portfolio of international brands and difficulty in establishing new brands. All these complicate the way a firm should market itself and products /services to the ever changing consumer.

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 communication from friends and relatives are all communications which 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 and Armstrong 1999).

Gaining strategic leverage is a problem for companies in turbulent and uncertain markets such as the soft drink market in Kenya, Hutt (1985) observed that experience has taught marketing managers that even the best products do not sell themselves. The benefits, problems, solutions and cost efficiencies of these products must be effectively communicated to all of the individuals who influences the purchase decision.

Therefore, organizations have 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 and Armstrong (1999) defines advertising as, any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor. The function of advertising in the marketing task is to inform, persuade and /or remind consumer 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 pictures promoting their wares on large rocks along parade routes (Maore, 2005). The industrial revolution created the greatest changes in advertising. Since 1839, prior to the introduction of photography in 1940s, products were depicted by handcrafted woodcuts or engraved mental drawing. Adverts could show products, people and places as they really were, rather than an artist visualized them (Arens et al, 1994).

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 overtime. This happens after consumers learn that a particular brand can satisfy their needs (Assael, 1993). Consumers will be loyal to one brand and have little loyalty to brands in another category (Assael, 1993). According to Assael (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, 2000).

A brand is a distinguished name, symbol, logo, trademark or package design. Brand equity adds to the value provided by the product or service to a firm and that firms customers. Consumers prefer some brands to others. For a consumer to prefer a certain brand to another, there should be some awareness, should have developed some loyalty and perceived quality.

1.2 The Soft Drinks Industry and Competition

The soft drink industry is one of the very competitive industries in the market. In Kenya it has both local and multinational companies thus making it one of the very competitive industries. The soft drink industry is a low margin business and therefore the players in this industry need to have a very good and efficient distribution network.

In Kenya, the soft drink manufacturers consists of Coca Cola Kenya which has six strategically located bottling companies in the country, Softa Bottling Company, Milly Foods and of late the East Africa Breweries. Earlier Pepsi Company had operations in Kenya but pulled out after a bruising battle with Coca-Cola during the difficult trading environment of the early 1980s (Abdallah, 2000). Schweppes Company entered the market in the late 1990s but also pulled out in early 2000s still due to another battle from Coca-Cola.

The major brands of Coca-Cola are Coca Cola, Fanta, Sprite, Krest, Stoney and Dasani. Coke being their flagship brand. While those for Kuguru Foods are Softa Cola, Softa Lemon, Softa Orange and Mecca Cola. Milly brands include Picana. The East African Brewery has also entered into the soft drinks with its Malta Guinness and Alvaro brands.

Implementation of structural adjustment programme (SAPS) in Kenya led to intense competition which saw new entrants' especially cheap imports and substitutes threaten the strategic position of the incumbents in the market. Trade liberation of early 1990s opened gates for massive imports thus saturating the disintegrating market in Kenya (Economic Survey Report 2000). This saw the influx of Mirinda brands, canned Pepsi Cola, Red Bull and even wines. The emergence of various milk processing firms in Kenya offered consumer with wide growing choice of dairy products that also pose competition to soft drinks.

With such an overwhelming variety, one wonders what makes a rational consumer choose one particular brand of soft drink over the others available in the shelves. This has led to intense competition for the same disposable income from the consumer. The consumption of soft drinks is directly proportional to age (Abdalla, 2000). Therefore the main target market for all these

companies is the youth. Coca Cola has a demand creation competency that deals with promotion and recruitment of new customers, thus increasing the consumer base.

The main players in this market spend huge amounts on advertising. Coca Cola practices aggressive, innovative and creative advertising policies on billboards, Christmas Coca Cola caravans, road side shows and point of purchase raffles while the East African Breweries concentrates on corporate advertising, sales promotion and advertising on billboards. Softa on the other hand has played it low and imitated Coca Cola through strategic positioning of vendors (Push carts) and advertising through the radio.

Due to changing lifestyles of people and consciousness towards health, consumers have tended to prefer low calorie drinks and bottled water. This has led to increasing number of packaged water brands ranging from Keringet, Dasani, Grange Park, Mt. Kenya, Highland and Kilimanjaro among others. The desire for people to watch diet has led to such products as Coke light, Fanta light and Sprite light by Coca-Cola. In the last five years, competition has intensified through the introduction of Mecca Cola from Kuguru Foods which mostly targeted the Muslim Coast and North-Eastern Kenya. The East Africa Brewery introduced Malta Guinness and recently Alvaro which is competing well with Coke. The new entrant, Alvaro has triggered a war of words between the two giant companies which is making the two spend huge amounts in promotions and advertising.

1.3 The Coca Cola Company.

Coca Cola is a multinational company which has presence in over 200 countries (Daily Nation 29th July 2008). The Coca Cola Company in Kenya is headed by the Coca-Cola Africa Division which has six strategically located bottling companies. These includes Nairobi Bottlers which is owned by SABCO (South Africa Bottling Company) Mt. Kenya, Coast, Kisii, Rift Valley and Equator Bottlers. Some of the major brands of Coca Cola include Coke, Fanta, Sprite, Stoney, Krest and Dasani

1.4 Statement of the Problem

Kotler, (2000) has identified advertising as a key strategy in the acquisition and retention of customer. He further states that customer retention is cheaper than customer acquisition. Jefkins (1992) 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 contradicting 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).

Soft drink companies are heavy spenders in advertising and promotion, yet not many studies are available (in Kenya) and showing the effectiveness of advertising on brand preference. Coca Cola has been seen to invest a big amount of resources in advertisement of its brands. There exists no empirical evidence that the advertisements have led to a significant shift or loyalty towards the choice of these brands by current and potential consumers. An increase in sales could be attributed to other factors and marketing policies such as good credit policies of the company, good customer relationship, increased economies of scale and increased loyalty of the existing customers. As a result, an effort should therefore be made to assess the real influence that advertising has on the targeted group.

Muriuki (2001) studied the aspects of culture and their influence on marketing strategies in the beverage industry and found that culture; customer's language of communication and consumer attitude contributes to product strategies. Waweru (2003) carried out a research on the extent to which soft drinks slogans influence brand preference and his conclusion was that slogans actually influence brand preference to some extent.

Mburu (2001) did a research on perceived quality on brand choice on soft drinks and his findings were that quality enhances a positive image of quality perception. Abdallah (2000) did a research on strategic marketing practices of soft drinks and found out that promotional strategy and good network distribution strategies are the corner stone of strategic marketing. Maore

(2005) studied advertising and cigarette adoption and found out that advertising influences smoking to some extent.

Nobody seems to have done a study on the effectiveness of advertising on brand preference. This is the gap that this study intended to fill. This study therefore, looks at the effectiveness of advertising on brand preference – case of Coca Cola brands.

1.5 Objective of the study

The main objective of the study was to establish the effectiveness of advertising on Brand preference. Case of Coca Cola brands, among consumers in Nairobi.

1.6 Importance of the study

The results of the study may be of benefit to

- a. The manufacturing companies in making decisions concerning the most effective promotional mix to apply in order to optimize their promotion expenditure.
- b. The consumers in understanding the positive and negative effects of advertising.
- c. The academicians by providing important information on the 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.

CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Promotional Mix Elements

This is the total marketing communication programs' available to an organization for communication with its target market. They are mainly to communicate to customers in order to generate sales and profits by informing them the benefits of the product. The customers may be intermediaries' e.g. advertising agencies, sales people or the end user of the product. End users may continue the communication chain by influencing the decision making of their friends and acquaintances.

Promotion involves disseminating information about a product, product line, brand, or company.

Promotion is generally sub-divided in the textbooks into two parts:

Above the line promotion: Promotion in the media (e.g. TV, radio, newspapers, internet) in which the advertiser pays an advertising agency to place the ad

Below the line promotion: All other promotion. Much of this is intended to be subtle enough that the consumer is unaware that promotion is taking place e.g. sponsorship, product placement, endorsements, sales promotion, merchandising, direct mail, personal selling, public relations, trade shows

The specification of these variables creates a promotional mix or promotional plan. A promotional mix specifies how much attention to pay to each of the four subcategories, and how much money to budget for each. A promotional plan can have a wide range of objectives, including: sales increases, new product acceptance, creation of brand equity, positioning, competitive retaliations, or creation of a corporate image (Jefkins, 1992).

The elements of the promotions mix are integrated to form a coherent campaign. As with all forms of communication, the message from the marketer follows the communications process. The individual components of the promotions mix are integrated to form a specific communications campaign. These elements are;

2.1.1 Personal Selling

Personal selling, the original form of all promotions, may be defined as a seller's promotional presentation conducted on a person-to-person basis with the buyer. It is a direct form of promotion that may be conducted face to face, over the telephone, through videoconferencing, or through interactive computer links between the buyer and seller. Personal selling is an effective way to manage personal customer relationships. The Salesperson acts on behalf of the organization. They tend to be well trained in the approaches and techniques of personal selling. However salespeople are very expensive and should only be used where there is a genuine return on investment. For example Salesmen are often used to sell cars or home improvements where the margin is high, (Kotler, 2000).

2.1.2 Advertising

Advertising is a 'paid for' communication. It is used to develop attitudes, create awareness, and transmit information in order to gain a response from the target market. There are many advertising 'media' such as newspapers (local, national, free, trade); magazines and journals, television (local, national, terrestrial, satellite) cinema, outdoor advertising (such as posters, bus sides). Advertising and sales promotion are usually regarded as the most important forms of non-personal selling. About one-third of marketing dollars is spent on media advertising and two-thirds on trade and consumer promotions (Kotler, 1997).

Advertising may be defined as paid, non-personal communications through various media by business firms, nonprofit organizations, and individuals that are in some way identified in the advertising message and hope to inform or persuade members of a particular audience. Advertising primarily involves the mass media, such as newspapers, television, radio, magazines, and billboards. Also included are less traditional forms such as commercials on videotapes, video screens in supermarkets, and messages on signs pulled by airplanes. Businesses have come to realize the tremendous potential of this form of promotion, and advertising is a major promotion mix component for thousands of organizations. Mass consumption and geographically dispersed markets make advertising particularly appropriate for goods and services that rely on sending the same promotional message to large audiences.

2.1.3 Sales Promotion

Sales promotion consists of marketing activities other than personal selling, advertising, and publicity that stimulate consumer purchasing and dealer effectiveness. These include displays, trade shows, coupons, contests, samples, premiums, product demonstrations, and various non recurrent selling efforts used, combined with other forms of promotion to emphasize, assist, supplement, or otherwise support the objectives of the promotional programme .

Sales promotion tends to be thought of as being all promotions apart from advertising, personal selling, and public relations. For example the BOGOF promotion, or Buy One Get One Free. Others include couponing, money-off promotions, competitions, free accessories (such as free blades with a new razor), introductory offers (such as buy digital TV and get free installation), and so on. Each sales promotion should be carefully costed and compared with the next best alternative.

2.1.4 Public Relations and Publicity

Public Relations can be defined as 'the deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and its publics' (Institute of Public Relations). It is relatively cheap, but certainly not cheap. Successful strategies tend to be long-term and plan for all eventualities. All airlines exploit PR; just watch what happens when there is a disaster. The pre-planned PR machine clicks in very quickly with a very effective rehearsed plan (Kotler, 1997).

Public relations can be defined as a firm's communications and relations with its various publics. These publics include customers, suppliers, stockholders, employees, the government, the general public, and the society in which the organization operates. Public relations programs can be either formal or informal. The critical point is that every organization, whether or not it has a formally organized program, must be concerned about its public relations.

Publicity is an important part of an effective public relations effort. It can be defined as the non-personal stimulations of demand for a good, service, person, or by obtaining favorable presentation of it through radio, television, or the stage that is not paid for by an identified sponsor. Compared to personal selling, advertising, and even sales promotion, expenditure for

public relations are usually low in most firms. Since they don't pay for it, companies have less control over the publication by the press or electronic media of good or bad company news. For this reason, a consumer may find this type of news source more believable than if the information were disseminated directly by the company.

2.1.5 Direct Marketing

This is one of the newer elements added on to the promotional mix tools. The advances made in the telecommunications sectors have now opened avenues where promotions can be carried out. This new media incorporates the use of mailings, telephone, fax, email and other non-personal contact tools to communicate directly with or solicit a direct response from specific customers and prospects.

2.1.6 Sponsorship

Sponsorship is where an organization pays to be associated with a particular event, cause or image. Companies will sponsor sports events such as the Olympics, rallies or Formula One. The attributes of the event are then associated with the sponsoring organization.

2.1.7 Direct Mail

Direct mail is very highly focused upon targeting consumers based upon a database. As with all marketing; the potential consumer is defined based upon a series of attributes and similarities. Creative agencies work with marketers to design a highly focused communication in the form of a mailing. The mail is sent out to the potential consumers and responses are carefully monitored. For example, if you are marketing medical text books, you would use a database of doctors, surgeons as the basis of your mail shot.

2.1.8 E-Marketing

Online marketing can serve several purposes such as actual sales of products e.g., Amazon.com, promotional advertising which involves effectively targeting customers in many situations because of the context that they have sought out. For example, when a consumer searches for a specific term in a search engine, a "banner" or link to a firm selling products in that area can be displayed. Print and television advertisements can also feature the firm's web address, thus inexpensively drawing in those who would like additional information. Online marketing

provides customer service where the site may contain information for those who no longer have their manuals handy and, for electronic products, provide updated drivers and software patches. It can also perform market research in which data can be collected relatively inexpensively on the Net.

2.2 The Concept of Advertising

Jefkins (1992) argued that people outside advertising business use the word advertising as a simile for various forms of communications 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 advert, twenty five percent might remember the advertiser's name, and only ten percent will remember the body of the advert. 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 brand, other memories that underlie brand name, awareness, quality,

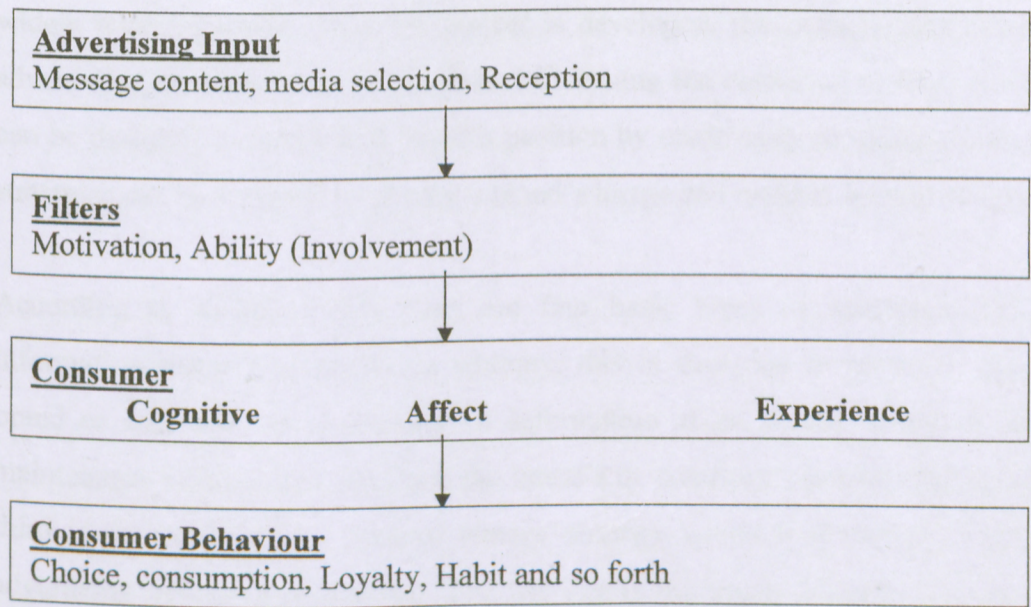
perception and associations that determine positioning are derived from the brands advertising and communication campaigns (Aaker, 1991). He also notes that advertising drives brand equity by creating or enhancing brand image. Advertising must therefore facilitate encoding and retrieval of the brand 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 advert to achieve this, the advertiser must therefore know the manner in which consumers' process advertisement information (Mitchel, 1996).

2.3 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, 1993). Scheduling of the media, message content and repetition (Singh and Cole, 1993) are components of this input and constitutes that 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 Petty (1985) noted that, individual response to advert is modified by factors such as motivation, ability to process information, and the attitude towards the advertisement.

Figure 1: 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.

2.3.1 Advertising Planning

Companies develop advertising plans to communicate product benefits to consumers and to influence them to buy (Assael, 1993). The first step in advertising planning is identifying the target market for the advertising campaign. Most companies have shifted from mass market approach to a segmented-market approach requiring a more precise definition of the target market. Assael (1993) says that the definition of the target will influence the positioning of a product and the advertising themes used.

Once marketers identify a target, they must formulate advertising objectives to determine the level of marketing effort needed to influence the target group. Objectives also provide the basis for evaluating results of the advertising campaign. Ultimately, the key objective must be to influence customer behavior, as a result advertising objectives are often stated in terms of sales goals.

After developing the objectives, the next issue is to develop the advertising budget. The advertising budget is a component of the overall promotional budget. Advertisers can use the objective-task method, a percent of sales approach, a competitive-parity approach or some

arbitrary method to set advertising expenditure levels. The objective task method is the most widely used approach. Once the budget is developed, the management should come up with advertising strategies; how to go about influencing the consumer to buy. Advertising strategies can be designed to maintain a brand's position by continuing advertising campaign overtime or strategies can be designed to change a brand's image and expand its base of users.

According to Assael (1993) there are four basic types of strategies; the first one is the information-oriented maintenance strategy, this is designed to reinforce the positioning of a brand or company by conveying of information about it, the second is the image-oriented maintenance strategy that reinforce the brand's or company's positioning through imagery. The third is the information -oriented change strategy which is designed to revitalize brands by advertising new product features. The last one is the image-oriented change strategy which is meant to revitalize a brand through imagery and symbolism.

Once advertisers have established a strategy for their brand, they must select the media to transmit the message. Selecting media is a difficult task because of the diversity of options. The media vehicles available to advertisers can be broadly divided into broadcast media (TV and radio) and print media (newspapers, magazines, billboards, direct mail) (Assael, 1993). An advertiser must select media based on their effectiveness in reaching the target group. Effectiveness is determined by the degree of exposure advertising produces and its cost. The last step in developing advertising strategies is evaluating the effectiveness of advertising. Advertisers must gauge the potential effectiveness of various media in delivering their message. The most important criteria in measuring advertising effectiveness is its effect on sales, although relating advertising to sales is difficult, because so many other factors might influence a consumer to buy. Overall advertising planning should be done well to meet the advertising objectives of awareness, reminder to use, changing attitude about the use of a product form, changing perceptions about the importance of brand attitudes, changing beliefs about brands, attitude reinforcement and corporate and product-line image building (Guiltinan and Gordon, 1988).

2.3.2 Creating the Advertising Message

Kotler and Armstrong (1999) argue that a big advertising budget does not guarantee a successful advertising campaign. Perhaps more than there before, a lot of care has and needs to be taken when creating advertising message. The intention of any message is to be noted. This comes at a time when there is increasing competition for consumers' limited attention in crowded markets and media. When it is increasingly becoming important (at cost) to understand how and when consumers devote attention to commercial stimuli and what determines their intentional strategies and patterns (Miniard et al 1991). The challenge is further strengthened by the enormity of advertising clutter, (Britt, Adams and Millar, 1972), Webb and Ray, 1979). Further, the fact that consumers are often involved in tasks that occupy attention and limit advertisement processing, (MacInnis, Moorman and Jaworski, 1991). It is quite likely that a majority of advertisements do not receive any active processing, (Bauer and Greyser, 1968). In the late 1800s, a retailer from Philadelphia, John Wanamaker, once said, "I know half of my advertising is wasted." This confirms the expressed sentiments by Kotler that ordinary advertisements do not achieve the desired results (Myers, 2000). In view of the above, it can be observed that there exists a big challenge in creating the advertising message.

2.3.3 Message Strategy

For advertising to be effective, the message strategy has to be well thought of. The first step here will involve deciding what general message will be communicated to consumers (Kotler, 1997). The purpose of advertising is to get consumers to think about or react to the product or company in a certain way. People react only if they think they will benefit from doing so. Developing an effective message strategy begins with identifying customer benefits to feature. Advertising message strategy will follow directly from the company's broader positioning strategy: Kotler (1997) proposes that message strategy statements be plain, straightforward, outlines benefits and positioning points that the advertiser wants to stress. Broach et al (1995) in connection to this concluded that short term responses were more positive for commercials embedded in high arousal pleasant programs or low arousal unpleasant programs.

The advertiser must then develop a compelling creative concept or 'big idea' that will bring the message strategy to life in a distinctive and memorable way, taking into consideration the existing advertisements clutter. To rise above the clutter, for example, advertisers try to create

advertisements that are novel, humorous or somehow getting attention to advertisement viewers (Lee and Mason 1999). This creative concept could eventually emerge as visualization, a phrase or a combination of the two. In essence advertising campaign, according to Kotler (1997), have three characteristics:-

They should be meaningful, point out benefits that make the product more desirable or interesting to consumers;

The advertisement must be believable;

It should be distinctive.

For an advertisement to be distinctive so that it can score high recall and recognition, Ogilvy and Raphaelson (1982) list the following characteristics: - Innovation (new product or new uses), story appeal (an intention getting device), before and after illustrations; demonstrations, Problem solution, Characters emblematic of the brand (e.g. cartoon figures or actual people including celebrities).

2.3.4 Message Execution

Even the best message can fail to reach the target audience if it is not properly executed. The impact of any message will depend not only on what is said but also on how it is said (Kotler, 1997). The big idea must be executed in order to capture the target market's attention and interest. Proper media has to be chosen. Care needs to be taken not to interfere with consumer's receptivity. Mundorf et al (1991), notes that where advertisements are shot during a program for example, an emotionally disturbing story could significantly reduce respondents' acquisition of information from the subsequent commercials. Similarly, Kotler (1997) found that program involvement levels significantly affected commercials' effectiveness. According to these two researchers, the high involvement levels of the T.V. – programs adversely affected both memory and intention to purchase. Indeed, advertisements shot during popular programs are found to be intruding and “wasting” precious time for the show. Norris and Colman (1993) found also that when programs were more involving, challenging and attention grabbing, recall scores for the embedded advertisements decreased. Similarly, Gunter et al (1997) found that greater programs evaluations such as liking and effective involvement were associated with poorer recall of advertising messages. All these and other researchers support the view that the media and

program, which are used to execute the ad, are important in aiding recall which is assumed to make the product/brand enter the consideration set.

Kotler (1997) argues that any message can be presented in different execution styles such as:-

Slice of life – shows people using product in normal setting.

Lifestyle – shows how a product fits in with a particular lifestyle.

Fantasy – creates fantasy around the product or its use

Mood or image – builds mood, or image around the product.

Musical – shows characters singing a song about a product

Personality symbol – creates character that represents the product

Technical expertise – shows company's expertise in making the product

Scientific evidence – presents scientific evidence that the brand is better than others.

Testimonial evidence – features believable or likeable source endorsing the product

Kotler further recommends that whatever execution style is chosen, the advertiser must choose an appropriate tone, use memorable and attention getting words in the advertisement.

2.4 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 into 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. The last one 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.

2.5 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 (1998), argue 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, 1998). People learn about organizations, products, services and ideas as well as how they can better their lives, from ads.

Advertisement of public services helps foster the growth and understanding of important social causes. For example, the Red Cross, St. Bernados e.t.c receives continuous support from people and institutions alike partly because of the power of advertising (Kibera and Waruingi, 1998). Sandage, (1998) 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.

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, 1998).

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, and 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.

2.6 Consumer Decision Making and Preferences

According to Schiffman L.G. (2000), 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 benefit 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 purchase 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 favourable 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 the tremendous amount of money spent on buying consumer attention, little or no research is done on consumer attention.

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 tasking. 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 evaluation 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), Schiffman (2000) argue 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).

2.7 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, brand image or personality, brand attitude, the perception that an important reference group values that

brand, and the association of desired feelings with a brand or use experience. (Batra et al, 1995) summarized it as in the table below.

Figure 2: Intervening and Behavioral Variables in Advertising

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	Trial purchase
K	Advertising	Knowledge of Brand Attribute Brand Attribute	Trial Purchase

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

2.8 Coca Cola Company in Kenya

Coca Cola is a multinational company which has presence in over 200 countries (Daily Nation 29th July 2008). It spends huge amounts of money to excite the trade, promote its brands and make them available to their consumers at an arms reach and at the right temperature. The Coca Cola Company in Kenya is headed by the Coca-Cola Africa Division which has six strategically located bottling companies. These includes Nairobi Bottlers which is owned by SABCO (South Africa Bottling Company) and which acquired the former East Kenya and Flamingo bottlers, the others are Mt. Kenya, Coast, Kisii, Rift Valley and Equator Bottlers.

In an effort to increase its market share, the Coca Cola Company has a demand creation competency within its marketing department to look into ways of creating demand and product development. In July 2007, the Coca Cola company in Kenya introduced the winning future spirit, and brand ambassadors concepts where every employee sees himself as a sales person wherever he is, it was all about people, passion and products (Kingsize news Dec 2007).

The Coca-Cola business is about customer satisfaction, as they deliver refreshments, and passionately service their customers to refresh everyone everyday. (Kingsize news, Dec 2007). In doing this to meet the changing customers' requirement, Coca Cola undertook major changes which include; Introduction of Dasani, Sunfil, 5alive, Minute maid and Burn. Plastic bottling of its core brands and the introduction of low calorie light sodas; Coke light, Fanta light and Sprite light .In this era of intense competition, the Coca Cola company strategy is to create customer satisfaction through innovation by offering quality brands at competitive prices to the consumers.

CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 Research Design

The research design was a descriptive survey. A study concerned with finding out who, what, which and how of a phenomenon is descriptive design.

3.2 Population of Interest

The population of interest for the purpose of this study was all the Coca Cola core brand drinkers in the Nairobi Central Business District (NCBD). The core brands are Coke, Fanta and Sprite.

3.3 The Sample

Sampling is the process by which a relatively small number of individuals or measures of individual objects or events is selected and analyzed in order to find out something about the entire population. In order to get information from a cross section of Nairobi residents, convenient "incidental" sampling was the most appropriate to ensure representation of wide range of social groups. The Nairobi Central Business District was the selected area and was divided into the various streets. NCBD is the area between Racecourse, Haile Selassie, Uhuru Highway, University Way and Kirinyaga road. 50 respondents were sampled with the help of Research assistants. The survey was done on Tom Mboya, Accra, River road, Moi Avenue, Kimathi street, Kenyatta Avenue, Muindi Mbingu and Koinange streets.

3.4 Data Collection Methods

The data was collected using a semi-structured questionnaire with likert scale as the main part of the questionnaire. In order to measure the effectiveness of advertising on brand preference, case of Coca Cola brands. The questionnaire was divided into three parts. Part one serves to collect demographic data, part two and three consists of likert type questions to test the effectiveness of advertising. The respondents were any person taking a Coca Cola, Fanta or Sprite from the retail outlets.

3.5 Data Analysis

The data was analyzed using descriptive statistics. This included tables, charts and percentages to represent response rate and information on other variables that the study was considering. Other statistics included mean .

In this chapter, the results are presented in a way that is easy to understand. The purpose of this chapter is to establish the validity of the data collected and to present the findings of the study. The sample of the study was selected from a population of 1000. The sample was selected using a simple random sampling method. Useful response rate was 45.5%.

The data collected was analyzed using descriptive statistics. This included tables, charts and percentages to represent response rate and information on other variables that the study was considering. Other statistics included mean .

3.5.1 Profile of Respondents

3.5.1.1 Level of Education

From the sample of 1000 respondents, the sample was selected using a simple random sampling method. The sample was selected using a simple random sampling method. Useful response rate was 45.5%.

Table 3.1 Level of Education

Level of Education	Frequency	Percentage
Primary	100	10.0%
Secondary	200	20.0%
Tertiary	300	30.0%
Postgraduate	400	40.0%

CHAPTER FOUR

4.0 DATA PRESENTATION AND ANALYSIS

4.1 Introduction

In this chapter, the results of the study are presented and discussed. The objective of the study was to establish the effectiveness of advertising on brand preferences, case of Coca Cola brands. The sample of this study was made up of 50 respondents from the Nairobi Central Business District. Useful responses were obtained from forty six (44) respondents representing an 88.00% response rate.

The data collected was coded and captured in Statistical Package for social sciences (SPSS) package where it was analyzed. A descriptive approach was used in the analysis to make inferences and conclusions to the study findings. Tables, charts and means are extensively used to present the findings.

4.2 Profile of Respondents

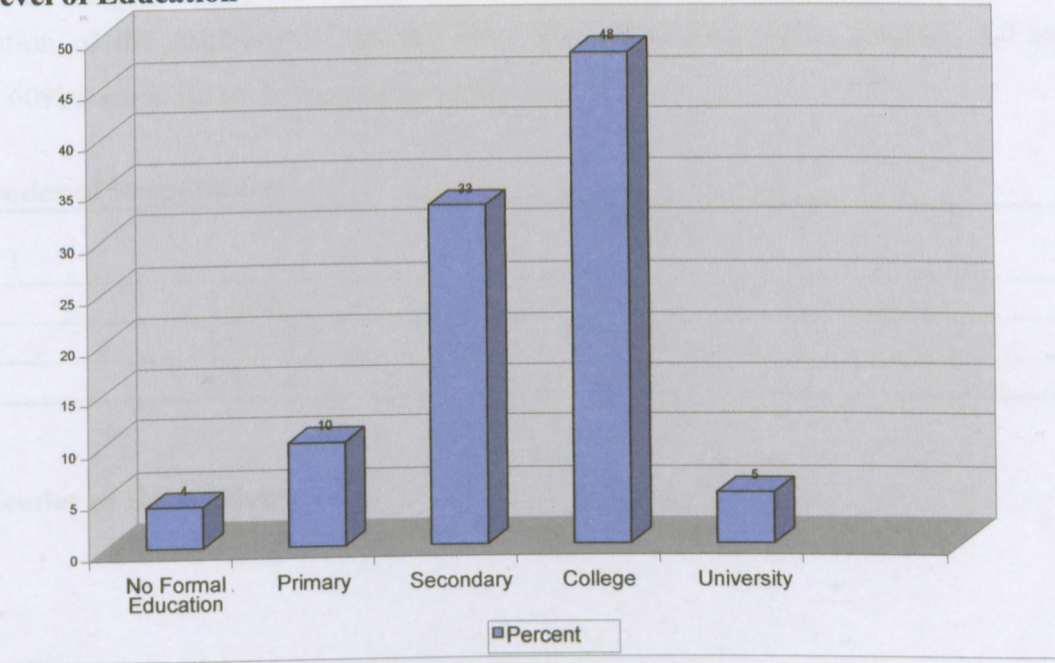
4.2.1 Level of Education

From the sample it was found that most of the respondents were of college level education at 48%, Secondary level education at 33% while those without formal education were at 4%. This is as shown below.

Table 1: Level of Education

	Percent
No Formal Education	4
Primary	10
Secondary	33
College	48
University	5
Total	100%

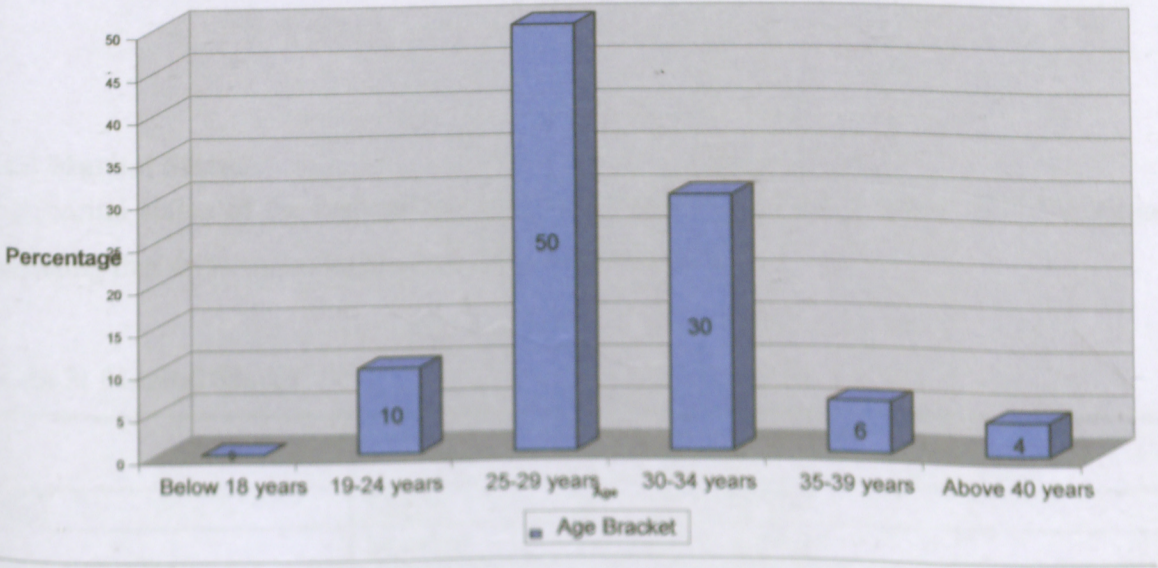
Figure 3: Level of Education



4.2.2 Age of Respondents

50 percent of the respondents were aged between 25-29 years, 30 percent of the respondents were between 30-34 years. 10% indicated that they were aged between 19-24 years, 6% were aged between 35-39 years, and 4 % were aged above 40 years. None of the respondents were aged below 18 years. These findings are illustrated in the figure below.

Figure 4: Age of Respondents



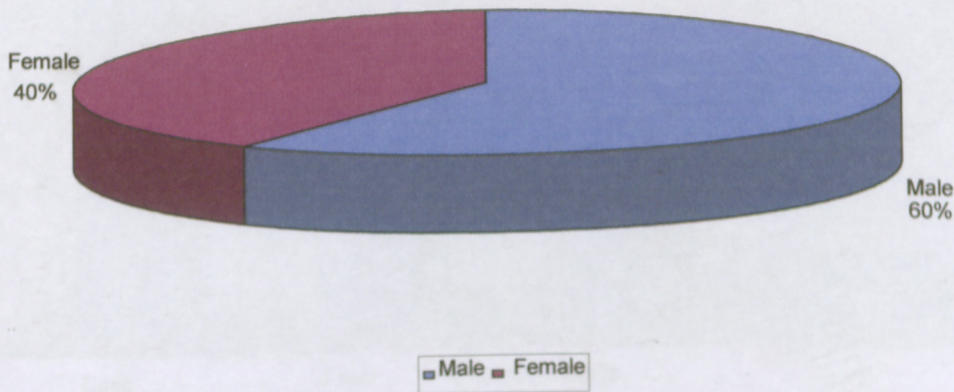
4.2.3 Gender of Respondents

The distribution of the respondents' gender has been indicated in table 2 below. Of those interviewed, 60% were male while the rest were female.

Table 2: Gender of Respondents

		Percent
Valid	male	60.0
	female	40.0
	Total	100.0

Figure 5: Gender of Respondents



4.2.4 Marital Status

The marital status of the respondents has been indicated in table 3 below with the respondents indicating that 46% were single while 54% were married.

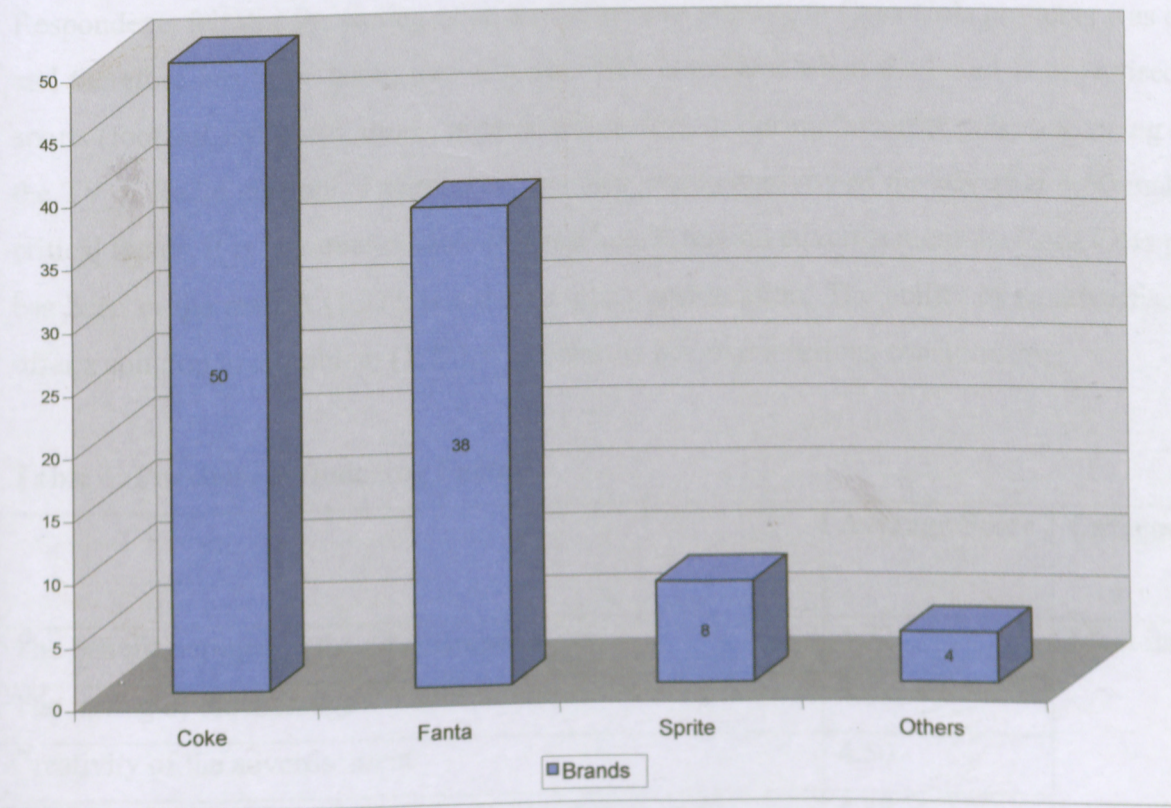
Table 3: Marital Status

		Percent
Valid	Single	46.0
	Married	54.0
	Total	100.0

4.2.5 Favorite Brand

When the respondents were asked to indicate their favourite brand most of them (50%) indicated Coke as the most favourite followed by Fanta with 38%, Sprite 8 % with others being the least with 4%.

Figure 6: Favorite Brand



4.3 Factors that Influence the Purchase of Coca-Cola Brands

When the respondents were asked to rate the factors that influence the purchase of Coca Cola brands, the results are indicted as shown on table 4 below. The very important factors had scores ranging between 4.0 to less than 4.9, important factors had scores ranging between 3.0 to less than 3.9, indifferent factors had scores ranging between 2.0 to less than 2.9 and less important factors had scores ranging between 1.0 to less than 1.9. The most important factors were considered to be the benefit outlined in the advertisement, the timing of the message, creativity of the advertisement, the program in which the advertisement appears on TV, Radio etc, the ease at which the advertisement is recalled and whether the advertisement depicts a certain lifestyle

followed by among other factors the type of media used, consistence with what you believe in or like, how often the advertisement is aired and others rated as important.

The benefit outlined in the advertisement was considered very important (4.72). This can be interpreted to mean the consumers look for advertisements that can clearly outline the benefits offered by the product in question. Timing of the message is accordingly critical (4.68). Respondents felt that the timing of an advertisement relating to Coca-Cola products was essential and therefore has to be taken into account. This is evident when the brand is advertised during sports (football, athletics), music programs (Insider), or during favourite programs being aired on the TV or Radio channel. The respondents also rated creativity of the advert at 4.50 making it a critical factor. It is however notable that the length that an advertisement for Coca Cola products has been in the market (1.37), is not a serious consideration. The ability of an advertisement to offer a solution to a problem (1.72), e.g. Thirst is not also a serious consideration.

Table 4: Purchase Influencing Factors

	Average Score	Category
The benefit outlined in the advertisement	4.72	Most important
The timing of the message	4.68	
Creativity of the advertisement	4.50	
The program in which the advertisement appears on TV, Radio etc	4.37	
The ease at which the advertisement is recalled	4.40	
Whether the advertisement depicts a certain lifestyle	4.12	
The type of media used	3.84	Important
Consistence with what you believe in or like	3.82	
How often the advertisement is aired	3.64	
The humour in the advertisement	3.60	
The mood at the time the advertisement is aired	3.50	
The language used	3.12	

Whether the advertisement depicts technical expertise	2.24	Indifferent
Whether the advertisement stands out from those of competitors	2.16	
The feelings the advertisement evokes in you	2.14	
Whether the advertisement offers a solution to the problems	1.72	Less
How long the advertisement has been there	1.37	Important

4.4 Brand Attributes

When the respondents were asked to rate the brand attributes of Coca Cola brands, the results are indicted as shown on table 5 below. The very important factors had scores ranging between 4.0 to less than 4.9, important factors had scores ranging between 3.0 to less than 3.9, indifferent factors had scores ranging between 2.0 to less than 2.9, less important factors had scores ranging between 1.0 to less than 1.9 and not important factors had scores ranging between 0.1 to less than 0.9. The most important factors were considered to be the taste and availability of the brand followed by association of the brand with the youth, length of time product has been in the market and amount of carbon / gas in the brand rated as important. Price of the brand, name of the manufacturer and country of origin were rated as less important.

Table 5: Brand Attributes

	Average Score	Category
Taste of the brand	4.49	Most important
Availability of the brand	4.22	
Association of the brand with youth	3.82	Important
Length of time product has been in the market	3.71	
Amount of carbon / gas in the brand	3.61	
Nature of outlet whose brand is sold	2.81	Indifferent
Colour of the brand	1.78	Less
Shape/ package of the brand	1.73	Important

Price of the brand	0.88	Not Important
Name of the manufacturer	0.87	
Country of origin	0.84	

According to the table above, taste of the brand and the availability of the brand were considered most important. Length of time the product has been in the market, association of the brand with the youth and the amount of carbon/gas in the brand was judged to be important. The nature of the outlet from which the brand was sold was ranked as being indifferent. The colour of the brand and the shape or package of the brand were rated as being less important. Price of the brand, name of the manufacturer, and the country of origin were rated as not important.

As regards the level of education, the findings were that the general consumers of the products of Coca Cola were college students, some of whom were post-graduate. This is probably explained by the fact that this is the lowest of the three universities in the country, which is the least known and therefore thereby making it important for the consumers to look for distinctive brand characteristics.

The age of respondents, according to the findings, tends to be clustered around 18 years. This is probably due to the fact that the respondents were mostly students of the university. There is a possibility that the respondents were mostly students of the university, which is the least known and therefore thereby making it important for the consumers to look for distinctive brand characteristics.

With regard to the respondents' gender, the findings were that the respondents were mostly female. This is probably due to the fact that the respondents were mostly students of the university, which is the least known and therefore thereby making it important for the consumers to look for distinctive brand characteristics.

CHAPTER FIVE

5.0 DISCUSSION, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter discusses the results gathered from the analysis of the data, as well as the conclusions reached. The chapter incorporates the various suggestions and comments given by the respondents in the questionnaires. Findings have been summarized alongside the objectives of the study, conclusions have been drawn from the study and the recommendations for action are also given.

5.2 Discussions

As regards the level of education, the findings were that the greatest consumers of the products of Coca Cola were college level in terms of education (48%). This is probably explained by the fact that this is the bracket that is likely more than anybody else to be interacting with colleagues thereby making it imperative for them to share a drink over discussion, social or academic.

The age of respondents appeared to be an important factor to be considered because most respondents were aged between 25 years and 40 years and appeared to be the key consumers. There is a probability that this is correlated with being in the youth and young adults including those in colleges. Advertisements are usually targeted to specific age groups and tend to communicate benefits accruing to consumers and influence them to buy the product being advertised (Assael, 1993). It can then be drawn that there is a relationship between the age brackets, the message, the medium and the consumption habits or decisions of the consumers.

With regard to the statements contained in the Coca Cola advertisements, the benefits outlined therein are accorded a lot of importance. According to Assael (1993) there are four basic types of strategies; the first one is the information-oriented maintenance strategy, this is designed to reinforce the positioning of a brand or company by conveying of information about it, the second is the image-oriented maintenance strategy that reinforce the brand's or company's positioning through imagery. The third is the information -oriented change strategy which is designed to revitalize brands by advertising new product features. The last one is the image-oriented change strategy which is meant to revitalize a brand through imagery and symbolism.

Creativity in the advertisement was given a rating of 4.50. This is in line with the argument by Kotler and Armstrong (1999) that a large advertising budget does not guarantee a successful advertising campaign. A lot of care according to them has and needs to be taken when creating the message. Programs in which the advertisements appears either on TV, radio and others, the ease with which the advertisement depicts a particular lifestyle, were all given considerable rating (Above 4.00). The issue of whether the advertisements offers a solution to the problems and the duration the advertisement has been in the media has no concern with the consumer (rating of less than 2.00).

As regards the brand attributes, the length of time the brand has existed in the market is an important consideration with Kotler (2000) arguing that with fast moving consumer goods, there is strong relationship between what people buy and the period of time they have used it. Availability of the brand was also strongly rated serving as a confirmation of the fact that consumer goods that are readily available and accessible are repeatedly consumed. The colour of the Coca Cola's brand is not considered important. The implication here would be that the consumer would not care about the colour of the brand as long as it is their brand of choice.

5.3 Conclusions

The advertisements have generally succeeded in meeting their objectives which include; creating awareness, communicating information about their attributes and benefits, association of the brand with feelings and emotions, winning reputation, increasing customer numbers and sales volume, increasing the net profit as well as improving the company image or identity.

It is therefore evident that the efficiency of an advertisement is determined by the correct combination of its impact, retention and the media plan. Impact refers to the ability of the ad to attract attention while retention means the ability to stay on viewers' minds. Both attributes are directly related to the advertiser's creativity. A media plan is the advertiser choice of media and frequency. So advertisers who manage to achieve the right mix between creativity and media planning get the most efficient media campaign. An ad will succeed or fail depending on how well it communicates the desired information and attributes to the right people at the right time and at the minimum cost. The advertisement will then have succeeded, as it may have penetrated the consciousness of the public with its message, as well as being better recognised now than it

was before the campaign ran. However, one must note that consumers' choice is also largely dependent on other factors such as taste, price and therefore this kind of research done over a limited period and with a limited sample can only yield a result that must be cautiously analysed.

5.4 Recommendations

Coca Cola needs to devote more resources and time on advertisements and familiarizing all consumers with the brands available. The marketing and advertisement managers have to continuously scan the environment to identify threats and opportunities. The managers then need to craft the advertisements to ensure that a fit exists between the customers and the brands. Management information systems should be well developed to facilitate proper advertisement facilities.

5.5 Limitations

- (1) Data collection was very difficult as some of the respondents selected to participate in the study were not co-operative in providing the data.
- (2) Some of the issues in the questionnaire were considered confidential and hence the respondents were unwilling to divulge the information. The concepts did not seem familiar to some of the respondents.
- (3) The limitations encountered during the study/research undertaking included time that was limited for exhaustive data collection.
- (4) There was a problem of non-response and loss of questionnaires.

5.6 Suggestion for further research

Due to the limitations cited above it is very clear that further research may yield a more conclusive effects or even alternatives. Thus suggestions for further research in the following related areas:

- i) The precedents and antecedents in brand image and positioning.
- ii) The applicability of the various positioning strategies in Kenya
- iii) Coca cola's thresholds in terms of brand image in a third world country.
- iv) The effect of brand association on the success of a brand.

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APPENDIX

Questionnaire

I am carrying out a research on the effectiveness of advertising on brand preference on Coca Cola brands in Nairobi. You have been chosen as one of the respondents. Please help answer 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 ()
- ii) 19-24 years ()
- iii) 25-29 years ()
- iv) 30 – 34 years ()
- v) 35-39 years ()
- vi) Above 40 years ()

4. What is your gender?

Male () Female ()

5. Please indicate your marital status.

Single () Married ()

6. Which is your favorite Coca Cola brand?

- i) Coke ()
- ii) Fanta ()
- iii) Sprite ()

iv) Krest ()

v) Stoney ()

vi) Other (please specify)

.....

.....

.....

PART B.

The statements below concerns Coca Cola adverts. On scale of 5-1 with 5 indicating the most important and 1 not important at all, please indicate by ticking, to what extent do you feel each of them influences you to purchase that brand.

5 – Very important

4 – Important

3 – Indifferent

2 – Less important

1 – Not important at all

	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 stands 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 a 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 the time the ad is played	☐	☐	☐	☐	☐
19.	The language used	☐	☐	☐	☐	☐
20.	The type of the media used	☐	☐	☐	☐	☐
21.	The ease to recall the advert	☐	☐	☐	☐	☐

PART C

The statements below are concerned with the brand attributes. 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 package of the brand

☐ ☐ ☐ ☐ ☐

- | | | | | | |
|--|-----|-----|-----|-----|-----|
| 2) The colour of the brand | () | () | () | () | () |
| 3) The design of the brand | () | () | () | () | () |
| 4) The shape of the bottle | () | () | () | () | () |
| 5) The amount of carbon/gas
in the brand | () | () | () | () | () |
| 6) The availability of the brand | () | () | () | () | () |
| 7) The price of the product | () | () | () | () | () |
| 8) Nature of outlet whose the
brand is sold | () | () | () | () | () |
| 9) Taste of the brand | () | () | () | () | () |
| 10) Association of the brand
With the young age (youth) | () | () | () | () | () |
| 11) Name of manufacturer | () | () | () | () | () |
| 12) The length of time the
Product has been in the market | () | () | () | () | () |
| 13) The country of origin | () | () | () | () | () |