"ADVERTISING EFFECTIVENESS OF NEWSPAPERS IN KENYA"

BY

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UNITED STATES INTERNATIONAL UNIVERSITY

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A Project Report Submitted to the School of Business in Partial Fulfillment of the Requirement for the Degree of Masters in International Business Administration

UNITED STATES INTERNATIONAL UNIVERSITY

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STUDENT'S DECLARATION

I, the undersigned, declare that this is my original work and has not been submitted to any other college, institution or university other than the United States International University in Nairobi for academic credit.

Signed: ___________________  Date: 13/03/05

Baiju S. Lakhani (ID 167319)

This project has been presented for examination with my approval as the appointed supervisor.

Signed: ___________________  Date: 13/03/05

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ABSTRACT

The main purpose of this study was to determine the advertising effectiveness of newspapers in Kenya. The study explored and answered the following broad questions:

- What is the advertising “reach” of newspapers in Kenya?
- To what extent do newspaper advertisements in Kenya achieve their promotional objectives?
- How do newspapers in Kenya compare with television, radio and magazines in terms of media and advertising effectiveness?

The research design was a survey. The population of this study consisted of ordinary Kenyans and marketing managers of companies located in Nairobi. The research employed non-probability sampling technique where purposive and convenience sampling was used in identifying the sample elements. The primary data was collected using 2 types of questionnaires. One for the general public and the other meant only for the marketing managers of various companies. It was pre-tested on 6 people. Data was analyzed using descriptive statistics and presented in frequency distribution tables.

The findings of this study revealed that the advertising reach of newspapers in Kenya was reasonably good. Not only did all the respondents state that they read newspapers, but a high readership frequency was also noted. The research also revealed that apart from buying newspapers for news and information, many consumers also purchase them so as to assist them with their day-to-day consumption.

Concerning the extent to which newspaper advertisements achieved their promotional objectives this study did show that although the lower level of communications and sales objectives set by the marketers were being reasonably well fulfilled, it was the middle, and especially the higher-level objectives that were not getting accomplished well enough. One of the main reasons behind this partial effectiveness of newspaper advertising was the fact that most respondents found the adverts unappealing.

Although the study showed that newspapers were the most widely used medium by advertisers and marketers in Kenya, in terms of its comparative media and advertising
effectiveness they were found not to be as effective. Not only did majority of the respondents claim that they spent the least amount of time reading newspapers compared to the other media, but their ads were also found to be the least attractive. Ads on TV, radio and magazines were found to be better eye-catchers and more attractive communicators.

The study recommends that primarily newspaper-publishing firms should improve on the print quality of their paper and enhance the usage of multi-colors in their advertisements. Advertisers are also advised to update their adverts more frequently and comprehensively than they are doing so currently, and ensure that the ads are of a bigger size, and contain bold and captivating headlines and logos. Adding of more leisure, social and sports related articles by the newspapers is also recommended, especially in attracting the younger and populous group of consumers. Implementation of these suggestions will definitely help boost the overall advertising effectiveness of newspapers in Kenya.
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DEDICATION

This project is dedicated to my wonderful parents whose kindness, support and sacrifice has seen me through the most trying times and for bringing me so far. Thank You!
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ABBREVIATIONS

ASC  Asahi Shimbun Company
BBC  British Broadcasting Corporation
CIA  Central Intelligence Agency
IPP  Indian Printer and Publisher
NAA  Newspaper Association of America
NS   Newspaper Society
TV   Television
UK   United Kingdom
US   United States
WAN  World Association of Newspapers
WB   World Bank
YE   Young Entrepreneur
CHAPTER 1

1.0 INTRODUCTION

1.1 Background of the Study

More than 100 years ago in Atlanta, Georgia, a pharmacist named John S. Pemberton developed what has become the most popular consumer product in the world. In fact, he not only revolutionized the world’s beverage industry, but also created a new chapter in marketing and advertising. He developed and produced Coca-Cola. To make it popular, on May 29, 1886, he placed a newspaper advert in the Atlanta Journal inviting Atlantans to try “the new and popular soda fountain drink,” proclaiming that Coca-Cola was “delicious and refreshing,” a theme that continues even today. This became one of the pioneer newspaper adverts worldwide in trying to persuasively communicate to potential consumers to try the new “delicious and refreshing” Coca-Cola (Bovee and Arens, 1986).

Kotler (1994) defines advertising as “any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor” (p. 627). The paid aspect of this definition reflects the fact that the space or time for an advertising message generally must be bought, except when it is donated by the media. The non-personal component means advertising involves mass media that can transmit to large groups of individuals often at the same time. The non-personal nature of advertising means that there is generally no opportunity for immediate feedback from the message recipient (except in direct response advertising). Therefore, before the message is sent, the advertiser must understand how the audience will interpret and respond to the message (Belch G.E. and Belch M.A., 1998).

Advertising serves several functions. As a marketing function, advertising falls under the promotion category in the 4Ps of the marketing mix, which is used to sell or win acceptance of a company’s products, services or ideas. As a communication function, which still forms the basic objective of advertising, it basically communicates some message to a group of people. As an educational function, people are taught and given
knowledge about products that are available to them, and through which they can learn how they can better their lives. As an economic function, we see that by making people aware of products, services and ideas, advertising promotes sales and thereby commerce as well. Finally as a social function, advertising is known as a major force that helps improve the standard of living in a country and around the world. This is because by publicising the material, social and cultural opportunities of a free enterprise consumer society, advertising has encouraged increased productivity by both management and labour (Bovee and Arens, 1986).

From the foregoing it can be seen that advertising is valued because it is recognized as performing a variety of critical communications functions. And this ranges from informing consumers so as to make them aware, to persuading them, reminding them, adding value and finally in assisting other company efforts, among others (Shimp, 1997).

However, history shows that business communication has changed with the times. In highly developed countries such as the United States, the early part of this century until mid 1970's was full of mass media advertising from the network radio and television, to national magazines and large metropolitan daily newspapers. This homogenous communication created a mass culture, resulting in creation of products, services, programs and systems to communicate to these mass markets (Schultz, Tannenbaum and Lauterborn, 1993).

As time went by various environmental changes took place whereby technology collided with society and with changes in human wants and needs. This has resulted in an increase in visual communication from verbal communication, and most importantly splintered the once mass market into hundreds of separate individual markets. Visual communication has increased through the usage of symbols, sounds, pictures, signs and icons by the newer generation of consumers. This is communication achieved through the usage of graphs, colors, and lettering styles that help to make a message clear and distinct (Misiura, 1998).

But it is the fragmentation of the mass media that has affected marketing communications. At one time an advertiser in the United States (US) by purchasing
commercials on three television networks, could during an average week, reach up to 90 percent of the population. Today that number has fallen to 60 percent or less and will continue to decline. Technology has allowed media organizations to begin identifying, segmenting, selecting and attracting smaller, more attentive and focused audiences for their audio, video and print vehicles. The communication vehicles have become more segmented and individual in the process. Now communication is done mainly through dozens of regional newspapers, radio and television channels, mailings, point of sales materials (Schultz, Tannenbaum and Lauterborn, 1993), and since recently through the Internet (Indian Printer and Publisher [IPP], 2001).

In Kenya, the media industry since independence in 1963 was largely state controlled. The Kenyan government had total control over the one and only television and radio network, the Kenya Broadcasting Corporation, otherwise known as KBC. The government pursuing its own political agenda placed legal restraints on private ownership and control of broadcast media, and further only certain newspapers were allowed the freedom of private ownership and countrywide reporting and distribution. Among the newspapers although there were a few privately owned publications, only 2, The Daily Nation and The Standard were the major national newspapers with wide readership licensed by the government. The third and only other major national newspaper was the government owned Kenya Times (Ang’awa, 2002).

It was not until from mid 1990’s onwards that the liberalization of Kenya’s media industry started. Internal and external pressures brought about the positive changes that not only saw an end to the autocratic control of broadcast media, but also an end to government restrictions on private newspaper ownership. Consequently, today the Kenyan media industry is the most diverse and vibrant in East Africa, with a large middle class providing a base for substantial advertising revenue. Kenya now boasts of having 10 major radio and 7 major television stations compared to only 1 government owned radio and television station just over a decade ago. And among the newspapers the country now has 6 major publications (British Broadcasting Corporation [BBC], 2003).

But unlike the United States or other developed countries which have dozens of regional newspapers, television channels and radio broadcasters through which communication
takes place, Kenya’s media world is very much national based. And here unlike the broadcast media that has expanded tremendously in the past few years, among the newspapers only *The Daily Nation* and *The Standard* have continued to be the major publications with credible national readership and reach.

The proof that the other communication media are increasingly threatening Kenya’s newspaper advertising share is seen by the growth of the radio broadcasting industry. Back in 1994 it attracted adverts worth only Sh325 million, which at that time accounted for 21 percent of the total advertising expenditure in Kenya. After the media liberalizing it kept on attracting advertisements at such a rate that by the year 2000 it attracted adverts worth Sh1.3 billion or 31.3 percent of the total advertising spent. This amounts to an almost 50 percent growth in its share of the total advertising expenditure in the country within just 6 years (World Association of Newspapers [WAN], 2004). But on the flip side it also means a potential loss of revenue incurred by the various newspaper-publishing firms in terms of the advertisements it attracts.

Thus, after looking at the above developments and the various new and upcoming marketing communication channels through which marketers pass their messages, questions do arise concerning how effective newspapers in Kenya are in accomplishing their advertising objectives.

Nevertheless looking at the positive side of newspapers it’s seen that unlike TV and radio, newspaper adverts can be viewed by readers in leisure time and can contain detailed information of the products and services offered, such as its pricing and features (Infinibiz, 2004).

According to research most people read newspapers in a reasonably ordered way and in the course of their reading they open and look at 84 percent of the pages, giving advertisers a good opportunity to gain their attention if the method used is creative enough to merit it (Bovee and Arens, 1986).

Newspapers are also flexible in terms of responding to immediate or timely information to consumers (Wolfe, 1999). From the advertisers point-of-view, newspaper advertising
is also very convenient because of the ability to make production changes very quickly, and if necessary, also insert new advertisements on a very short notice (Young Entrepreneur [YE], 2003).

The slogan "over a million readers" by The Daily Nation is well known, signifying the extensive penetration of newspapers. Infact Kenyan newspapers in total claim to attract a readership of over 5 million per day (WAN, 2004). In the United States over 70 percent of households read a daily newspaper (Belch G.E. and Belch M.A., 1998).

Advertising in newspapers is also known to deliver high levels of awareness and awareness growth. Research has also shown that newspaper advertising significantly increases brand health measures such as familiarity and consideration, which ultimately drive consumers towards purchase. A recent research in the United Kingdom showed that 89 percent of the brands that advertise through newspapers showed an increase in awareness by an average of 10 percentage points, a 77 percent uplift in awareness. And that 44 percent of those brands that achieved a significant increase in awareness also achieved a significant rise in familiarity with the brand, while 25 percent of those brands that achieved significant increase in awareness achieved a significant increase in consideration too (The Newspaper Society [NS], 2003).

However, like other marketing communication channels, newspapers also have their own share of problems. A reader perusing a newspaper is confronted with a large number of adverts, all which compete for his or her limited time and only a subset of which receive the reader’s attention (Shimp, 1997).

Newspapers also generally offer a mediocre reproduction quality and are not often known to enhance a product’s perceived quality, elegance, or snob appeal (Shimp, 1997). Infact this is one of the greatest limitation of newspapers especially compared to TV and its highly entertaining visual imagery and audio effects (Ondego, 1999), radio and its combination of music and sound (Rhinehardt, 2004), and magazines with their superior quality of paper and color (Infinibiz, 2004).
In terms of selectivity newspapers are also known not to be a selective medium in terms of demographics or lifestyle characteristics, making it difficult for marketers to focus on narrowly defined market segments (Belch G.E. and Belch M.A., 1998). Radio, TV and especially magazines on the other hand are excellent in targeting specific market segments which may be interested in a marketer’s product or business (Wolfe, 1999).

The final significant problem with newspapers according to studies carried out in the United States involves the changing composition of their readers. Research shows that the most faithful newspaper readers are individuals aged 45 and above, but the large and attractive group of consumers aged 30 to 44 are reading daily newspaper less frequent than before. Daily newspaper readership in this age group fell by 30 percent in less than two decades. From 75 percent in 1972 to 45 percent by 1990 (Shimp, 1997).

In this fast paced world finding time to read newspapers extensively is getting scarce, and it will surely get scarcer as time goes by. So will reading newspapers in scarce timing mean that the readers will have the time to look at and grasp the dozens of newspaper adverts everyday?

Looking at the economics, it’s also seen that Kenya’s declining economy has forced many companies to reduce their advertising budgets, and this together with increased media options available has resulted in an increase in cautiousness among advertisers in choosing the right medium to advertise their products and services. Unlike before when advertisers could afford to spread their adverts through various channels of communication, now they are on the lookout for only those media through which their adverts produce effective results and thereby achieve the various objectives that have been preset in advance by them.

The overall implication is that it is important for marketers to understand and study customer views concerning the effectiveness of newspaper advertising so as to know whether its various objectives such as increase in sales, market share, awareness etc. are met or not. And to find out if newspaper advertising is strong enough to make it effective in the existing environment, or are its limitations in the face of increased competition from other media being exploited to its disadvantage? All this will eventually enable
marketers to create more effective newspaper adverts and help increase the overall advertising effectiveness of newspapers in Kenya.

1.2 Statement of the Problem

Newspapers have for years been used as a major communication channel worldwide to reach potential consumers. But technological developments and changes in various environmental factors especially in the developed world has resulted in the advent of other marketing communication channels such as TV, radio, magazines and more recently the Internet. This has reduced the reliance by marketers on newspapers. Infact recent studies in the United States have found that readership of newspapers has been falling especially among the new generation of consumers (Shimp, 1997).

These changes are also taking place in Kenya's communication world. With the liberalization of Kenya’s communications sector there are now not only more players competing for the attention of consumers, but more importantly enhanced choices available to them. For example before the media liberalization took place from mid 1990’s onwards, a survey carried out by Kenya’s Ministry of Health (2003) showed that 54.5 percent of young adults aged between 15 - 24 years in urban areas watched TV atleast once per week. But towards the late 1990’s, after the airwaves were freed, that figure increased to 67 percent!

The above presents a dilemma for marketers wishing to select effective tools of communication. One of the factors that is critical in determining the choice of a communication medium is its effectiveness. In Kenya there is very little information available regarding the effectiveness of the various media. Those available are usually generated by the media houses themselves, influencing companies to advertise with them. While on the other hand the few independent researchers who have studied various media effectiveness such as the communication effectiveness of billboards (Ontumi, 1997), and the effectiveness of World Wide Web as an advertising media (Okwiya, 1999), have left a gap concerning research on newspaper advertising effectiveness.
Therefore there is need for independent reliable information on the advertising effectiveness of newspapers in Kenya. Marketers wishing to select an advertising medium that would give them a good return for their money would use such information. This study purposes to provide such information, thus helping to fill the existing gap in this respect.

1.3 Purpose of the Study

The primary objective of this study was to determine the advertising effectiveness of newspapers in Kenya.

1.4 Research Questions

The following research questions were used to guide the study:

1. What is the advertising “reach” of newspapers in Kenya?
2. To what extent do newspaper advertisements in Kenya achieve their promotional objectives?
3. How do newspapers in Kenya compare with television, radio and magazines in terms of media and advertising effectiveness?

1.5 Importance of the Study

The results of this research will be of prime importance to marketers and advertising agencies that may use information in this research paper to determine how effective newspapers and newspaper adverts are in meeting their various promotional objectives. This is especially so now when due to Kenya’s communication liberalization, newspapers no longer enjoy the semi-monopolistic status they used to have and are now facing increased competition from the other widely available media.

Another importance of this study is that it will be of help to the advertisers when in selecting effective mediums of communication. For example this research can help marketers understand under what circumstances newspapers are most effective, which
types of messages can they communicate more effectively, and in which scenarios are
other media more potent in conveying the desired information.

This study will also be very useful to the various newspaper-publishing houses who may
use it’s information to better understand their target market and thus develop strategies to
create more attractive and effective adverts.

And finally the findings of this study can be used as reference material or secondary data
by various academics and scholars for either further in-depth study on newspapers and/or
its advertisements or for those who wish to undertake research on the advertising
effectiveness of various media.

1.6 Scope of the Study

In terms of geographical coverage this study was primarily based in Nairobi, especially in
the Central Business District, Industrial Area, Parklands, Westlands, Pangani and Ngara.
In total 80 individual respondents and 20 companies took part in this research. Although
this sample was a very small representative of the entire Kenyan population of more than
30 million people, this size was in keeping with the rules and procedures of carrying out
any internationally recognized research. Businesses interviewed encompassed most
sectors of Kenyan economy such as manufacturing, service, wholesale and retail, while
individual media users interviewed were selected by the researcher using the selected
sampling method without any bias.

1.7 Definition of Terms

Below are the meanings of commonly used terminologies in this study:

1.7.1 Advertising

Davis (1998) states that advertising is a paid form of non-personal communication about
products, organizations, people or ideas, delivered to a target market through a mass
medium.
1.7.2 Advertising Effectiveness
It is the determination of how effective advertising is in accomplishing the advertiser’s objectives. The general characteristic of an effective advertising is that it must extend from sound marketing strategy, take the consumer’s view, be persuasive and break through the competitive clutter (Shimp, 1997).

1.7.3 Promotion
It is communicating information between seller and potential buyer or others in the channel to influence attitudes and behavior (Perreault and McCarthy, 2000). The four key promotional elements usually include advertising, sales promotion, public relations, and personal selling (Assael, 1998).

1.7.4 Communication
Is the sharing of meaning by transferring information, either through personal or non-personal means (Davis, 1998). Its objectives are goals that an organization seeks to achieve through its promotion program in terms of communication effects such as creating awareness, knowledge, image, attitude, preferences, or purchase intentions (Belch G.E. and Belch M.A., 1998).

1.7.5 Marketing Communication
Shimp (1997) defines it as “the collection of all elements in an organization’s marketing mix that facilitates exchanges by establishing shared meaning with the organization’s customers or clients” (p. 573).

1.7.6 Newspaper
Cowie (1989) defines newspaper as “a printed publication, issued daily or weekly with news, advertisements, articles on various subjects, etc.” (p. 833).

1.7.7 Environmental Factors
Kotler (1994) describes them as “macro-environmental forces such as demographic, economic, natural, technological, political and cultural that are non-controllable and
shape up as opportunities and/or threats to every company and must always be monitored and responded to” (p. 154).

1.7.8 Advertising Reach

Refers to the number of people or households that will be exposed to an advertising schedule at least once over a specific period of time. A person who sees the same ad twice (or more) is not counted twice (or more), but just once. The term “reach” thus almost always refers to “unduplicated reach” (Batra, Myers and Aaker, 1996).

1.8 Chapter Summary

This study sought to determine the advertising effectiveness of newspapers in Kenya. Its results are of prime importance to marketers who are not only interested in knowing the effectiveness of their newspaper adverts in terms of its reach and objectives fulfillment, but are also very interested in finding out its limitations especially in comparison to other media. This study only targeted selected Kenyans and Kenyan businesses located within Nairobi as a sample representative for the whole country.

The rest of this study includes Chapter 2 which consists of the literature review according to the research questions, while Chapter 3 discusses the research methodology including data sources, sampling procedures and data analysis. The results of this research are analyzed and presented in Chapter 4, while the final chapter discusses the study findings and looks at its conclusions and recommendations.
CHAPTER 2

2.0 LITERATURE REVIEW

2.1 Introduction

This chapter focuses on the literature review guided by the research questions stated in Chapter 1. It is divided into 3 main areas. The first part tackles literature on the first research question of this study, the advertising “reach” of newspapers. The next section tries to determine the fulfillment of newspaper advertising’s promotional objectives, and the final part compares newspapers with television, radio and magazines in terms of media and advertising effectiveness.

2.2 Advertising Reach of Newspapers

2.2.1 Newspaper Advertising

It is a historical fact that newspapers were in existence long before the advent of the broadcast media, thereby resulting in pioneering adverts being first placed in newspapers. Then as time went by and developments took place advertising in magazines, radio and much later television began (Bovee and Arens, 1986). Now it is the Internet that is attracting attention of advertisers worldwide (IPP, 2001).

The traditional role of newspapers has been to delive: prompt detailed coverage of news as well as to supply other information and features that appeal to readers. In most developed countries such as the United States or certain developing countries such as India, the vast majority of newspapers are daily and weekly publications serving certain designated regions. These papers provide detailed coverage of news, events and issues concerning the local area as well as business, sports and other relevant information and entertainment. They appeal primarily to local advertisers because of their geographic focus and lower absolute cost. But in many other countries especially the developing
ones like Kenya, most newspapers are daily publications serving the entire nation. They have editorial content with a nationwide appeal and appeal primarily to large national advertisers and to regional advertisers that use specific geographic editions of these publications (Belch G.E. and Belch M.A., 1998).

The major types of adverts appearing in newspapers are display and classified advertising. Display advertising includes copy, illustrations or photos, headlines, coupons and other visual components. Classified advertising provides a community marketplace for goods, services and opportunities of every type, from real estate and new car sales to employment and business opportunities. These ads usually appear under subheads that describe the class of goods or the need the ads seek to satisfy. The other 2 major types of adverts are public notices and preprinted inserts (Arens, 1999).

Globally advertising expenditures run into hundreds of billions of dollars, and they keep on rising in billions every year! For example in 1998 the total global advertising expenditure was $357 billion. In 1999 it increased to $386 billion, representing an increase of $29 billion in just 1 year. The United States accounts for half the world’s advertising expenditures. In 1999 the total advertising expenditure in US was $207 billion, representing 53.7 percent of the world’s total ad expenditures (The Asahi Shimbun Company [ASC], 2004).

Kenya has also seen a tremendous growth in its advertising industry, especially in the last decade. This is seen by the fact that in 1988, the total advertising industry in Kenya was worth only Sh266 million (Ondego, 1999). But within just 6 years, in 1994, it surpassed the billion point to reach Sh1.4 billion and went on increasing yearly at such a rate that by the year 2000 it was worth Sh4.1 billion (WAN, 2004).

Just like all other forms of advertising, worldwide newspaper advertising also continues to grow year by year. Overall, worldwide newspaper advertising is the second major advertising medium after television. For example in the US in the year 2002, the total newspaper advertising industry was worth $44.1 billion, second only to television which attracted $58.3 billion (Newspaper Association of America [NAA], 2003). In Japan, the
world’s second largest advertising market, newspaper’s share of JPY5,703.2 billion in 2002 was 18.8 percent. Again only second to television’s 33.9 percent (ASC, 2004).

Although newspaper advertising expenditures of majority of the countries continue to rise yearly, in many countries, especially the developed ones, the growth has either declined or in certain few cases also reversed to a downward trend. Looking at the US, the total newspaper advertising expenditure fell from a high of $48.6 billion in 2000 to $44.3 billion in 2001, and even further declined slightly to $44.1 billion in 2002. And this is despite the fact that total US advertising expenditures grew from $231.3 billion in 2001 to $236.9 billion in 2002 (NAA, 2003).

In Kenya, newspaper advertising expenditures continue to rise yearly. From just Sh573 million in 1994, it had more than tripled to Sh1.8 billion by the year 2000. But unlike many countries where newspapers are in the number two slot in attracting advertisements, in Kenya they occupy the first position. They attract 44.5 percent of all advertising expenditures in Kenya. In the second spot is radio with 31.3 percent (WAN, 2004).

2.2.2 The Reach

An issue of a newspaper provides the basic measuring unit for reach measurement in print media. A measurement that tells how many different people had an opportunity to see ads in vehicles. Reach together with frequency are parts of strategy planning and can be manipulated to attain certain marketing and media objectives. Frequency here is a measurement that provides planners with the average number of times in a given period a vehicle or vehicles were exposed (Sissas and Bumba, 1994).

However, circulation data does not accurately reflect the number of readers in a vehicle’s audience. As one unit of circulation means one copy of a periodical distributed, but for every copy distributed, there maybe as many as 6 different readers (Sissas and Bumba, 1994). It is only through measuring its total readership that one can determine the accurate advertising reach of a media like the newspaper.
Looking at global newspaper reach figures, or readership among adults, it's seen that Sweden leads the world with 88 percent, followed by Finland and Norway both tied at 86 percent, and Hong Kong in fourth place with 81 percent penetration. Japan comes fifth on 80.4 percent (IPP, 2001).

Although newspaper sales are up in many countries, many more, especially the developed ones are experiencing a circulation slip for many years. In the European Union (EU) the period between 1995 and 2000 saw a decline in newspaper sales of 2.5 percent, which in people terms represents 2.06 million less buyers. In Japan 628,000 fewer people bought a newspaper in 2000 than in 1990 (IPP, 2001).

Newspaper circulation in the US has also been declining over the last few decades. In 1970 the total weekly newspaper circulation was 62.1 million. It remained almost the same at 62.3 million two decades later in 1990. But kept on falling to 55.7 million in 2000, 55.5 million in 2001 and 55.1 million in 2002. And just as the circulation has been falling, so has the readership. In the year 1970, 77.6 percent of US adult population was reading newspapers every weekday. This figure dropped to 62.4 percent in 1990 and continued to decline every year until it stood at 55.4 percent in 2002 (NAA, 2003).

Although the above figures show a decline in daily newspaper readership in the developed world, the figures for irregular readership are much higher (those who claim to read newspapers only once in a while). A study carried out by The Newspaper Society (2003) in the United Kingdom showed that all or a 100 percent of the studied population across different cities claim to be reading newspapers once in a while, if not everyday.

Kenya too experienced a decline in newspaper circulation in the early 1990's. But from mid 90s onwards this decline was reversed. This is seen from the fact that in 1990 a high of 400,000 newspapers circulated daily (Mureithi, 2000). This gradually fell over time to a low of 242,700 in 1994, but then continued to increase to 263,100 in 1996, 292,100 in 1998 (Business Information Service Network, 2001) and went as high as 365,000 in 1999 (WAN, 2004).
This incline in circulation data is further seen when research showed that while in 1999 8 people per thousand bought a newspaper daily in Kenya (The Society of Editors, 2000), 2 years latter in 2001 that figure increased to 10 people per thousand (World Bank [WB], 2003).

Looking at the above data it's seen that although the circulation data is on an incline, the purchase of newspapers in Kenya is restricted to a very small portion of the population. Keeping 1999 as the base year when Kenya's population was 29.4 million (WB, 2004) and taking the above mentioned circulation data of 365,000 (WAN, 2004) it's seen that only 1.24 percent of Kenya's population buys a newspaper everyday. Costs of newspapers (50 percent of a Kenyan GDP for one year supply), low literacy levels, high distribution costs and limited coverage are the major constrains in increasing the impact of newspapers as an information medium (Mureithi, 2000).

But as said earlier in this section, circulation data on its own does not accurately measure a newspaper's reach and thereby the advertising reach, as for every copy bought there may be more than a single reader. The same case also applies here in Kenya. Again taking 1999 as the base year, for the 365,000-newspaper circulation claimed by the publishers, the daily readership stated was 4,861,000 (WAN, 2004). Thus at a population of 29.4 million in 1999 (WB, 2004) the 4.8 million readership calculates to 16.5 percent of Kenya’s population reading a newspaper everyday. While overall over 40 percent of all adults in Kenya have reported being regular newspaper readers, if not daily (The Society of Editors, 2000).

A survey done by the Kenya’s Ministry of Health (2003) concerning the exposure of various media among young adults showed that in 1998 43 percent of women and 57 percent of men claim to read newspapers weekly. Taking both men and women into account, the survey concluded that 50 percent of Kenya’s young adult population reads newspapers at least once a week on the minimum.

A study carried out by British Council of Kenya on behalf of United Nations Economic Commission for Africa (UNECA) showed that on average 61 percent of men and 37 percent of women read newspapers weekly in Kenya. Thus looking at the whole
population, it's seen that overall 49 percent of Kenyans read newspapers weekly (Mureithi, 2000).

A more detailed research conducted by Kiragu, KeKovole, Muruli and Josiah (1997) shows that appreciable proportions of respondents said that they read newspapers, with males by far the most likely to read one. This is seen from the fact that in 1994 three-fourths of males or 72.5 percent and one-third of females or 34.1 percent said that they read newspapers. This results in an average of 53 percent of Kenyan adults claiming to be readers of newspapers. Going into details, Kiragu et al. also found that among those who read 18.6 percent claim to read newspapers everyday, 6.8 percent claiming 4-5 days per week, 48.8 percent 1-3 days per week, while 25.8 percent stating that they read newspapers only once in a while. Therefore showing that on average 40 percent of the Kenyan adult population reads newspapers at least weekly.

In conclusion it's seen that although Kenya's newspaper circulation and readership or reach figures are way below ones in developed countries, they are still reasonably good. This is particularly so if one considers the fact that it has a population with an English proficiency at less than 40 percent (Mureithi, 2000), an unemployment rate of 40 percent, where half its population live below the poverty line or less than $1 a day (Central Intelligence Agency [CIA], 2004), and finally a country whose GDP per capita is only $370 (Camel World, 2004). It is for these reasons that although Kenya's newspaper circulation is low, its readership is comparatively high. For every newspaper bought, there are 13 readers (WAN, 2004). Thus the fact that 49 percent of Kenyan adults claim to read newspapers at least once a week is a reasonably good figure especially after considering the above statistics (Mureithi, 2000).

2.3 Fulfillment of Newspaper Advertising's Promotional Objectives

The objective of the communicator is to get a response from the audience. In marketing the ultimate response that the firm normally wants is to get customers to try and then repurchase the brand (Doyle, 1994). Marketers must also formulate advertising objectives to determine the level of marketing effort needed to influence the target group. These
objectives would help advertisers determine the advertising budget and advertising strategies. Objectives also provide the basis for measuring and evaluating results of the advertising campaign (Assael, 1998).

There are 2 main types of advertising objectives used by managers worldwide. One of these is based on hard data, which are either based on sales achieved or the number of inquiries made. For example achieving first year sales of $20 million for the A La Mode refrigerator. However, because of the various problems associated with sales based objectives many marketers base their advertising objectives on the communication effects, which also at the end typically leads to sales being made (Davis, 1998).

However once the objectives are set, measuring the effectiveness of advertising to establish the level of objectives fulfillment is a difficult task. There seems to be little agreement among business managers and marketers on the best measures to use, how it should be conducted, or even what constitutes definitive proof. This is because of the various complexities involved in the decision making process which is also combined with the multitude of influences on the buyer. Many times even consumers themselves cannot say when or if a specific advert influenced their behaviour, let alone if it caused them to buy. Human motivation is too complicated to be explained by a single factor (Stanton, Etzel and Walker, 1994).

It is often said that half of the money spent on advertising is wasted, and that few managers know which half! Many managers do a poor job with advertising and just copy how other firms handle their advertising and sales promotion (Perreault and McCarthy, 2000). In a study by the American Business Press that measured the attitudes of chairmen, presidents, and other senior managers of business-to-business advertising companies, more than half of the 427 respondents said that they did not know whether their advertising was working and less than 10 percent thought it was working well. This study showed overwhelmingly that top management did not even know what the company's advertising was supposed to do, much less how to measure it (Belch G.E. and Belch M.A., 1998).
All this shows that many firms that advertise their products or services in various media such as newspapers do not even know how effective their advertising is. They are unaware if their various objectives such as increased awareness, knowledge, conviction and even sales among others are met by a particular advertisement, published for example in a daily newspaper. But in spite of the various problems associated with measuring advertising effectiveness, research in this area is needed as for any marketer, some knowledge in this area is better than none.

The following section looks at both the sales and communications based objectives vies vie their fulfillment through newspaper advertisements. And further on the advert evaluation process was also tackled as a basis of evaluating newspaper advertising in general.

2.3.1 Communication Based Objectives

Communication based objectives are based on hierarchy of effects models. Several models exist to explain this process. These models make the intuitively appealing argument that communication works by moving the consumers sequentially through 3 phases. The first being a ‘learning’ phase (awareness, comprehension), then the ‘feeling’ phase (attitudes, preferences) and finally an ‘action’ phase (trial and repurchase). The advantages of setting communications objectives in terms of these intervening variables is that they are more closely a consequence of communication than are ultimate sales. As such, managers responsible for communications can be held more responsible for achieving results on these measures. In addition, they are normally easy to measure both before and after a campaign (Doyle, 1994).

Davis (1998) in his advertising hierarchy model shown below states that awareness is assumed to precede comprehension, preference and purchase behavior. And that the communication objectives of awareness, understanding or preferences need to be achieved first in order to create favorable conditions for selling to take place. In other words, objectives are prerequisite before ultimate purchase is a realistic objective. Davis also further stated that advertising is unlikely to be effective if a campaign focuses on the
wrong objectives. For instance, it is wasteful to try and create a sale through advertising if the target audience does not understand the product benefits first.

Figure 1. The Advertising Hierarchy

Belch G.E. and Belch M.A. (1998) also hold the view that the communication objective performed by advertising and promotion is analogous to building a pyramid by accomplishing first the lower level objectives such as awareness and knowledge, with the subsequent tasks involving moving consumers to higher levels in the pyramid. Here the initial stages at the base of the pyramid will be easier to accomplish than those towards the top, such as trial and repurchase, while the percentage of prospective customers moved to each level will decline as they move up the pyramid. For example as shown in Belch G.E. and Belch M.A.'s communication effects pyramid below, the specific objective at the pyramid's base for a company introducing a new brand of product would be to create a 90 percent awareness about it during the first 6 weeks of an advertising campaign. The next step in the pyramid process would then be to communicate specific benefits of the product among 70 percent of the target audience so as to make them interested in it. The specific objective of the following stage would be to create positive
feelings among 40 percent of the target audience, a preference for the brand among 25 percent, and to elicit trial of the product among at least 20 percent of them. Finally, the ultimate objective would be to develop and maintain regular use of the product among 5 percent of the target market.

Figure 2. Communication Effects Pyramid

The relationship between advertising as a communication force and awareness, knowledge, and attitudes, plus their link to sales, is also outlined below in the DAGMAR (Defining Advertising Goals for Measured Advertising Results) model of the consumer decision-making process. The horizontal axis provides a model of the communication process a company has to take the prospects through and constantly reinforce with existing customers. As explained earlier with the first 2 models in this section, the hierarchical stages run from unawareness through to favorable action (Ruskin-Brown, 1999). And as also shown below, the effectiveness of advertising tends to drop as one reaches the top level in the hierarchy stage (Cartwright, 2002).
The types of advertising used in every stage is explained in detail by Belch G.E. and Belch M.A. (1993) below:

1. AWARENESS: Advertising here should provide information and facts. The common types of adverts used here are mainly teaser campaigns.

2. KNOWLEDGE: Advertisements here should provide specific benefits of the product. Types of adverts used here are announcements, descriptive copy, classified adverts, slogans and jingles.

3. LIKING: Adverts used here are mainly based on “image” copy and status and glamour appeals.

4. PREFERENCE: The ads here should be ones which change the attitude and feelings of potential consumers positively towards the products or service advertised by the respective firm. Competitive adverts and argumentative copy are the ones used mainly in this stage.
5. **CONVICTION**: Advertisements here should stimulate or direct desires.

6. **PURCHASE**: Types of promotions or advertising relevant to this stage are retail store adverts, deals, “last-chance” offers, price appeals and testimonials.

Apart from the above mentioned theories, newspaper advertising is known to practically achieve the communication objectives set by companies the world over. For example in a study commissioned by the Newspaper Society (2003) the communication effectiveness of newspaper advertising was seen in a promotion campaign undertaken by one of UK’s leading soap manufacturer, PZ Cussons. In 2002 when making extensive use of newspapers in order to launch its new brand called ‘Wake-Up Shower Bar’, together with outdoor poster advertising, the study saw that in controlled regions where only posters were used, the initial brand advertising awareness was only 11 percent. But in test areas as soon as newspaper advertising began, the star: awareness levels were higher at 18 percent. Brand familiarity also benefited from newspaper advertising. In control areas where only posters were used, the average familiarity levels were at 17 percent, but in test regions as soon as newspaper advertising was introduced, the familiarity levels increased by 41 percent to stand at 24 percent. Likewise, consideration levels were higher in test regions too. Controlled regions had 27 percent compared to a higher 34 percent in test areas.

In the US, when Nabisco premiered its Teddy Graham cookies, its promotional objective was to influence trial by appealing to baby boomers nostalgic memories of eating Graham crackers when they were young. Animated newspaper ads picturing singing bears imitating Elvis Presley were designed to cement that nostalgic association while also stimulating the interest of baby boomers children. Nabisco’s specific promotional goals were to establish brand awareness among 50 percent of cookie buyers in the first 6 months of introduction, to achieve trial use among 20 percent and to attain a 5 percent share of the cookie market within 2 years of introduction. Eventually an aggressive campaign did help Teddy Grahams become a hit and accomplish closely its objectives, achieving in a highly competitive market sales of $150 million per annum (Assael, 1998).
Britannia tyres, a major auto-service retailer in the UK also successfully made use of newspaper advertising to increase its communication objectives. Before using the press, it previously only used radio advertising to promote its tyres and exhaust systems. But after placing adverts through newspapers, among those ‘in the market’ who were considering purchase of new tyres and exhausts, awareness of the local press advertising rose significantly to an average of 17 percent (compared with 10 percent for those not intending to purchase), while the average for radio advertising remained flat at 11 percent for all groups. Thus clearly demonstrating the importance of local press in converting those ‘in the market’ to purchase. And alongside the significant increase in awareness of Britannia Tyres local press advertising, there was also a subsequent +18 percentage point increase in brand familiarity and a +14 percent point increase in consideration to purchase (NS, 2003).

All the above shows that newspaper advertising does fulfill to a good extent the various communication objectives that managers and marketers may have set as their promotional targets. The next part looks at the accomplishment of sales based objectives through newspaper advertising.

2.3.2 Sales Based Objectives

Communication-effect advertising research helps advertisers assess the communication effects of an ad but reveals little about its sales impact. I.e what sales are generated by an ad that increases brand awareness by 20 percent and brand preference by 10 percent? Although they are harder to measure than the communication effect as sales is influenced by many factors besides advertising, such as the product’s features, price, availability and competitors actions, they according to many marketers are very important to measure (Kotler, 1994).

Infact many business managers believe that sales based objectives are more important than communication based objectives as what is the use of creating awareness, knowledge and liking if no sales takes place? Those ads that generate sales are successful. Ads that generate no inquiries are failures. And that ads that generate dead-
end inquiries, which do not turn into sales, cost a company even more because of the resources they tie up (Mitchell, Banks, Chatterton and Forbes, 2002).

According to Armstrong and Kotler (2000) one way to measure the sales effect of advertising is to compare past sales with past advertising expenditures. For example to test the effects of different advertising spending levels, Pizza Hut, after ensuring certain variables such as all other marketing efforts and the market areas remained the same, varied the amount it spent on advertising in different market areas and measured the differences in the resulting sales. Cravens (1994) also stated that one way of evaluating advertising results on sales is through analysis of historical data which identifies relationship between advertising expenditure and sales. Overall advertising does improve the reader’s familiarity with and perception of the product, and ultimately helps increase sales (Haas, 1992).

Belch G.E and Belch M.A. (1998) also state that one of the most common and simplest way to determine the fulfillment of a sales objective is through the amount in quantity a product sells as a direct result of it being advertised. They say that as advertising or promotional expenditure increases, sales also increase. Here a graph or a statistical equation, which is different for every organization, will determine just how quantity demanded is affected by advertising expenditure. That is, how much more will it be able to sell per additional dollar of advertisement? As shown in the figure on the next page, Belch G.E. and Belch M.A. do state that the sales curve goes uphill as the advertising budget increases, but the curve starts falling as people become so saturated by the message that it begins to repel them and turn them away from the product. In cases where the saturation level cannot be reached the curve is likely to level off, becoming flatter and flatter as the amount spent on advertising increases and saturation is approached. The point at which the curve begins to flatten is the point at which returns from advertising begin to diminish.
Figure 4. Advertising Vs Sales


Taking into account what is stated above by Belch G.E and Belch M.A. (1998) and the earlier mentioned statement by Mitchell et al. (2002) that those ads that generate sales are successful, one can draw an inference that apart from advertising expenditures, the effectiveness of an ad is an important element in determining a product’s sales. I.e no matter how much one spends on advertising a particular product among various media such as newspapers, if the ad is not formulated effectively enough, sales instead of inclining, can decline as a result. Likewise one can also state that the more a product achieves sales through placing a newspaper advert, the more effective that advert is.

Looking at various findings determined through researches carried out the world over, it is proven that to a certain extent newspaper advertising does help increase a firm’s sale over a period of time. PG Tips, the market-leading tea brand in the UK, in a market valued at nearly £400 million per year, conducted a 4 week test campaign period using a full page, full color advertising of the brand in 15 regional titles so as to measure the effect of advertising on its sales. There was no television activity during the study period, and all other media activity were kept to a minimum. At the end of the study, not only did PG Tips see an achieveing and sustaining incremental growth in sales, but also a decreasing market share of a major competitor! This was seen by the fact that among ‘almost always’ readers the sales per capita increased by 11 percent, and amongst non-readers by 7 percent. And during the campaign period the market share of its major
competitor, Tetley Tea Bags, fell by 16 percent among the ‘almost-always’ readers (NS, 2003).

Thus all this does show that not only theoretically but also practically newspaper advertising does help a firm achieve its sales-based objectives. The next section looks at the advert evaluation process.

2.3.3 Evaluation Process

By looking at the advert evaluation process I looked at methods through which particular ads were evaluated, and also made use of these methods as a basis of evaluating advertisements in newspapers in general.

One of the most frequently used measure in any ad evaluation process is the advertising recall tests. Under this tests researchers ask people who have been exposed to the media vehicle to recall the adverts and products contained in them (Kotler, 1994). Recall tests are based on the premise that an ad can have an effect only if it is perceived and remembered (Stanton, Etzel and Walker, 1994). A low recognition exposes the ad’s inability to be seen or noticed and can certainly indicate that there is something very wrong with the ad or with the media schedule (Sutherland, 1993).

For an ad to attain a high recall, it must contain certain characteristics. For example research shows that ads that use color significantly increases recall levels and thereby awareness than those which use mono. This was seen when a UK based company called Britannia Tyres using a full-page, full color newspaper advertisement to promote its tyres and exhaust systems saw high levels of advert recall, growing from 26 percent at the start of the study, to a peak of 44 percent (NS, 2003).

Going further into the ad evaluation process, another important measure is the brand focused measure. This focuses on the people’s overall attitude to purchase the brand, their brand awareness and the image that they have of the brand. A key important measure here is the spontaneous or category-cued awareness of a brand. It is the product category which acts as a retrieval cue to bring the brand to mind in the purchase situation.
Thus when researchers measure spontaneous brand awareness they ask people what brands in the product category (e.g. toothpaste, beer, etc) they can name. It indicates how closely the brand is connected to the product category. If spontaneous brand awareness is increasing, the advert is achieving at least that part of its aim. If it isn't, then it signals the need to explore why the advert is failing to produce this part of its effect (Sutherland, 1993).

In the same way, the brand’s association with the other brand focused measure, i.e. the brand image through its attributes featured in the advertising (e.g. ‘Tooth Toughness’), should also be showing signs of strengthening. If the image attribute association is improving then the advert is doing its job, and if not, it signals the need to explore why the advert is not achieving this part of its intended effect (Sutherland, 1993).

By using the above evaluation process in this research's questionnaires I tried to determine whether newspaper adverts in general do help in achieving the various promotional objectives that are set by business managers and marketers, and as a result help determine the effectiveness of advertisements placed in Kenyan newspapers.

**2.4 Comparison of Newspapers with Television, Radio and Magazines: Media and Advertising Effectiveness**

In the previous sections of this chapter I have discussed various literature on newspaper advertising in general, the advertising reach of both Kenyan and international newspapers and literature on the degree to which newspaper advertising fulfills the various promotional objectives of marketers and business managers. In this final section I shall be looking at literature to determine how newspapers and newspaper advertising fare in comparison to other media, especially in terms of its advertising attractiveness and thereby effectiveness to potential consumers.
2.4.1 Newspaper Advertising’s Strengths

As with all advertising media, newspaper advertising has a number of strengths that makes it popular not only in Kenya but also throughout the rest of the world. These strengths come about due to the various characteristics that newspapers have. The major characteristics that make newspaper advertising more superior especially in comparison to other media are as stated below.

2.4.1.1 Mass Audience Coverage

One of the primary advantages of newspapers is the high degree of market coverage or penetration that they offer an advertiser. This character makes newspapers a truly mass medium and provides advertisers an excellent opportunity for reaching all segments of the population with their message. Also because newspapers are published and read daily, the advertiser can build a high level of frequency into the media schedule (Belch G.E. and Belch M.A., 1998). The coverage here is not restricted to specific socioeconomic or demographic groups but rather extends across all strata. However, newspaper readers on average are considerably more economically upscale than television viewers (Shimp, 1997). In the US, 55.4 percent or half of its adult population read newspapers every weekday (NAA, 2003). Here in Kenya although a low 18.6 percent of the adult population claims to read newspapers everyday, a reasonable 53 percent claim to be reading them at least once in a while (Kiragu et al., 1997).

The only other media that comes close to the mass audience coverage of newspapers is radio and television. Infact radio and TV in many countries even surpasses the reach of newspapers. Concerning radio it is because of its various inherent characteristics such as its ability to reach people on the move (McDonough and Ackert, 2002) and its high entertainment value (Wolfe, 1999) that results in research showing that it reaches 96 percent of all people 12 and over in the US in any given week (Rhinehardt, 2004). While on the other hand commercial TV networks also do reach a mass audience. In most developed countries while newspapers may cover the city’s general metropolitan areas, TV may cover a good portion of the state (YE, 2003). For example in the US due to the high per capita income not only does 99 percent of the households own a TV set, but on average they watch more than 4 hours of televised programs per day (Maherzi, 1997).
2.4.1.2 Timeliness

Newspapers are also flexible in terms of responding to immediate or timely information to consumers and in its ability to provide advertisers a short lead time in terms of producing and running an ad (Wolfe, 1999). For advertisers, this short lead-time permits them to tie in advertising copy with local market developments or newsworthy events. Advertisers can develop copy or make copy changes quickly and thereby take advantage of dynamic marketplace developments (Shimp, 1997).

Comparatively magazines have a long lead-time. Many magazines are published monthly or quarterly so advertising and articles are needed well in advance, and information has to be valid for a considerable time (Dickman, 1997). TV also requires high lead times as their commercials are not easily produced and usually involve a lengthy process of production to meet the demonstrative stipulations for the product or service (Infinibiz, 2004). It is only the radio that comes close to newspaper’s strength of timelines. Radio ads apart from having low production costs also have short lead times. They can be produced and put to air very quickly (Dickman, 1997) and also have its messages changed easily (Rhinehardt, 2004).

2.4.1.3 Reader Involvement and Acceptance

Most consumers rely heavily on newspapers not only for news, information and entertainment but also for assistance with consumption. Many consumers actually purchase a newspaper because of the retail adverts to determine product prices and availability and to see who is having a sale. A study in the United States revealed that a typical daily newspaper reader spends 45 minutes a day reading the weekday newspaper and 62 minutes reading the Sunday paper. In another study, 80 percent of consumers said newspaper adverts were most helpful to them in doing their weekly shopping (Belch G.E. and Belch M.A., 1998). Studies show that newspaper ads rank highest in believability (Arens, 1999).

Relatively other media too have a reasonable level of reader involvement and acceptance. Radio for example is known as a personal advertising medium. Station personalities in many cases have a good rapport with their listeners. Thus if a known radio personality announces a particular commercial, it is almost taken as an implied endorsement (YE,
2003). While on the other hand research does show that TV advertising can increase a perception of credibility for an advertiser (Dickman, 1997) and also that they are one of the most believable forms of advertising as people are more inclined to believe what they see rather than what they read about (Rhinehardt, 2004).

2.4.1.4 Ability to use Detailed Copy
This is the final significant strength of newspaper advertising. Detailed product information and extensive editorial passages are used in newspaper advertising to an extent unparalleled by any other medium. This is especially so if a company is advertising a product or service which because of its inherent nature requires a lot of detailed technical information to be explained to prospective consumers in order for it to be effective (Shimp, 1997). The only other media that has the ability to use detailed copy is magazines. TV and radio commercials have a short exposure time and perishable messages, thus making it difficult to convey complex information to prospective consumers (Haruvy, 2003).

2.4.2 Newspaper Advertising’s Limitations

While newspapers have many advantages, like all other media they also have disadvantages that media planners must consider. Below are the major disadvantages of newspaper advertising in comparison to other media.

2.4.2.1 Mediocre Reproduction Quality
This is one of the greatest limitations of newspaper advertising. Newspapers are generally not known to enhance a product’s perceived quality, elegance or snob appeal, as do magazines and television (Shimp, 1997). The coarse paper used for newspapers, the absence of color, and the limited time papers have available to achieve high-quality reproduction limits the quality of most newspaper ads. In fact as a general rule by advertisers, if the visual appearance of the product is important, newspaper adverts will not be relied on. This is especially so for food products and fashion items which generally use magazines to capitalize on their superior reproduction quality and color (Belch G.E. and Belch M.A., 1998).
Unlike stiff and still black and white images in a newspaper, adverts on television make use of audio effects, stunning imagery, bracing spread and compelling languages. Thus making them entertaining, funny and dramatic, and puzzling to keep the viewer glued to the screen and thereby making the advert much more effective than one placed through the newspaper (Ondego, 1999). Radio advertising on the other hand is also quite effective in quality terms as it too uses a combination of music, jingles, slogans and/or sound effects to attract potential consumers. Only that due to lack of visual involvement, listeners may become distracted during the advertisement and miss a portion of the message. And finally magazines too are also known to have a better print quality than newspapers and make use of color quite well (Rhinehardt, 2004).

2.4.2.2 Short Life Span
Newspapers also have a very short life span (Haruvy, 2003). Unlike magazines that may be retained around the house for several weeks and can be referred to more than once, a daily newspaper is generally kept for less than a day. So an advert is unlikely to have any impact beyond the day of publication and a repeat exposure is unlikely. Compounding this problem is the short amount of time many consumers spend with the newspaper and the possibilities that they may not even open certain sections of the paper. Although here counter arguments are stated that in comparison with television and radio broadcasts, newspaper adverts do have a longer shelf span, are durable and can be used later for reference. One cannot rewind back and review broadcast adverts if one failed to hear some facts in them. Out of all the newspapers it is the Sunday editions that have the highest shelf span (Belch G.E. and Belch M.A., 1998).

Of the two types of broadcast adverts, radio advertising’s ad recall is the lowest (Wolfe, 1999), while the general rule for TV adverts among advertisers is that it must be run a minimum of 7 times before it has any impact (Dickman, 1997).

2.4.2.3 Lack of Selectivity
Newspapers are able to reach broad cross sections of people, but cannot target specific audiences (Haruvy, 2003). They are not a selective medium in terms of demographics or lifestyle characteristics, making it difficult for marketers or advertisers to focus on narrowly defined market systems (Belch G.E. and Belch M.A., 1998). For example
manufactures of boat sails would find newspaper advertising inefficient because of the wasted circulation that results from reaching all the newspaper readers who do not own boats and thereby don’t require sails.

Magazines on the other hand are excellent in targeting specific market segments which may be interested in a marketer’s product or business (Wolfe, 1999). Thus a manufacturer here would most likely use a special interest magazine such as one on boats and fishing to put up their sails advert instead of using newspapers.

And although like any other forms of mass communication, TV and radio advertising too has potential wastages as a lot of people may not be interested in the services or products advertised, unlike newspapers it is to a certain extent selective in targeting narrowly defined market segments. An advertiser using radio can target specific audience or demographics by advertising on stations targeting that particular market (Rhinehardt, 2004). While the introduction of newer and target oriented television channels has increased the possibility of capturing the right market at the right spot whenever possible (Infinibiz, 2004). For e.g. children can be reached during cartoon time, housewives during afternoon soap operas and teenagers on music channels.

### 2.4.2.4 Clutter

Clutter is a problem in newspapers, as it is in all the other major media. A reader perusing a newspaper is confronted with large numbers of adverts which not only compete for attention with the other ads for the reader’s attention (Infinibiz, 2004), but also with other newspaper features (Haruvy, 2003). This problem is further compounded by the limited creative options newspapers have which is seen by the fact that most newspaper adverts are in black and white. To break through the clutter costly measures such as large space buys or color has to be used by the advertisers. In the United States on average 64 percent of the average daily newspaper is devoted to advertising (Belch G.E. and Belch M.A., 1998).

But even though clutter is also a problem with magazines, radio and TV, because of the superiority of their ads in terms of quality and creativity options, this problem is not as severe to them, as it is to newspapers.
2.4.2.5 Changing Composition of Newspaper Readers

This is the final significant problem with newspaper advertising. It is a known fact that generally newspaper readership has been declining progressively over the past decade. Research in the United States has shown that the most faithful newspaper readers are individuals aged 45 and above, but the large and attractive group of consumers aged 30 to 44 are reading daily newspapers less frequently than ever before. Daily newspaper readership in this age group fell by 30 percent in less than two decades – from 75 percent in 1972 to 45 percent by 1990 (Shimp, 1997).

Indeed research does show that in the same way more men watch nationally televised sporting events than women, the young adults and adolescents are more influenced by radio and television than newspapers (McDonough and Ackert, 2002).

Composition of any media’s audience is very important to marketers as it is on this basis that a company can decide whether to use that media for advertisements or not. For e.g. in Kenya a marketer for Indian traditional dresses would most likely use the Indian targeted Sound Asia FM 88.0 to advertise his wares instead of using a more multi-ethnic and diversely targeted Capital FM 98.4.

2.4.3 Comparative Effectiveness Data

As shown earlier in this chapter, advertising expenditures among the developed countries differ from ones in Kenya. In the US, in the year 2002, out of a total advertising expenditure of $236.9 billion the media attracting the highest expenditure was TV, taking up almost a quarter or 24.7 percent of the total expenditure. In the second place was direct mail with 19.4 percent, followed then by newspapers in the third position with 18.6 percent, radio with 8 percent, yellow pages with 5.8 percent, magazines with 4.6 percent and so forth (NAA, 2003).

In Japan too TV is in the number one spot with a 33.9 percent share of the total JPY 5,703.2 billion advertising industry in 2002. In second place comes newspapers at 18.8 percent, followed by magazines at 7.1 percent and then radio at 3.2 percent (ASC, 2004). A similar case also applies in the UK where TV took up 26 percent or a quarter of the
£13.6 billion advertising expenditure in 2002. But here although regional press takes up a 21 percent share, it together with the 14 percent national press share makes newspapers the largest advertising medium in UK with an overall 35 percent advertising cake. Magazines take the fourth position with an 13 percent share, while radio comes way behind in eighth place attracting only 4 percent of UK’s total advertising expenditure (NS, 2003).

In Kenya it is the newspapers that attract the highest advertising expenditures. In the year 2000 they received 44.5 percent of Kenya’s advertising expenditure of Sh4.1 billion. In the second position was radio at 31.3 percent, followed by TV at 21.2 percent and then magazines at 3 percent (WAN, 2004).

This shows the differences in advertising preferences among the developed world and Kenya. While the developed countries mainly prefer advertising in TV followed by newspapers, in Kenya it is the newspapers that take the first position, followed by radio. And here although Kenya’s TV advertising is reasonably high at double digits percentage-wise and in their twenties, comparatively the developed countries radio advertising’s share of the national cake is in the single digits and in its highest position takes up only a fourth place.

One of the main reasons for TV’s high market share concerning the advertisements it attracts among both the developed world and developing countries like Kenya is because of the various technological advances and developments of digital technology in the field of direct audiovisual broadcasting. This has led to the development of not only global based general-interest and theme channels (such as sports, cinema, music etc.) but also channels targeting specific viewers (in terms of age, sex, ethnic groups, religion), thus resulting in large segments of a country’s population being attracted to TV. Infact a report entitled Television around the World prepared by the Institut Mediametrie (Paris) in 1996 did find that the above mentioned developments has led to an increase in the number of TV-viewing hours per day around the world (Maherzi, 1997).

But although the developed countries such as US, Japan and the UK boast of having over 97 percent of their households owning television sets and on average every adult watches
television for 3½ hours per day, statistics in Africa are much lower. In fact Africa is still the region with the fewest telecommunications infrastructure and audiovisual resources in
the world. Barely 4 Africans in every 100 own a television set, or 14.2 percent of all
households. The most severely penalized of all are the rural populations, who simply do
not have the necessary purchasing power. For example a survey done in Cote d’ Ivoire
showed that only 20 percent of the rural population had access to television, compared to
60 percent of the urban population (Maherzi, 1997).

In Kenya too access to electronic media such as television has been considered one of the
biggest drawbacks in development communication, especially in the rural areas where 79
percent of the population live. Only 15 percent of Kenya’s households have access to
television and over 80 percent of these live in urban centers, with 30 percent of them
being in the capital city of Nairobi (Olielo, 1997).

But comparatively radio has the widest coverage of any communication media in Kenya.
A survey conducted by the Kenya Broadcasting Corporation (KBC) in 1999 showed that
Kenya has 6 million radios and 600,000 television sets. And that although most private
radio stations have very limited coverage and are mainly targeted at urban centers such as
Nairobi, Mombasa and Kisumu, KBC’s radio coverage is the widest and most extensive,
covering almost 90 percent of the population. The survey also stated that the reason for
the high number of radios in Kenya is not only due to its high illiteracy rate and
unavailability of print media and television signals in rural areas where most of the
population leave, but also because of the general unaffordability in those areas. Out of all
the television channels, KBC has the highest population coverage at 45 percent
(Mureithi, 2000).

Going into further details it’s seen that while 66.3 percent of Kenyan households have a
radio in their house (Kiragu et al., 1997), on an average a good 69.5 percent of them
listen to it everyday (Mureithi, 2000). Concerning Kenyans television habits, as stated
earlier that while only 15 percent of households own a TV set (Olielo, 1997), a
reasonable 36 percent of adults watch TV at least weekly (Mureithi, 2000). And looking
at magazine readership trends, on average 30.5 percent of Kenyan adults claim to be
regular readers of magazines (Kiragu et al., 1997). Thus compared to the fact that 49
percent of Kenyan adults read newspapers at least once per week (Mureithi, 2000), we see that radio takes the number one position in being the most widely used communication medium among Kenyans, followed by newspapers, TV and finally magazines.

But a survey undertaken by Kenya’s Ministry of Health (2003) shows that although TV remains the second least used form of media among Kenyans, it is the fastest growing among the younger generation, and this is especially true for those in urban areas. The survey showed that in 1993 while only 19.5 percent of Kenya’s young adults aged between 15-24 years in rural areas watched TV at least once a week, comparatively the figure for urban areas was a high 54.5 percent. Five years later in 1998, the percentage of young adults watching TV at least weekly in rural areas increased to 28 percent, while for urban areas to a higher 67 percent or almost three-quarters of all adults. This growing interest by Kenya’s younger generation in television is of special importance to marketers especially after considering the fact that the median age of all Kenyans is just 18.4 years (CIA, 2004).

Further evidence of television’s fast growth in Kenya is seen when comparing its ownership and viewership data across the last decade. In terms of ownership a study carried out by the World Bank (2003) showed that in 1995 while only 18 people per thousand owned a TV set, by 2002 this figure increased to 26. Thus showing a 44 percent growth in just 7 years! And in terms of viewership, a research conducted by Kiragu et al. (1997) showed that while in 1994 only 19.5 percent of Kenyans watched TV at least once a week, another carried out latter on by Mureithi (2000) revealed that by late 1990’s the weekly viewership figure had increased to 36 percent. Resulting in an 84 percent growth within just less than 6 years!

In a study carried out by Millward Brown in the UK concerning media interest by various respondents in different major cities, TV took the top position with 100 percent interest, followed by newspapers at 86.5 percent and then radio at 65 percent. Concerning average levels of advertising awareness for campaigns by media, TV again took the first spot with 34 percent, followed by newspapers at 16.5 percent, posters at 3 percent, radio at 2 percent and magazines also at 2 percent. And TV also led the average rise in awareness at +16 percent, followed by newspapers at +5.5 percent and then by radio at +3 percent.
(NS, 2003). Thus showing the superiority of TV over other media in the UK in terms of its interest and advertising effectiveness.

In another survey undertaken by the research firm called Pollara on behalf of Health Canada (2003) to determine the effectiveness of anti-tobacco advertisements, one of the conclusions that came out was that television ads are more effective than print in terms of ad recall. This was seen when 41 percent of the respondents recalled the execution of the anti-smoking “Coctail” advert on television compared to 19 percent who saw it in print. And that approximately two-fifths of smokers who saw the television ads report that they influenced them to try and persuade family or friends to not start smoking. But interestingly this proportion is reversed when it comes to print ads, with over one-half of smokers reporting feeling influenced to try and persuade others not to smoke as a result of seeing the print ads. This would mean that although TV ads command higher recall rates, print ads are more effective in passing the desired message by sponsors.

Another study commissioned by the Newspaper Society (2003) to determine the advertising effectiveness among the different media used by UK’s leading optical retail chain Specsavers also found that although print media is highly effective, TV still takes the number 1 spot. In an analysis of share of media spent by Specsavers versus media awareness, when taken separately, local or regional press leads the pack with 21 percent in advert expenditure returning 27 percent of delivered awareness, followed by TV with a ratio of 56 to 64 percent, radio with 8 to 6 percent, and finally national press with 15 to 3 percent respectively. And looking at overall advertising awareness by media among potential Specsavers customers, the study saw that TV claims the highest awareness at 51.5 percent, followed by local press at 18.5 percent, national press at 4 percent and finally radio at 2.5 percent. Thus showing that in the area of advertising recall and brand health improvement, TV is the most effective, followed by newspapers and radio respectively.

### 2.5 Chapter Summary

This chapter provided for the literature review based on the research questions of this study. It began by taking an in-depth look at this study’s first research question, the
advertising “reach” of newspapers in Kenya. Here it was seen that although the
developed countries have very high irregular readership figures, their daily circulation
and readership figures are not as high and further on are also on a continuous decline
every year. While comparatively in Kenya although the daily newspaper circulation and
readership figures are low, in contrast these figures are on an upward trend since the last
decade.

Concerning the second research question this chapter also provided for literature on the
different ways through which marketers set and try and determine the fulfillment of
newspaper advertising’s promotional objectives. Most marketers use communication
based objectives based on the hierarchy of effects models such as creating awareness,
knowledge, favorable attitudes, etc. as a basis of setting goals. To further expound this
school of thought 3 models were explained here in-depth. The other group of marketers
mainly use sales based objectives, where sales or a related measure such as market share
is used as a basis of setting objectives. This section also tackled the advert evaluation
process where issues such as ad recall tests and brand-focused measures were discussed.

Finally this chapter looked at the literature based on the final research question of this
study, concerning how newspapers compare with television, radio and magazines in
terms of media and advertising effectiveness. In this section both the strengths and
limitations of newspaper advertising vies vie the other media were stated in detail and
various global data on comparative media effectiveness also analyzed. The literature
review showed that in the first world countries where TV takes the no. 1 spot in both the
widest reach and the advertising it attracts, in Kenya it is the radio which has the widest
reach and the newspapers that attracts the most advertisements. In conclusion it is seen
that as per studies carried out the world over, TV takes the first position among overall
media and advertising effectiveness, followed by newspapers and radio respectively.

The next chapter of research methodology describes the methods and procedures used in
carrying out this study.
CHAPTER 3

3.0 RESEARCH METHODOLOGY

3.1 Introduction

The purpose of this study was to determine the advertising effectiveness of newspapers in Kenya. This chapter will therefore outline the methodology used in carrying out this study. It focuses on the research design, the population and sample design, data collection methods, research procedures and the data analysis method.

3.2 Research Design

The research design used in carrying out this study was a survey. Survey research is the most common method of collecting primary data for marketing decisions. According to Mugenda O.M. and Mugenda A.G. (1999) “a survey is an attempt to collect data from members of a population in order to determine the current status of that population with respect to one or more variables” (p. 164). Surveys can provide data on attitudes, feelings, beliefs, past and intended behaviors, knowledge, ownership, personal characteristics, and other descriptive items (Tull and Hawkins, 1990).

The type of survey performed was through self-administered questionnaires. The main reasons for selecting this technique was to ensure:

1. A high or 100 percent response rate. Compared to mailing questionnaires, some of which may not reach their intended destination, and even if they reached, most people may not respond, if they are handed out individually through a personal touch the respondents are very likely to participate in the study (Peil, 1995). Infact research shows that the response rate of mail surveys are usually below 25 percent and often below 10 percent (Boyd, Ralph and Stasch, 1950).
2. Excellent quality and quantity of information. Not only are any structural shortcomings of the questionnaire personally clarified by the researcher, for e.g. if a respondent doesn’t understand a question well or needs a better understanding on how to answer an open-ended question, but this method also ensures that all the questions in the questionnaire are answered and answered unambiguously as required (Kress, 1988).

3. Reduced response time. Although the time required by the researcher to go out in the field and hand over the questionnaires personally is high, in contrast the questionnaires are responded to and handed back to the researcher very quickly (Boyd, Ralph and Stasch, 1990). Comparatively although telephone interviewing is the speediest, mail surveys can take anywhere from 2 to 4 weeks before majority of the returns are in. And if follow-up letters are used, the return period is lengthened even further (Kress, 1988).

3.3 Population and Sampling Design

3.3.1 Population

The population for this research consisted of ordinary Kenyans and marketing managers of companies located in Nairobi. The companies were mainly picked within the Central Business District and Industrial Area while ordinary Kenyans were selected from Parklands, Westlands, Pangani, Ngara and the Central Business District.

The limitation to Nairobi was based on the fact it is not only Kenya’s capital but also being its biggest and most metropolitan city, it was a perfect representative for the whole country. Nairobi was also chosen because of accessibility reasons, as it was my place of permanent residency.
3.3.2 Sample Design and Sample Size

In this research the non-probability sampling technique was used to select the desired sample. Non-probability samples are often used in Africa because adequate sampling frames are not available (Piel, 1995).

In this technique purposive and convenience sampling was used in identifying the sample elements. Here the researcher relied on experience, good judgment, an appropriate strategy, accessibility and convenience to deliberately obtain units of analysis in such a manner that the sample obtained was regarded as being representative of the relevant population.

The sample size chosen consisted of 80 individual Kenyans and 20 marketing managers of various companies located in Nairobi. The size chosen was in keeping with Welman and Kruger’s (2001) rule of thumb that one should not use any sample with less than 15 units of analysis, but preferably one with more than 25 units of analysis.

3.4 Data Collection Method

The research instruments used to collect the required primary data for this study were the questionnaires. The questionnaire based system is the most widely used data collection method in marketing research, as unlike other techniques such as the observation method, it is mainly through the questionnaire that one can obtain primary data on respondents concerning their attitudes, opinions, interests, knowledge, intentions and behaviors (Boyd, Ralph and Stasch, 1990).

This research consisted of 2 types of questionnaires. One for the general public and the other meant only for the marketing managers of various companies. These questionnaires were researcher developed, and in order to ensure their relevance to the research problem, they were appropriately divided into different parts as per this study’s 3 research questions.
These questionnaires consisted of open and close-ended questions, semi-structured questions and dichotomous questions. Open-ended questions were used to solicit personal views from the individual respondents and to gain in-depth opinions from them. These questions gave the respondents full freedom to express themselves without influence through suggested responses while close-ended questions were used to quantify certain attitudes and perceptions from the respondents.

The questionnaires were clear, brief, orderly and impersonal to gain and maintain cooperation with the respondents and to solicit a high response rate from them. Every questionnaire also had a covering letter accompanying it, which introduced the researcher and gave reasons for undertaking this study.

3.5 Research Procedures

Before undertaking the actual research the researcher pre-tested the questionnaires to detect any weaknesses in the study design and the research instrument in terms of its validity, reliability and practicality. Five individuals and 1 marketing manager of a company were chosen as subjects for pre-testing the questionnaires. The researcher chose them very carefully in that they had similar characteristics with that of the sample population. This pre-testing was successful and only minor changes to the questionnaires were made to make them simpler and easier to understand.

Although the researcher personally administered the questionnaires by just “walking” into the offices or areas of contact of prospective respondents, in majority of the cases an advance telephone call was made and an appointment date set. Each questionnaire took approximately 30 minutes to fill-in inclusive of the time taken by the researcher to answer any questions that arose from the respondents at the time of filling them up. In total the researcher took 4 weeks to gather-up all the required primary data.
3.6 Data Analysis

All collected data was first edited to check for various omissions, incomplete or otherwise unusual responses, illegibility and obvious inconsistencies. The data findings were then analyzed using descriptive statistics. This method was used to analyze the quantitative data in terms of frequency distribution. For the qualitative data, the information was listed and categorized according to common themes and used to draw conclusions based on the research questions. Analyzed data was then summarized and presented in tables using Microsoft Excel (Office 2000 Version) spreadsheets. The analysis was done according to the specific research questions of this study.

3.7 Chapter Summary

This chapter principally dealt with the methodology that was adopted in carrying out this research. It highlighted the research design which was a survey, the population characteristics, and the sampling design and size. Furthermore the data collection method of questionnaires and the research procedures used were also mentioned through which data was collected and then analyzed using descriptive statistics. This paves the way for the next chapter of results and findings.
CHAPTER 4

4.0 RESULTS AND FINDINGS

4.1 Introduction

This chapter analyzes all the data obtained from the 100 questionnaires given out to various individuals and marketing managers of selected companies. The analysis was done by using the research questions as a guideline to fulfill the primary objective of this study. The first part looks at the demographic data of the respondents. The second section tackles the first research question of this study, the advertising “reach” of newspapers. The next part analyzes the second research question concerning the fulfillment of newspaper advertising’s promotional objectives. And the final section analyzes data on the comparisons between newspapers and television, radio, and magazines in terms of media and advertising effectiveness.

4.2 Demographic Data

This section looks at the general issues of the population gender and the age group of all the respondents who took part in this research.

Table 1: Population Gender

<table>
<thead>
<tr>
<th>Gender</th>
<th>Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
</tr>
<tr>
<td>Male</td>
<td>50</td>
</tr>
<tr>
<td>Female</td>
<td>30</td>
</tr>
<tr>
<td>Total</td>
<td>80</td>
</tr>
</tbody>
</table>

Table 1 describes the population of the respondents who took part in this research on the basis of their gender. Majority of the respondents were male selected through the researcher’s purposive and convenience sampling techniques without any gender bias.
Table 2: Respondents Age

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
</tr>
<tr>
<td>20-29</td>
<td>22</td>
</tr>
<tr>
<td>30-39</td>
<td>27</td>
</tr>
<tr>
<td>40-49</td>
<td>15</td>
</tr>
<tr>
<td>50-59</td>
<td>10</td>
</tr>
<tr>
<td>60 and &gt;</td>
<td>6</td>
</tr>
<tr>
<td>Total</td>
<td>80</td>
</tr>
</tbody>
</table>

Table 2 provides the respondents age groups. This table shows that those between 20 and 29 years of age consisted of 27.50 percent of the population, and those between 30 and 39 years, 33.75 percent of the population. It is this segment of the population that is increasingly being targeted by marketers due to its sheer numbers and purchasing power. Those who were in the age bracket of 50 and 59 consisted of 12.50 percent of the population, while those who were 60 and above consisted of only 7.50 percent of the population.

4.3 Advertising Reach of Newspapers

Here the researcher analyzed certain data provided in the questionnaires, and presented it in the three tables below, so as to determine the advertising reach of newspapers in Kenya.

Table 3: Newspaper Readership

<table>
<thead>
<tr>
<th>Read</th>
<th>Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
</tr>
<tr>
<td>Yes</td>
<td>80</td>
</tr>
<tr>
<td>No</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td>80</td>
</tr>
</tbody>
</table>
Table 3 shows the percentage of newspaper readership among the research customers. And here it’s seen that all the respondents interviewed in this study read newspapers.

Table 4: Readership Frequency

<table>
<thead>
<tr>
<th>Readership</th>
<th>Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
</tr>
<tr>
<td>Everyday</td>
<td>45</td>
</tr>
<tr>
<td>At least every 2 days</td>
<td>15</td>
</tr>
<tr>
<td>3-4 times a week</td>
<td>9</td>
</tr>
<tr>
<td>Sometimes</td>
<td>11</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>80</strong></td>
</tr>
</tbody>
</table>

Table 4 indicates the frequency of newspaper readership among the respondents interviewed. Here it’s seen that 56.25 percent of the population read newspapers everyday and a further 18.75 percent claimed readership at least on minimum every two days. Thus showing that large proportions of the population were constant newspaper readers. Surprisingly none of the respondents mentioned that they hardly ever read newspapers, although 13.75 percent of them said that they read newspapers only sometimes.

Table 5: Whether Respondents Peruse Through Newspaper Adverts

<table>
<thead>
<tr>
<th>Peruse</th>
<th>Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
</tr>
<tr>
<td>Yes</td>
<td>80</td>
</tr>
<tr>
<td>No</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>80</strong></td>
</tr>
</tbody>
</table>

Table 5 shows the responses of the respondents on whether they generally went through newspaper advertisements, and as the above table shows, all interviewed respondents claimed to do so.
4.4 Fulfillment of Newspaper Advertising's Promotional Objectives

In this section all the relevant data from the questionnaires was analyzed in order to determine the extent to which newspaper advertisements achieve their promotional objectives.

**Table 6: Number of Products Named by Respondents**

<table>
<thead>
<tr>
<th>Products</th>
<th>Distribution</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
<td>Percentage</td>
</tr>
<tr>
<td>4 products</td>
<td>14</td>
<td>17.50</td>
</tr>
<tr>
<td>3 products</td>
<td>42</td>
<td>52.50</td>
</tr>
<tr>
<td>2 products</td>
<td>24</td>
<td>30.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>80</strong></td>
<td><strong>100.00</strong></td>
</tr>
</tbody>
</table>

Table 6 indicates the number of products the respondents could name being seen advertised in a newspaper. And as predicted all or a 100 percent of them named some products, with the majority 52.50 percent naming at least 3 products.

**Table 7: Product's Brand**

<table>
<thead>
<tr>
<th>Brand</th>
<th>Distribution</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
<td>Percentage</td>
</tr>
<tr>
<td>Mentioned all brands</td>
<td>46</td>
<td>57.50</td>
</tr>
<tr>
<td>Mentioned some brands</td>
<td>12</td>
<td>15.00</td>
</tr>
<tr>
<td>Mentioned no brands</td>
<td>22</td>
<td>27.50</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>80</strong></td>
<td><strong>100.00</strong></td>
</tr>
</tbody>
</table>

In continuation table 7 shows whether respondents could mention the brand for every product mentioned earlier. 57.50 percent of them mentioned all the brands, 15 percent only some, while the remaining 27.50 percent couldn't name any!
Table 8: Special Attributes Stated

<table>
<thead>
<tr>
<th>Attributes</th>
<th>Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stated attributes for all brands</td>
<td>16</td>
</tr>
<tr>
<td>Stated attributes for some brands</td>
<td>10</td>
</tr>
<tr>
<td>Stated no attributes</td>
<td>54</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>80</strong></td>
</tr>
</tbody>
</table>

Table 8 shows whether respondents could state any special attributes for every product’s brand that they had mentioned earlier. Only 20 percent of the respondents stated the attributes for all brands that they had mentioned earlier, while 12.50 percent of them could only mention some. The remaining 67.50 percent of the respondents couldn’t state any!

Table 9: Respondents Effects on Seeing a Product’s Advert

<table>
<thead>
<tr>
<th>Respondents Effects</th>
<th>Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awareness only</td>
<td>14</td>
</tr>
<tr>
<td>Awareness and knowledge</td>
<td>30</td>
</tr>
<tr>
<td>Awareness, knowledge and liking</td>
<td>13</td>
</tr>
<tr>
<td>Awareness, knowledge, liking and preference</td>
<td>6</td>
</tr>
<tr>
<td>Awareness, knowledge, liking, preference and trial</td>
<td>9</td>
</tr>
<tr>
<td>Re-inforced loyalty and re-purchase</td>
<td>8</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>80</strong></td>
</tr>
</tbody>
</table>

Table 9 indicates the various communication effects on average felt by the research customers on seeing a variety of product advertisements in a newspaper. The above data revealed that after seeing adverts in a newspaper concerning various products, only 17.50 percent of the respondents stated that the only effect was one of awareness. While 37.50 percent of them stated awareness and knowledge of the products as the only general effects from newspaper advertising.
Awareness, knowledge and liking only was mentioned by 16.25 percent of the respondents as the only general effects they found from newspaper advertising, with a further 7.50 percent stating awareness, knowledge, liking and preference for those products advertised in the newspapers.

But going further down it’s seen that after gaining awareness, knowledge, liking and preference only 11.25 percent of the respondents ever went on and tried a product after seeing its advert in a newspaper. While only a mere 10 percent of them have had their loyalty re-inforced and became regular users after seeing a product's advert in a newspaper.

### Table 10: Newspaper Advertisement's Appealing Aspects

<table>
<thead>
<tr>
<th>Appealing Aspects</th>
<th>Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
</tr>
<tr>
<td>Captive headlines, usage of multi-colors and bigger size</td>
<td>10</td>
</tr>
<tr>
<td>Personalities used and usage of multi-colors</td>
<td>4</td>
</tr>
<tr>
<td>Captive headlines, bigger size, personalities used, good explanations and usage of multi-colors</td>
<td>47</td>
</tr>
<tr>
<td>Captive headlines, good explanations, usage of multi-colors and bigger size</td>
<td>19</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>80</strong></td>
</tr>
</tbody>
</table>

Table 10 shows the stated responses of the respondents when asked on those aspects of newspaper advertisements that they found appealing. Here it was seen that the majority or 58.75 percent of the respondents saw captive headlines, bigger size, personalities used, good explanations and usage of multi-color as aspects of newspaper advertisements that they found appealing. Usage of multi-color was the most popular appealing aspect found, followed by the aspects of bigger size and captive headlines, and following that, the aspects of personalities used and good explanations.
Table 11: Appeal of Newspaper Adverts

<table>
<thead>
<tr>
<th>Appeal</th>
<th>Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
</tr>
<tr>
<td>Only some</td>
<td>63</td>
</tr>
<tr>
<td>All of them</td>
<td>-</td>
</tr>
<tr>
<td>Most of them</td>
<td>7</td>
</tr>
<tr>
<td>None of them</td>
<td>10</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>80</strong></td>
</tr>
</tbody>
</table>

Table 11 indicates the responses of all individual consumers who took part in this research, when asked if they in general found newspaper adverts appealing or not. And it was revealed that 78.75 percent of the respondents found only some newspaper adverts appealing; with only 8.75 percent of them stating that they found most newspaper adverts appealing. 12.50 percent of the respondents infact found none of the adverts appealing at all. Thus showing overall that newspaper adverts were not as appealing to the targeted consumers as it may have been intended to be, thereby resulting in the adverts being less influential in the consumers purchase decision.

About thirteen percent (12.5%) of the respondents who found none of the adverts appealing cited 2 main reasons. That the reproduction quality of all the newspaper ads was poor because of their low quality print paper, and that there was little usage of multi-colors in the adverts. This combined with the fact that there were too many small sized adverts placed all over the newspaper, made them unappealing to them.

Table 12: If Companies Update their Newspaper Adverts

<table>
<thead>
<tr>
<th>Update</th>
<th>Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
</tr>
<tr>
<td>Yes, 10-20 times per annum</td>
<td>5</td>
</tr>
<tr>
<td>Yes, 21-30 times per annum</td>
<td>11</td>
</tr>
<tr>
<td>Yes, 31-40 times per annum</td>
<td>4</td>
</tr>
<tr>
<td>No we don’t</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>80</strong></td>
</tr>
</tbody>
</table>

51
Table 12 indicates whether the companies updated their newspaper adverts, and if they did so, the number of times per annum. Majority or 55 percent of them state that they updated their advert at least between 21-30 times per annum. 25 percent claim that they updated them at least 10-20 times per year, while the remaining 20 percent state that they did so at least between 31-40 times per annum.

Table 13: If Newspaper Adverts of a Particular Product Change Enough

<table>
<thead>
<tr>
<th>Change</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>13</td>
<td>16.25</td>
</tr>
<tr>
<td>No</td>
<td>58</td>
<td>72.50</td>
</tr>
<tr>
<td>I don't know</td>
<td>9</td>
<td>11.25</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>80</strong></td>
<td><strong>100.00</strong></td>
</tr>
</tbody>
</table>

Table 13 shows the responses of the respondents when asked if they found newspaper ads of a particular product and brand changing enough. An overwhelming 72.5 percent of the respondents stated that it did not change enough. Only 16.25 percent of them claim that they did change enough. The rest 11.25 percent of the respondents state that they did not know. This 72.5 percent is a big proportion of the respondents who claimed that the adverts did not change enough, thereby maybe over a period of time increasing its boringness, and making it more ineffective in its desired communications effectiveness.

These facts also prove that although majority of the companies stated in Table 12 that they updated their adverts at least between a high of 21-30 times per annum, most likely the changes made to them were superficial. That in the eyes of the targeted consumers, these changes were not comprehensive enough in their composition and physical attractiveness to be an interestingly enough change in their eyes.
Table 14: Usage of Newspapers by Marketers

<table>
<thead>
<tr>
<th>Usage</th>
<th>Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
</tr>
<tr>
<td>Yes</td>
<td>20</td>
</tr>
<tr>
<td>No</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td>20</td>
</tr>
</tbody>
</table>

Table 14 shows the responses given by marketing managers of various companies interviewed when asked if their firms had ever used newspapers as a medium to advertise their products or services. And here it was seen that every company interviewed had at one time or another used newspapers to advertise their products and/or services.

Table 15: Communication Effects Seen by Marketers

<table>
<thead>
<tr>
<th>Effects</th>
<th>Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
</tr>
<tr>
<td>Increase in awareness only</td>
<td>4</td>
</tr>
<tr>
<td>Increase in awareness and knowledge</td>
<td>8</td>
</tr>
<tr>
<td>Increase in knowledge, liking and preference</td>
<td>3</td>
</tr>
<tr>
<td>Increase in trial and re-purchases</td>
<td>4</td>
</tr>
<tr>
<td>Don’t know if there have been any effects</td>
<td>1</td>
</tr>
<tr>
<td>Total</td>
<td>20</td>
</tr>
</tbody>
</table>

Table 15 indicates the various communication effects seen by the marketers or companies, from their potential target market, after using newspapers as a medium to advertise their products. Awareness only as a communication effect was mentioned by 20 percent of the companies that use newspapers as a medium to communicate to their potential buyers, while 40 percent mentioned both awareness and knowledge as the only effects. Knowledge, liking and preference only was mentioned by 15 percent of the companies, and an increase in trial and re-purchase only by another 20 percent of them. 5 percent of the companies did not know if their adverts had any effects at all.
Here it was seen that awareness came out strongly overall as a communication effect of newspaper advertisement, followed by knowledge, brand loyalty and re-purchase, in that order.

\[\text{Table 16: Whether Newspaper Advertisements Increased Sales}\]

<table>
<thead>
<tr>
<th>Increased</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>14</td>
<td>70</td>
</tr>
<tr>
<td>No</td>
<td>3</td>
<td>15</td>
</tr>
<tr>
<td>I don’t know</td>
<td>3</td>
<td>15</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>20</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Table 16 shows the responses given by the companies interviewed for this research project when asked if the communication effects seen in Table 15 were translated into an increase in sales. Here a good 70 percent of the companies state that by using newspapers as a medium to advertise their products or services, their sales increased. 15 percent of them found no increase in sales, while another 15 percent did not know of any effects on sales through newspaper advertisements. The 15 percent of the firms that found no increase in sales did state further that their overall sales remained the same from pre-advertisement times.

\[\text{Table 17: The Sales Effect}\]

<table>
<thead>
<tr>
<th>Sales</th>
<th>Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
</tr>
<tr>
<td>Have doubled</td>
<td>1</td>
</tr>
<tr>
<td>More than double</td>
<td>1</td>
</tr>
<tr>
<td>Increased highly but not doubled</td>
<td>4</td>
</tr>
<tr>
<td>Increased slightly</td>
<td>8</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>14</strong></td>
</tr>
</tbody>
</table>

Table 17 shows the sales effect of all the firms that answered “Yes” in Table 16. I.e. all those firms which believed that newspaper advertising about their products did result in an increase in overall sales. Majority or 57.14 percent of those companies stated that
newspaper advertising brought about only a slight increase in their sales, while 28.58 percent of them stated that it had increased highly, but had not doubled. Only 7.14 percent of the firms stated that sales had doubled, with the remaining similar 7.14 percent of them stating that sales did more than double. Thus overall showing that marketers or companies found that advertising through newspapers helped in their product’s sales, even though just slightly.

4.5 Comparison of Newspapers with Television, Radio and Magazines: Media and Advertising Effectiveness

In this section data was analyzed for the purpose of comparing newspapers with magazines, television and radio channels to determine their media and advertising effectiveness to potential consumers.

Table 18: Whether Magazines are Read More

<table>
<thead>
<tr>
<th>Read More?</th>
<th>Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
</tr>
<tr>
<td>Yes</td>
<td>28</td>
</tr>
<tr>
<td>No</td>
<td>23</td>
</tr>
<tr>
<td>Read both almost equally</td>
<td>29</td>
</tr>
<tr>
<td>Total</td>
<td>80</td>
</tr>
</tbody>
</table>

Table 18 shows whether respondents spent more time reading magazines, than reading newspapers. 35 percent of them stated that they read magazines more than they read newspapers, while 36.25 percent of the respondents read newspapers and magazines almost equally. The remaining 28.75 percent read more newspapers than magazines. This showed that although there was a slightly higher readership of magazines over newspapers, generally speaking they were both read almost equally.
Table 19: If Magazine Adverts are More Attractive

<table>
<thead>
<tr>
<th>Attract</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>It will</td>
<td>36</td>
<td>45.00</td>
</tr>
<tr>
<td>It will not</td>
<td>18</td>
<td>22.50</td>
</tr>
<tr>
<td>I don’t know</td>
<td>26</td>
<td>32.50</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100.00</td>
</tr>
</tbody>
</table>

In continuation table 19 indicated the responses of the respondents when asked that if they saw an advertisement in a magazine, would it be more attractive than the same one in a newspaper. Here it was seen that 45 percent of the respondents found an advert in a magazine to be more attractive than the same one in a newspaper. It’s also important to note here that 22.5 percent of the respondents did not find an advert in a magazine to be more attractive than the same in a newspaper, while a large 32.5 percent did not know of any difference in attraction.

Table 20: If Respondents Watch TV or Listen to Radio More

<table>
<thead>
<tr>
<th>Respondents View</th>
<th>Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Watch TV and listen to radio more than read newspapers</td>
<td>39</td>
</tr>
<tr>
<td>Read newspapers more than listening to radio, but less than watching TV</td>
<td>17</td>
</tr>
<tr>
<td>Read newspapers more than watching TV, but less than listening to radio</td>
<td>11</td>
</tr>
<tr>
<td>Read newspapers more than watching TV and listening to radio</td>
<td>13</td>
</tr>
<tr>
<td>Total</td>
<td>80</td>
</tr>
</tbody>
</table>

Table 20 shows whether the amount of time respondents spent watching television or listening to the radio was more than the amount of time they spent reading newspapers. 21.25 percent of the respondents stated that they read newspapers more than listening to radio, but less than watching TV. While a high of 48.75 percent of them watched TV and
listened to radio more than they read newspapers. Only 16.25 percent of the respondents stated that they read newspapers more than they watched TV and listened to radio. The remaining 13.75 percent read newspapers more than they watched TV, but less than they listened to radio.

**Table 21: Whether TV Adverts are Better Eye-Catchers and/or Communicators**

<table>
<thead>
<tr>
<th>Respondents View</th>
<th>Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
</tr>
<tr>
<td>TV ads are better eye catchers and communicators</td>
<td>47</td>
</tr>
<tr>
<td>Newspaper ads are better eye catchers and communicators</td>
<td>10</td>
</tr>
<tr>
<td>TV ads are better eye catchers but newspaper ads are better communicators</td>
<td>23</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>80</strong></td>
</tr>
</tbody>
</table>

Table 21 shows the respondents attitudes on which adverts were better eye catchers and/or communicators. 58.75 percent of them found TV adverts better eye catchers and communicators, compared to a low 12.5 percent of the respondents who thought newspaper adverts were better eye catchers and communications. While 28.75 percent of the respondents found that although TV adverts were better eye catchers, newspaper adverts were better communicators. Thus overally showing the growing importance and influence of TV and its advertising effects compared to newspaper and its advertising effects.
Table 22: Whether Radio Adverts are Better Attention-Catchers and/or Communicators

<table>
<thead>
<tr>
<th>Respondents View</th>
<th>Distribution</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio ads are more better attention catchers and communicators</td>
<td>14</td>
<td>17.50</td>
</tr>
<tr>
<td>Radio ads are better attention catchers but newspaper ads are better communicators</td>
<td>36</td>
<td>45.00</td>
</tr>
<tr>
<td>Newspaper ads are better attention catchers and communicators compared to one’s in radio</td>
<td>30</td>
<td>37.50</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>80</strong></td>
<td><strong>100.00</strong></td>
</tr>
</tbody>
</table>

Table 22 indicates the responses of all respondents when asked if they found radio-based advertisements better attention catchers and/or communicators than adverts in newspapers. 45 percent of the respondents thought radio adverts were better attention catchers, but found newspaper adverts better communicators. But here a nearly similar 37.5 percent of the respondents found newspapers adverts both better attention catchers and communicators, compared to the ones on radio. While only 17.5 percentage of them felt that radio adverts were both better attention catchers and communicators.

This shows that although radio advertisements score slightly more marks than newspaper advertisements in attention catching, newspapers by far score more marks than radios in the area of communication.

Table 23: Most Widely Used Media by Marketers

<table>
<thead>
<tr>
<th>Media</th>
<th>Distribution</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
<td>Percentage</td>
</tr>
<tr>
<td>Newspapers</td>
<td>15</td>
<td>75</td>
</tr>
<tr>
<td>Television</td>
<td>5</td>
<td>25</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>20</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

58
Table 23 shows the most widely used media by the companies who wished to advertise their products or services. 75 percent of the firms stated that they use newspapers as their main form of communication with their intended target consumers. And the main reasons stated by them for using newspapers over other forms of promotion was that it was not only reasonably priced compared to other media e.g. the television, but it was also effective as a support communication tool as it helped marketers give detailed information about their product and/or services. This plus the short production lead times and the mass reach Kenyan newspapers had do make newspapers an important communications tool.

The rest 25 percent of the companies interviewed stated that in comparison to newspapers they used other promotional tools mainly to advertise their products or services. Here they all stated that they preferred to use television for their promotional purposes. The reasons being that the products they wanted to advertise were not given any justice by the newspapers because of their poor reproduction quality. They found TV advertisements superior because they were entertaining and dramatic, and therefore more memorable. Thereby resulting in an overall improvement in the targeted consumers attitudes towards the product advertised.

4.6 Chapter Summary

In this chapter, the research results have been presented. The information was gathered from the respondents through the use of a questionnaire. The results were categorized according to the research questions and the findings were presented using frequency tables.

Concerning the first research question of this study, data analysis did show a good advertising reach of newspapers in Kenya. This was seen when 100 percent of the interviewed respondents stated that they read newspapers, with 75 percent also stating that they read them atleast every other day.

Regarding the extent to which newspaper advertisements achieved their promotional objectives it was seen that although the lower level communication objectives such as
awareness and knowledge were attracting over 75 percent fulfillment, it was the higher-level objectives such as trial and repurchase which were achieving less than 25 percent fulfillment. And that while a reasonably good 70 percent of the companies stated that advertising through newspapers did result in an increase in sales, most or 57.14 percent of them found the resulting increment to be only a slight one. Thus showing that although newspapers achieved the lower level objectives of the marketers, the higher level ones were not fulfilled well enough.

In comparison with TV, radio and magazines, data analysis showed that newspapers were less effective not only in terms of media attractiveness, but also in terms of advertising effectiveness. The research showed that although only a net of 6.25 percent of the respondents spent more time reading magazines over newspapers, a high 45 percent found magazine adverts to be comparatively more attractive. Further not only did 70 percent of the respondents claim they used more time watching TV than reading newspapers, but a high 58.75 percent found TV ads to be also both better eye-catchers and communicators. Against the radio this study did reveal that majority or 62.5 percent of the respondents spent more time listening to it than reading newspapers, with a similar 62.5 percent also finding their ads to be more superior in terms of attention catching.
CHAPTER 5

5.0 DISCUSSION, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter will begin by giving a summary of the entire report. It will outline the purpose of the study and the research questions, the methodology used and state the major research findings. The next part will compare, interpret and discuss the findings that arose from the data analysis in Chapter 4. The discussions will take into account the advertising reach of newspapers, the extent to which newspaper advertisements achieve their promotional objectives, and on how newspapers compare with television, radio and magazines in terms of media and advertising effectiveness.

The conclusions of this study established from the research findings are then stated, followed finally by the recommendations given by the researcher for improvement and for further studies.

5.2 Summary

Advertising is about communication. And an effective advert is one which performs successfully a variety of critical communication functions, and which in-turn achieves the various objectives pre-set in advance by the advertiser, such as increase in awareness, sales and market share. The advertising industry in Kenya, both electronic and print, is worth billions of shillings. This shows that marketers are willing to spend huge sums of money to promote their products and/or services. But the dilemma facing them in recent years is that unlike before when they used newspapers as the main communication channel to reach potential consumers, the various technological developments, environmental changes and the liberalization of the communications sector has all
brought about a high increase in media options for them. This is providing stiff competition for newspapers in advertising as their share of the cake continues to shrink.

It is after looking at all this developments that this research was carried out. The main purpose of this study was to determine the advertising effectiveness of newspapers in Kenya. The research questions that guided this study were:

1. What is the advertising “reach” of newspapers in Kenya?
2. To what extent do newspaper advertisements in Kenya achieve their promotional objectives?
3. How do newspapers in Kenya compare with television, radio and magazines in terms of media and advertising effectiveness?

This research design was a survey. Non-probability sampling technique was used to select the desired sample that consisted of ordinary Kenyans and marketing managers of companies located in Nairobi. The required primary data was collected using the questionnaires that were personally administered by the researcher. Pre-testing of the questionnaires was also undertaken. All the collected data was then analyzed using descriptive statistics and presented in frequency distribution tables.

As far as the responses on the first research question of this research were concerned, it was seen that not only did all the interviewed respondents state that they all read newspapers, most of them stated that they read at least once every 2 days. All the respondents also claimed that during the course of their readings they also usually went through the newspaper adverts. Thus showing that overall the advertising reach of newspapers in Kenya was reasonably good.

In terms of the major findings concerning the second research question where this study tried to determine the extent to which newspaper advertisements achieved their promotional objectives, it was revealed that although the lower level objectives set by marketers were being reasonably well fulfilled, the higher ones had a question mark. Here both the potential customers and marketing managers saw a high level of achievement among the lower level of communication objectives such as knowledge and awareness. However, it is the higher level objectives such as trial and re-purchase which
were found to be fulfilled below satisfactory levels. While in the area of sales based objectives although most marketers did report an increase in sales as a direct result of advertising through newspapers, majority of them further reported that the resulting increment was only a slight one. The major reasons given by the respondents on why newspaper adverts did not fully achieve their promotional objectives ranged from their poor print copy, to their little usage of multi-colors, clutter, their short life-span, and their unappealing format, among others.

And in terms of the final research question of this study dealing with the media and advertising effectiveness of newspapers over other media such as television, radio and magazines, this research revealed that due to factors such as its relative cheapness, mass audience coverage and short lead times newspapers were the most widely used communication channel by various advertisers and marketers in Kenya. However, in terms of comparative media and advertising effectiveness they were not as effective. Here it was seen that although magazine and newspaper readership were almost at a par level, majority of the respondents said they spent more time watching TV than reading newspapers. And comparatively both magazine and TV adverts were found to be better eye-catchers and attractive communicators. Radio was also found to be superior compared to newspapers. This was seen when most respondents not only said that they used more time listening to it than reading newspapers, but its ads were also found to be better attention catchers.

### 5.3 Discussion

This section will cover the discussion according to the research questions.

#### 5.3.1 Advertising Reach of Newspapers

The study showed that all the interviewed respondents who participated in the research claimed to be readers of newspapers. And on top of it a high readership frequency was also noted. Three-fourths of the respondents stated that they read newspapers at least once every 2 days, while in total just over 80 percent claimed minimum weekly readership.
As such it not only validates data by various international organizations such as World Association of Newspapers (2004), UK’s Society of Editors (2000) and the World Bank (2003) which showed that newspaper circulation in Kenya had been on a steady incline over the last decade, but also findings of various readership figures by local researchers that also point towards the same conclusion. Research conducted by Kiragu et al. (1997) showed that in 1994 on average 40 percent of Kenya’s adult population read newspapers every week. This figure increased to 49 percent during the late 1990’s as was seen in the results of a study carried out by the British Council of Kenya (Mureithi, 2000), and went further as high as 80 percent as revealed in this study!

The findings of the study also showed that during the course of their readings the respondents had a tendency of going through the adverts placed in the papers. This adds impetus to Sissas and Bumba’s (1994) view that newspapers do serve as a catalog for consumers, especially those who are doing comparison-shopping. And that because consumers usually search their daily newspaper before going shopping, they are often pre-sold before they walk into a store to buy the product. Studies conducted by Arens (1999) also found that newspaper ads rank highest in believability. Thus showing that as the readers are desirous of going through the adverts, if they are creative and attractive enough to catch their attention, they surely will communicate effectively the desired message by the advertiser.

All the above lead to the conclusion that inspite of the fact that Kenya’s low literacy levels (English proficiency less that 40 percent), unemployment rate (40 percent) and poverty levels (50 percent live below $1 a day) adversely affect the growth of newspapers, their overall advertising reach was found to be reasonably good. One may question the reasons behind such a wide readership in a country with low levels of affordability. The answer was found in a research carried out by the World Association of Newspapers (2004) which revealed that most Kenyans borrowed newspapers at such a rate that it was found that for every newspaper bought, there were over a dozen readers!
5.3.2 Fulfillment of Newspaper Advertising’s Promotional Objectives

Looking at the extent to which the communication-based objectives of newspaper advertising were being accomplished this study showed that both potential customers and marketing managers who participated in this research did claim that on average newspaper advertisements led to the fulfillment of over three-quarters of the lower level objectives such as awareness and knowledge. But it was the middle level objectives such as liking and preference that achieved just above a quarter fulfillment, and going further on the higher level objectives such as trial and re-purchase achieving less than a quarter fulfillment.

These findings although were in line with what was said by Davis (1998), Belch G.E. and Belch M.A. (1998) and by Cartwright (2002) that the effectiveness of advertising tends to drop as one reaches the top level in the hierarchy stage, and that the initial stages at the base of the communications pyramid are easier to accomplish than those towards the top, the fall as seen in this research for all newspaper advertisements was big!

Other studies such as the £250,000 Millward Brown study commissioned by the Newspaper Society (2003) in the UK did also find that objective fulfillment decreases as one moves higher up the pyramid, except that the decline noted there was not as severe as one found in this study. That study found that newspaper advertising not only increased awareness among nearly all of the brands, but that almost half of its middle level objectives such as familiarity were achieved, while further well over a quarter of the higher level objectives such as purchase considerations and trial were also fulfilled.

Concerning the factor of sales determined through newspaper adverts, the study revealed that majority of the firms interviewed said that by using newspapers to advertise their products, their sales increased. But here although a quarter of those who claimed an increment in sales stated that sales increased highly, only a small minority claimed double or more sales, with the remaining majority claiming only a slight gain in sales. Taking into account views by Mitchell et al. (2002) that those ads that generate sales are successful, and observations by Belch G.E. and Belch M.A. (1998) that apart from the
amount one spends in advertising, the more effective an advert is, the higher the sales achievable, one can conclude that although newspaper adverts in Kenya were effective to a certain extent so as to promote sales, they were not as effective to push them to a higher desired level.

The study also further showed that although spontaneous or category cued brand awareness of newspaper advertising was good with close to three-quarters of the respondents being able to name all or some of the brands for every product mentioned, overally just below quarter of the total respondents interviewed could name any special attribute for every product’s brand mentioned. As per Sutherland (1993) if the spontaneous brand awareness is good then the adverts are achieving atleast their basic aim, but if their image attribute association is not that good then it shows, as it does in this research, that the ads are not fulfilling all its set objectives.

In order to further determine the effectiveness of newspaper advertising the respondents were asked to state their personal opinions concerning their appeal for the adverts. Here most of the respondents found that only some adverts were appealing, with some in fact even stating that they did not find any appealing at all! Only a few respondents found most newspaper advertising appealing. The reasons given by majority of the respondents for not finding most newspaper advertisements appealing range from their usage of little multi-colors, poor print copy, clutter and that most of the ads were not changing comprehensively enough, thereby making them unattractive and boring over a long period of time. They also further stated that to make adverts more appealing advertisers should also ensure that their ads not only had eye-catching captivative headlines, but also that they were of bigger size and contain good explanations. Poor reproduction quality of all newspaper ads, their short life span, and the problem of clutter in newspapers were also some of the major problems faced by companies with newspaper advertising.

The above mentioned problems and suggestions does validate findings by the Newspaper Society (2003) that campaigns where color-only was used did result in a significantly higher level of awareness uplift than those where mono was used throughout by a factor of 2.7. While campaigns with an average weekly volume greater than a full tabloid page saw awareness increase by a factor of 1.4 relative to those with a weekly volume of less
than a ½ tabloid page. And that for an ad to be exceptional it not only should be advertised more frequently but also MUST contain strong, easy-to-read logos and bold, prominently placed headlines. It also adds authenticity to Belch G.E. and Belch M.A.’s (1998) statement that if an ad does not change over a long period of time, people can be so saturated by the message that it begins to repel them and turn them away from the product, thus resulting in an decline instead of incline in sales as a direct result of a product’s advertising.

5.3.3 Comparison of Newspapers with Television, Radio and Magazines: Media and Advertising Effectiveness

The study showed that although statistically speaking respondents spent only slightly more time reading magazines than newspapers, in general terms it can be said that they were both read almost equally. But when asked to state if they found an advert in a magazine more attractive than one in a newspaper, almost half of the respondents answered in the affirmative. The reasons given by the respondents on why they found magazine adverts more attractive in comparison to the same adverts in a newspaper was that adverts in magazines were printed on good quality paper and in color, unlike in newspapers. This is supported by Rhinehardt's (2004) view that magazine adverts are comparatively more attractive as they are known to have a better print quality than newspapers and make use of color quite well.

The study also showed that not only did three-quarters of the respondents state that they spent more time watching TV than reading newspapers, but also that over half of them found TV adverts both better eye-catchers and communicators. Only a small number of the respondents found ads in newspapers to be better than ones in TV. Infact overally this research revealed that TV was the favorite among respondents in terms of its usage, and its ads the most effective. A quarter of the interviewed marketers also stated that compared to other media they preferred to use TV to promote their respective products and services. The reason being that the mediocre reproduction quality of all newspaper adverts do not give any justice to their products, as it did not enhance its perceived quality. While in addition the firms also found TV ads superior as they were entertaining
and dramatic, making the viewers glued to the screen and thereby making them more memorable.

These confirmations by the respondents support’s observations by Kenya’s Ministry of Health (2003) that TV is the fastest growing media in Kenya, especially among the younger generation who live in urban areas. And also further validates conclusions made from the viewership data of studies carried out by Kiragu et al. (1997) and the British Council (Mureithi, 2000) which showed that from mid to late 1990’s weekly television viewership in Kenya increased by 84 percent! This study thus proved that due to TV’s inherent characteristics and its various technological advances and developments in the digital technology of direct audiovisual broadcasting, it commanded the top position as the most effective media in Kenya in terms of both its viewer ship and advertising effectiveness.

The findings also revealed that just above half of the interviewed respondents in this research stated that apart from the fact that they spent more time listening to the radio than reading newspapers, they also found radio ads to be more superior in terms of attention catching. Although here in contrast over three-quarters of the respondents did further state that comparatively newspaper ads were better communicators than those in the radio. A study carried out by the British Council (Mureithi, 2000) had also shown that radio not only had the widest coverage of any media in Kenya, it also had the widest reach. In comparison with newspapers that research had shown that compared to the fact that 49 percent of Kenyans read newspapers atleast once per week, almost three-quarters claimed to listen to the radio atleast once per day!

Concerning the findings of radio’s superiority in attention catching this research concurs with what was said by Rhinehardt (2004) that compared to stiff and still black and white images in a newspaper, radio ads are better due to their usage of music, jingles, slogans and sound effects. And looking at newspapers superiority in terms of being better communicators, the findings are also in line with Haruvy’s (2003) views that no other media can match newspapers in terms of the extensive and detailed technical information it can carry to explain to prospective customers, especially compared to the radio which has a very short exposure time and perishable messages.
Finally this study does show that inspite of the above findings which leads to a conclusion that newspapers were not as effective as the other media, especially TV and radio, it was found to be the most widely used communication channel by the marketers. The major reasons given were its relative advertising cheapness, short lead times, mass audience coverage, and its ability to use detailed copy. These reasons stated by the marketers supports Wolfe's (1999) statement that newspapers have one of the shortest lead times of all media and views by Shimp (1997) that it is also a medium which is not restricted to specific socioeconomic or demographic groups but rather extends across all strata. And in comparison to other media newspapers worldwide are also well known to give the widest option among advertising size and charges. Ranging from just a few lines in the classifieds to a full page advert. Thus falling under every marketer's budget, no matter how small it may be.

5.4 Conclusions
The conclusions below were made on the basis of the research findings.

5.4.1 Advertising Reach of Newspapers

The findings showed that the advertising reach of newspapers in Kenya was reasonably good. Not only did all the interviewed respondents who participated in this study state that they read newspapers, but a high readership frequency was also noted. Just above 80 percent claimed that they read newspapers atleast once a week on the minimum. Further on it was seen that inspite of the problem of clutter in newspaper advertising, the respondents did reveal that they also preferred to go through the adverts placed in the papers. This shows that apart from buying a newspaper for news, information and entertainment, many consumers also purchase them to assist them with their consumption.
5.4.2 Fulfillment of Newspaper Advertising’s Promotional Objectives

The study also showed that newspaper advertising was effective in accomplishing the lower level communication objectives such as awareness and knowledge. But in relation to the middle level objectives such as liking and preference, and especially the higher level objectives such as trial and re-purchase, these objectives were not being accomplished well enough. This trend was also noted in the fulfillment of the sales based objectives where it was seen that although majority of the companies did report an increment in sales as a direct result of advertising through newspapers, the resulting increment was found by most to be only a slight one.

Similarly this scenario was also observed in the advert evaluation process where it was discovered that although the spontaneous or category cued brand awareness of newspaper advertising was good, its image attribute association was comparatively poor. All this thus leads to a conclusion that as far as the fulfillment of its various promotional objectives was concerned, newspaper advertising was only partially effective.

Going further this study did show that one of the main reasons behind this limited effectiveness of newspaper advertising was the fact that majority of the respondents found only some adverts appealing. Mediocre reproduction quality, little usage of multi-colors, their unappealing format, clutter and the fact that most adverts did not change comprehensively enough over long periods of time, thereby making them boring, were the major reasons behind it.

5.4.3 Comparison of Newspapers with Television, Radio and Magazines: Media and Advertising Effectiveness

This partial effectiveness of newspaper advertising was also seen when it was compared with the other communication channels in this research. Out of all the media, television came on top. Although the study showed a good reach of newspapers in Kenya, it also further revealed that respondents not only spent more time watching television than
reading newspapers, but they also found TV adverts comparatively more effective. The use of music, visual images and compelling language made TV adverts entertaining and dramatic, thereby making them more superior than the stiff and still black and white images of the newspaper adverts.

In comparison with magazine advertising, this research revealed that people spent similar amounts of time reading both magazines and newspapers. But comparing with radio, it was found that respondents spent more time listening to it than reading newspapers. Concerning advertisements, it was shown that magazine adverts were more attractive and thereby more effective than the newspaper ones, mainly because they were printed on good paper quality and were usually more colorful. While radio advertisements were found to be more superior in terms of attention catching, newspaper ads were comparatively seen to be better communicators.

A general conclusion is that although newspaper advertising has a lot of positives and is in fact the most widely used promotional tool of the marketers, its limitations especially when compared with the other communication tools, makes it less effective. This is especially so considering the various positive changes that have been taking place in recent years in Kenya, where not only the quantity of the communications channels increased considerably, but also the quality. Thereby giving newspapers, which just over 10 years back held monopolistic status in Kenya’s communication world, a run for their money in attracting the much-needed advertisements.

5.5 Recommendations

The following recommendations were made based on the findings and conclusions of the study.

5.5.1 Recommendations for Improvement

5.5.1.1 Advertising Reach of Newspapers

Although this study revealed that newspaper readership was high, comparatively the circulation figures were low. Here reducing the price of newspapers will be of help. In a
poor country like Kenya where the average income per day is less than $1 (Sh80), it is a fact that the majority of its citizens cannot afford to buy a newspaper everyday at a cost of Sh35. Reduced newspaper prices could lead to increased affordability and therefore readership. And the higher the readership, the higher the chances of a newspaper advert achieving its desired objectives.

Research worldwide also shows that newspaper readership, especially among the younger, more populous, and more attractive group of consumers is on a decline. The same case also applies here in Kenya whose median age of the total population is just 18.4 years! It is therefore recommended that apart from politics and general news, newspapers must publish more social related articles on issues like health, true-life narratives, gossip, music, fashion, entertainment and sports. This would surely make newspapers more interesting to read and therefore help increase its current readership, especially among the youth.

5.5.1.2 Fulfillment of Newspaper Advertising’s Promotional Objectives

The study shows that poor print quality is a major problem for newspaper advertising. This factor is the one criticized most by both newspaper readers and advertisers. An advert, no matter how well it is formulated, will become ineffective if it is published in a dull and crispy paper. Therefore newspaper-publishing firms should strive to improve on their paper’s print copy by investing in better printing machines and acquiring better quality of raw-materials needed in the printing process, such as ink and paper.

For advertisers, the study shows that they need to update their adverts more frequently and comprehensively than they are doing currently. Consumers complain that they are bored and tired of seeing the same or similar looking adverts of a product over and over again, and the more tired consumers become of an advert, the more ineffective it becomes. Infact the marketers are also advised to make use of professional advertising firms instead of using in-house do-it-yourself “professionals”. Although it will be abit expensive initially to give advertising firms the contract to formulate one’s adverts, it will pay-off in the long-term because of the professionalism involved.
Newspapers are also advised to use more appealing aspects in their adverts than the present. Aspects such as captivating headlines, bigger advert sizes, personalities used, good explanations and especially the usage of more multi-colors instead of the normal black and white, is what is required. Implementation of these aspects will also partially solve the problem of clutter faced by newspapers. Newspaper-publishing firms can also help here especially by reducing advertising charges for colored adverts. This will encourage more advertisers to place their adverts in color and thereby increase their effectiveness.

5.5.1.3 Comparison of Newspapers with Television, Radio and Magazines: Media and Advertising Effectiveness

This study also showed that compared to the time spent on other media, Kenyans spent less time reading newspapers. This can only mean that Kenyans find the other media such as TV and magazines more attractive than newspapers. Therefore as mentioned earlier, it is recommended that newspapers should try and become more like a semi-magazine, publishing more social and informative articles of general interest to the populace at large. This would make newspapers not only more interesting to read, but will also make people read them more thoroughly and spend more time on it than at the present. It can also make one buy a newspaper not only for the daily news, but also for the other information contained in it. All this will automatically increase the reach and effectiveness of the newspaper adverts.

Both respondents and advertisers find newspaper adverts dull, boring and unattractive to look at, especially in comparison to adverts in other media. Although it is an uphill task for newspapers to compete against the radio and its sound effects, or the visually stimulating images of TV adverts, newspaper-publishing firms can help by improving the print quality of the paper and by encouraging more usage of colored ads through reducing its charges. Limiting the number of ads published in the paper, spacing them out well and by discouraging ads below a certain volume or size can also help, as it will decrease the clutter and make the ads more pleasing to look at.
5.5.2 Recommendations for Further Research

This study basically dealt with the advertising effectiveness of newspapers in Kenya. The researcher recommends that further research in the area of enhancing the attractiveness of newspapers as an individual communications medium or one trying to determine the ways to improve the effectiveness of newspaper advertisements, especially in comparison with other media, can also be carried out. A more extensive research with a bigger population size and conducted countrywide can also be undertaken. Future research could also explore on the media and advertising effectiveness of other media not researched independently such as TV, radio and magazines.
REFERENCES


APPENDICES

APPENDIX 1

LETTER OF INTRODUCTION

Dear Sir / Madam,

I, Baiju S. Lakhani am an MIBA student at the United States International University, Nairobi campus. I am carrying out this research as part of my Masters degree requirement. My research topic is “Advertising Effectiveness of Newspapers in Kenya”.

It is in this regard that I kindly request your assistance to fill-in the attached questionnaire. Data obtained from you plus others will help me tremendously in fulfilling the objectives of my above-mentioned study.

You are assured of the strictest confidentiality of all information that you may provide in this questionnaire, as this information will only be viewed by my university supervisor and me.

Thanking you in advance for your kind assistance and co-operation.

Yours faithfully,

Baiju S. Lakhani
ID # 167319
APPENDIX 2
CUSTOMER QUESTIONNAIRE

A. DEMOGRAPHIC DATA

1. For statistical purpose please state your sex.
   a) Male
   b) Female

2. Also for statistical purpose please state your age.
   ________ years old.

B. ADVERTISING REACH OF NEWSPAPERS

3. Do you read Newspapers?
   a) Yes
   b) No

4. If Yes, how frequently? (Please tick only one)
   a) Everyday
   b) At least every 2 days
   c) 3 to 4 times a week
   d) Sometimes only
   e) Hardly ever

5. If No, why?
   __________________________________________

6. Do you usually go through newspaper adverts?
   a) Yes
   b) No
C. FULFILLMENT OF NEWSPAPER ADVERTISING'S PROMOTIONAL OBJECTIVES

7. Name some of the products you have seen being advertised in a newspaper you have read.

__________________________________________________________

__________________________________________________________

8. Can you name the brand for every product you have mentioned above?

__________________________________________________________

__________________________________________________________

9. Can you name any special attributes for every product’s brand mentioned in the above question?

__________________________________________________________

__________________________________________________________

10. On average when you see a product’s advertisement in a newspaper does it usually .......... (Please tick only one).

   a) Make you only aware of its existence.

   b) Make you aware and give you knowledge about it only.

   c) Not only make you aware and give knowledge, but also created a liking in you for it.

   d) Not only make you like it, but also prefer it to other brands.

   e) Make you go out and try the product.

   f) Not only make you try it, but also help’s you reinforce your loyalty for that particular product through re-usage.
11. Generally speaking is it only that some adverts in newspapers that are appealing or is it that all of them appeal to you?
   a) Only some
   b) All of them
   c) Most of them
   d) None of them appeal to me

12. What aspects of a newspaper advertisement do you find appealing? (You can tick more than one)
   a) Captivating headlines
   b) Usage of multi colors
   c) Personalities used (e.g. models, movie stars, etc.)
   d) Bigger size
   e) Good explanations
   f) Any other reason(s)

13. If you don’t find any newspaper advertisements appealing, please state your reason(s).

14. According to you what can be done to make newspaper advertisements more appealing?

15. Do you find newspaper advertisements of a particular product and brand changing enough?
   a) Yes
   b) No
   c) I don’t know
16. Do you read magazines more than newspapers?
   a) Yes
   b) No
   c) I read both almost equally

17. According to you if you saw an ad in a newspaper, and the same one in the magazine, will the magazine one attract you more?
   a) It will
   b) It will not
   c) I don’t know

18. Please state your reason(s) for the above.

19. Do you watch TV or listen to radio more than reading newspapers? (You can tick more than one)
   a) I watch TV more than reading newspapers
   b) I listen to radio more than reading newspapers
   c) I read newspapers more than listening to the radio
   d) I read newspapers more than watching TV

20. Do you find ads in TV better eye catchers and/or communicators than ads in newspapers? (You can tick more than one)
   a) TV ads are better eye catchers
   b) TV ads are better communicators
   c) Newspaper ads are better eye catchers
   d) Newspaper ads are better communicators
21. Do you find ads in radios better attention catchers and/or communicators than ads in newspapers? (You can tick more than one)

a) Radio ads are better attention catchers
b) Radio ads are better communicators
c) Newspaper ads are better attention catchers
d) Newspaper ads are better communicators
APPENDIX 3
COMPANY QUESTIONNAIRE

1. For general information purposes please state your company name.

______________________________________________________________

A. FULFILLMENT OF NEWSPAPER ADVERTISING’S PROMOTIONAL OBJECTIVES

2. Has your firm ever used newspapers to advertise your company’s products or services?
   a) Yes
   b) No

3. What communication effects do you believe your firm has seen after they started using newspaper advertisements? (You can tick more than one)
   a) Increase in awareness only
   b) Increase in knowledge only
   c) Increase in liking and preference only
   d) Through any other way:
   e) I don’t know if there have been any effects
   f) There have been no effects

4. Have the above effects translated into an increase in sales?
   a) Yes
   b) No
   c) I don’t know

5. If Yes, what have their effects been?
   a) Sales have doubled
   b) Sales have more than doubled
   c) Sales have highly increased but not doubled
   d) Sales have increased slightly

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6. If No, have sales reduced and by how much?
   a) Yes they have and by ______ percent
   b) Sales have remained same

7. Does your company update its newspaper advertisements, and if it does then how often?
   a) Yes we update it at a rate of ______ times a year
   b) No we don’t update our newspaper advertisements

8. Please state the problems if any, which your company may have encountered while using newspapers as a medium for advertising your products/services.


9. What do you think should be done to solve the above problems?


B. COMPARISON OF NEWSPAPERS WITH TELEVISION, RADIO AND MAGAZINES: MEDIA AND ADVERTISING

10. If your company uses newspaper advertising mainly compared to other forms of media advertising, what are the main reason(s) for doing so? (You can tick more than one)
   a) It's the best way to communicate to customers compared to other forms of advertisements
   b) It's quite effective as a support communication tool when used together with other forms of advertisements
   c) It's cheap or reasonably priced compared to other forms of advertisements
   d) It's used because it helps marketers give detailed information about their products/services compared to other promotional tools
   e) It's used to reinforce messages given out through other promotional tools
f) Any other reasons:


11. If your company uses other promotional tools mainly then please state the tools used and the reasons for using them more compared to newspaper advertising.


