EFFECTIVE MARKETING COMMUNICATIONS THAT INFLUENCE INFORMED BUYING DECISIONS OF ENGINE OILS

BY

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UNITED STATES INTERNATIONAL UNIVERSITY NAIROBI

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

UNITED STATES INTERNATIONAL UNIVERSITY NAIROBI

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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: [Signature] Date: 12 JULY 2004

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

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ABSTRACT

The purpose of the study was to determine the marketing communications that influence an informed buying decision of engine oil products. The study was guided by the following research questions:
- Which marketing promotional tools are currently used to reach engine oil users?
- What considerations influence engine oil buyers on the type of engine oil to purchase?
- What factors influence engine oil buyers on the brand of engine oil to purchase?
- What promotional tools can be integrated to make messages that effectively educate and influence engine oil users?

The population under study comprised of vehicle owners, professional drivers and mechanics. Convenience sampling technique was used to determine the sample elements. Information for the research was solicited by the interview guide, which was administered to the targeted population. Data analysis was done using descriptive statistics and presented in frequency distribution tables, column graphs and pie charts.

The findings from the interview guide revealed that the majority of the respondents did not make the decision on the engine oil to purchase prior to reaching the retail outlet. The engine oils that the respondents had knowledge of were: Shell Helix, Mobil Super, Caltex Havoline, Total Quartz and Castrol. The respondents stated that they were satisfied with the engine oils specifically, Shell Helix, Caltex Havoline, and BP Visco.

The findings from the research exercise show that the respondents recalled several engine oil advertisements. “Shell Helix – car in the surgery room” and BP Visco 2000 (of the 1980’s) advertisements are the TV advertisements that were recalled by the majority of the respondents. “BP Visco-choose the right oil” was highly recalled as a radio advertisement. The newspaper advertisements that were highly recalled included: “Shell Helix – Ferrari”, “Caltex Havoline – fuel saving device”, “Shell Helix - car in the surgery room” and “BP Visco – choose the right oil”.

The research findings revealed that each of the marketing promotional tools used in reaching the target audience influenced the respondents to a different extent. The marketing tools that were came across as largely influencing the respondents to purchase the engine oils were TV advertisements and sales promotions.

The research findings showed that there were certain factors that largely influenced the target audience to make a purchase. These factors were the image of the company, product knowledge of the engine oil, the high performance of the product, customer service, and the belief that the product is the best.

The major conclusion made from the findings was that marketing communications influenced the purchase of the engine oils. Marketing tools such as TV advertisements largely influenced the purchase of the engine oils by the consumers.

Based on the research findings, one of the recommendations for improvement is that oil marketing firms should provide information about engine oils in more appealing and interesting messages and channels. Their communication message should stand out and reach the target market more effectively than that of the competitor, and as much as in the marketing communications of other fast moving goods. Oil marketers are advised to integrate various marketing communications tools with a coordinated strategy, and to deliver a consistent message. This would help to meet the wider range of objectives, including getting the target audience become aware of the product, try the product, and to repeatedly purchase the product.

Further research should be conducted on the marketing communications that influence informed purchase decision of other oil products, and of products in other industries. Engine oil marketers could use the results to make their marketing communications more effective by competing with standards set by other industries.
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CHAPTER ONE

1.0 INTRODUCTION

1.1 Background

A 1995 Shell Helix engine oil poster advertisement says, “Engine oil is the lifeline of a car. Just like the human body needs blood, so does a car’s engine need oil”. The function of the engine oil is to minimise friction between the engine’s moving parts, clean the engine, dispel heat from the rapidly moving hot engine parts, and to prevent undesirable chemical reactions such as rusting of the engine. After some time of performing these functions, the chemical additives in the engine oil get depleted, and the oil starts to form sludge from oxidation caused by circulation around the engine at high engine temperatures. At this stage, the engine needs an oil change since the old oil is no longer effective in carrying out its essential work (Kenya Shell Ltd [KSL] Training Pack, 2001).

Every new car comes with a manual, and each manual has recommendations on the engine oil specifications and how often it requires to be changed. In general, the proposed frequency of oil-change is influenced by the specification of the oil used, the make and model of the car, the length of time or distance travelled by the car since the last oil change, and by the aggressiveness or cautiousness of the driving behaviour. “Changing oil more often than recommended on the car manual is advised, because driving conditions are very rarely “ideal” and keeping clean oil in the crankcase is the best way to keep the car engine running for a good, long time” (Monthly Motor Magazine, July/August 2003, Pg 18). On average, for cars manufactured in the 1990’s, oil should be changed every 5000 kilometres or every 6 months, whichever comes earlier (KSL Training Pack, 2001). This is valid if the oil used has the American Petroleum Institute (API) specification SJ for petrol engines and API CG or CI for diesel, and that a multigrade viscosity engine oil (varying between 0W to 20W and from 40 to 50 viscosity levels) is used for Kenya’s weather pattern. (Appendix C shows the current API specifications). The use of monograde viscosity oils (having one viscosity grading, like 30 or 40) would require the vehicle owner to change the oil after half the period recommended for a multigrade oil.

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For motorists or users to make the right choice of engine oil, it is important that, they read their car manuals for oil recommendations and compare these against specifications on the pack of the engine oil that they want to use (Motor Monthly Magazine, June/July 2003). Research done by Kenya Shell Ltd., (KSL Brand Preference Survey, 2001) shows that most consumers choose the lubricants for their cars based on the lowest price available at face value. This behaviour infers that consumers do not have adequate information on the basis for which to buy engine oils. Statistics from the oil industry show that, the higher performance grades tend to be more highly priced than the lower performance grades since they require more sophisticated chemicals for superior protection. The lowest priced oil brand may not fall under the car manufacturer’s recommendations and may accelerate the impairment of the engine. An oil with lower specifications than recommended, is likely to be more expensive in the longer run, because one would need to change the oil more frequently. It will also, not protect the engine as effectively as the higher specified grades, consequently leading to more expensive maintenance. It is for these reasons that motorists should only select products that meet the manufacturers recommendation as regards to viscosity and performance levels of engine oils (Motor Monthly Magazine, June/July 2003). Appendix D shows the international performance specifications for various engine oils and the June 2003 recommended retail prices by different oil companies.

Marketing companies seek to communicate about a brand and thereby enhance brand equity. Through marketing communications, they provide information about their products, persuade users to buy the company’s brand, establish a favourable image of the company’s products and position the products relative to the competitors’ products (Lowry and Weinrich, 1994). The desired effect would be that consumers become familiar with a brand and hold favourable, strong and unique association in their memory about the brand, leading to repeated purchase of the same (Weinrich, 1999).

How can oil-marketing companies educate engine oil users to buy the appropriate grade of engine oil? In addition, how can a particular oil company persuade and influence the users
to purchase its own engine oil brand? The challenge for oil marketing companies in Kenya is to help create that unique association between the vehicle owners or car mechanics, and the engine oil they choose for their vehicles.

Since the year 2000, the researcher has observed several oil marketing communications carried by the Kenyan media:

- Shell Helix, Caltex Havoline and Mobil 1 engine oils have been advertised on TV;
- Shell Helix and Mobil Delvac engine oils have been advertised on radio;
- Shell Helix, Caltex Havoline, Mobil 1, Castrol, and Total Quartz have all been advertised on newspapers and magazines;
- Shell Rimula and Caltex Havoline have been advertised on several billboards around the country;
- Shell Rimula and Caltex Delo engine oils advertisements have been branded on vehicles;
- Shell Helix and Shell Rimula, Caltex Delo, and BP Visco have been branded on shop walls;
- Mobil1, Shell Helix and BP Visco have been advertised on loop signs;
- In all the oil companies, there are marketing oriented technical employees who have the role of personal selling to consumers;
- Year on year, until year 2001, Shell spent millions of shillings to sponsor Kenya Safari car rally championships as well as two rally drivers, while annually, Caltex Oil Company sponsors the Caltex Equator Car rally and three rally drivers, and Total Oil Kenya sponsors the popular annual Total Motor Show.
- Since the 1960’s Shell donates millions of shillings annually to the Starehe Boys Centre for the school’s expenditure, and
- Since the 1990’s, Shell sponsors university education for the top 3 students at national examinations at the Shell Excellence Awards.
- For the last two years Total sponsors a tree-planting programme (EcoChallenge), while Mobil has been financially supporting several destitute children.
Findings from the KSL Brand Preference Survey (2001) indicate that marketing communications activities done by oil marketing companies have not effectively educated consumers about the right oil to use for their cars. This conclusion is drawn from the fact that motorists and mechanics tend to make the decision on the oil to buy based on the lowest priced oil, and not based on the engine oil performance specifications nor on the car manufacturer’s recommendations. Considering that many car owners seem to want to treat their vehicles tenderly, giving them a regular wash even in times of water shortage, then it shows that car owners attach high value to their cars and are likely to do what they deem best for the car. This offers an opportunity for oil companies to educate consumers and to create brand equity for their engine oil brands through the use of effective marketing communications.

If customers don't know what products and services a company provides, then the company would not survive in today's competitive marketplace. Effective communication with customers is vital to ensure that a business generates sales and profits. Taking the time to develop and implement appropriate marketing communications help to stimulate the target audience to buy the business’ products or services. This should be managed within an affordable budget (Cornelissen, 2003). To communicate to its target audience, the company can use a blend of tools including: advertising, personal selling, sales promotions, publicity, direct marketing and "word of mouth".

Successful marketing communications use a balance of promotional mix tools in a planned and structured way – a single tool rarely works well in isolation. The challenge is to select the right mix of promotional activities to suit a particular business at a particular time – and to then use it correctly to achieve the desired result. The combination of tools used should depend on the target audience, the message to communicate and the budget available (Cornelissen, 2003).
1.2 Problem Statement

The Shell Brand Preference Survey (KSL, 2001) shows that the decision to buy a certain brand of engine oil is often in the hands of the mechanics and retail stations' pump attendants. These, according to field studies done by Kenya Shell Lubricants Engineer, have been found to be often as ignorant as the vehicle owners about performance levels and properties of different brands and specifications of engine oils. This leads to engine oil buyers purchasing unsuitable oils for their vehicles. Why should this be the case? In Kenya, oil marketers have been communicating various messages to engine oil users through the use of various mix of marketing promotional tools. Are oil marketers then, not giving the right information or are they not using the promotional tools effectively?

The researcher believes that it is the task of oil companies in Kenya to educate vehicle owners, drivers, pump attendants, and mechanics on the different brands of oil. They need to influence engine oil buyers to purchase the right grade of oil for their cars, not based on price only, but also based on performance levels and other benefits given by the particular oil grade or brand. Just like ladies seem to know which hair oil they would rather use, instead of depending fully on the hairdresser’s recommendation, users need to make an informed choice of the engine oil they would rather use for their cars. The challenge to oil companies is in educating and persuading users to achieve this.

This study sought to determine effective marketing communications that oil companies in Kenya can adopt to educate and influence consumers to make an informed choice in the purchase of engine oils.

1.3 Research Questions

The research sought to answer the following questions:

1.3.1 Which marketing promotional tools are currently used to reach engine oil users?
1.3.2 What considerations influence engine oil buyers on the type of the engine oil to purchase?
1.3.3 What factors influence engine oil buyers on the brand of engine oil to purchase?
1.3.4 Which promotional tools can be integrated to communicate messages that effectively educate and influence engine oil users?

1.4 Conceptual Framework

To be able to determine which marketing communications' constituents influence informed purchase decisions by end consumers, the purchase decision has been defined through the dimensions: brand of choice and product or brand mind awareness. (R.R. Reeder, Brierty and B.H. Reeder, 2001). These dimensions have been broken down to measurable elements, in form of a conceptual framework. See figure 1.1 below.

Figure 1.1: The Conceptual Framework to help determine effective marketing communications that can be used to influence informed buying decisions in the purchase of engine oils.

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**Purchase Decision (as influenced by marketing communications)**

- Brand purchased in last purchase
  - Preferred brand
  - Features, Advantages & Benefits of brand of choice.

- Ability to recall brand name
- Ability to recall pack colour
- Ability to recall communicated message
- Ability to recall product information

**Brand of choice**

**Product/Brand awareness**

**Exposure to media**

- Time spent exposed to TV
- Time spent exposed to radio
- Time spent exposed to print media
- Time spent exposed to other communications
- Number of message exposures

**Impact**

- Number of engine oil users who grasped the message
- No. of engine oil users who purchased the product.

**Reach**

% of engine oil users reached
Ideally, for every marketing communication, the marketer seeks a specified advertising objective and response from the target audience. The consumers’ brand of choice will determine if such an objective will be met. For consumers to choose a particular brand or product, they need to be well aware of its existence and of its perceived benefits. In turn, the product or brand awareness is influenced by the frequency by which the oil buyers would have been exposed to the relevant marketing communications, the number of oil buyers exposed, and the impact of the marketing communications.

The elements identified in the conceptual framework show the relationships among purchase decisions, the communications’ effectiveness, and the buyer-media habits.

1.5 Importance of the Study

Since the liberalisation of the oil industry (in Kenya) in October 1994, there has been an increase of engine oil importers, creating intense price competition in this industry. Routine field studies by the Lubricants Engineers at Kenya Shell Ltd., have shown that several engine oil importers sell low quality and under-specified engine oils at relatively low prices (compared to prices of engine oils meeting the Kenya Bureau of Standards requirements). Based on a decision to buy the lowest priced engine oil, users purchase these under-specified products to the detriment of their vehicles’ engines. The supply of engine oils is growing at a faster rate than the market, and at an increasingly limited purchasing power for consumers (Wanda, United States International University [USIU], 1999).

In the days of government-regulated trade, oil companies in Kenya were relatively complacent as far as marketing effort was concerned (Wanda, USIU, 1999). Many oil companies have now realised that they must change to become marketing companies, as opposed to their yester-year status of behaving like supply companies. This project report will help to guide them on some of the marketing communications information they could apply successfully.
Oil companies in Kenya invest in marketing communications' activities to create interest in their products. In reference to the marketing research done by Kenya Shell Ltd (KSL Brand Preference Survey, 2001), it is apparent that these marketing promotions activities have not led to improved engine oil sales or a higher loyal customer base as desired by the oil companies. This study will help to confirm if the oil companies are making the right effort in marketing communications, or if they are doing too little of the right marketing activities, or if they are not doing the right thing at all.

The study will also be of interest to marketers in general, as the findings will give insights on what motivates consumer-buying behaviour for low interest products. The research study will benefit future researchers and scholars. It will act as a point of reference on topics relating to marketing communications that influence the buying decision of engine oils. In addition, the research study will be of importance to the researcher who will gain more knowledge in the field of marketing communications and lubricants marketing, in the course of writing this thesis report.

1.6 Scope of the Study

The research study was limited to studying the influence of marketing communications on engine oil sales for passenger cars as opposed to light and heavy commercial vehicles. To cover more depth of marketing promotions, other components of the marketing mix, including "price", "product" and "place" were not covered directly in this study. The research study described herewith was confined to Nairobi, which is resident to more than 60% of the motor vehicles in the country. General vehicle statistics and sales volumes of lubricants brands used in this study were estimated based on the Kenya Shell Marketing Lubricants Tracker (KSL, 2003).
1.7 Definition of Conceptual Framework Elements

Brand of Choice
The brand of choice is the preferred brand by the consumer, who is deeply committed to purchase the brand, despite marketing efforts having the potential to cause switching behaviour (Kotler, 2003). This research study sought to determine the proportion of consumers who chose to purchase a particular engine oil brand from the wide range on offer to those who were indiscriminate on the brand they chose.

Brand/Product Awareness
Brand or product awareness is related to the strength of the brand in memory, as reflected by consumers’ ability to identify various brand elements (for example, brand name, logo, packaging, slogan, and character) under different conditions. Brand awareness also relates to the likelihood that a brand will come to mind, and the ease with which it does so, given different types of cues (Keller, 1998). This research study measured the number of interviewees who recalled oil brand names without any cue, and those who required a cue to remember the brand name.

Brand/Message Recall
Brand or message recall relates to consumers' ability to identify the brand or message under a variety of circumstances. Consumers must retrieve the actual brand element from memory given some related probe or cue. Aided recall uses various types of cues to help consumer recall, whereas in un-aided recall, such support is not offered. In the interview guide, interviewees were asked to recall engine oil marketing communications they had witnessed in the past. The same question was asked, giving cues on the messages that various oil marketing communications have carried.

Reach
Kotler (2003) defines Reach as the number of different persons or households exposed to a particular media schedule at least once during a specified time period. One of the questions
in the interview guide asked for the number of hours in a week that the interviewees were exposed to various media within a week.

**Frequency**

Kotler (2003) defines Frequency as the number of times within the specified time period that an average person or household is exposed to the marketing communications message.

**Impact**

Kotler (2003) defines Impact as the qualitative value of an exposure through a given medium. The research sought to determine the media type and messages that were most effective in the changing attitude of engine oil users. This was identified by measuring brand awareness and purchase brand against marketing communications that were mostly retained in memory.

**1.8 Definition of Terms**

**Brand Loyalty**

Horner (1999) defined brand loyalty as a propensity or otherwise of consumers to purchase a particular brand.

**Consumer Behaviour**

Consumer behaviour can be defined as the behaviour that consumers exhibit in searching for, purchasing, using, evaluating and disposing of products, services and ideas, which they expect will satisfy their needs. The study of consumer behaviour is the study of how individuals make decisions as to how they expend their personal resources (Stat, 1997).

**Marketing promotional tools**

These are means of communicating to the target audience with the aim of inducing a purchase. They include personal selling, mass and direct advertising, publicity and public relations, sales promotions and direct marketing (Kotler, 2000).
Driver behaviour

Driver behaviour encompasses a continuum between cautious and aggressive driving characteristics. Cautious drivers tend to drive smoothly, at reasonable (2000-3000) revolutions per minute, thereby avoiding undue stress to the engine. On the other hand, aggressive drivers are quick to accelerate the engine, and quick to put brakes on the car, thereby taking the engine through extreme pressures and temperatures. Engines driven by aggressive drivers deplete engine oil additives faster than in an ideal case (KSL Training Pack, 2001).

Passenger Cars

Vehicles, which sit no more than nine people, and are not intended for commercial work (Levy, 1995).

API Performance Specifications

International performance specifications levels awarded to oils, which pass several categories of endurance tests. American Petroleum Institute (API) gives this award. The current highest performance level is SJ, and SF is the lowest legal level in Kenya (KSL Training Pack, 2001).

SAE Viscosity Specifications

The Society of Automotive Engineers (SAE), determine the international viscosity specifications. These range from SAE 0W to SAE 60, where 0W is the least viscous oil specification and SAE 60 the most viscous (KSL Training Pack, 2001).

Monograde Oil

An oil that has the viscosity grading limited to one grade. In Kenya, the common monograde oils are grade SAE 30 and grade SAE 40 (KSL Training Pack, 2001).
Multigrade Oil

This is an oil whose viscosity ranges between two viscosity bands, making the oil more effective at a wide range of engine temperatures. Common multigrade oils in Kenya are grades SAE 20W-50 and SAE 15W-40 (KSL Training Pack, 2001).

1.9 Chapter Summary

The chapter has given background information on the study. It has highlighted the purpose of the study, the research questions and the importance of the study. The purpose of the study was to establish the marketing promotional tools that influence the buying decision of engine oils. The study was guided by the research questions encompassing, the marketing promotional tools that are most effective in reaching the target audience, the decision made by engine oil buyers on the brand and specifications of the engine oil to purchase, the factors that lead to influencing the target audience to make a purchase, and how promotional tools can be integrated to make a message that effectively informs and influences the target audience.

Chapter two provides previously published material that helps to define the problem and purpose, as specified in the research questions, more precisely. Chapter three describes the research methodology of the proposal. It explains and describes the methods and procedures that were used to conduct the study. The research analysis on the fourth chapter gives and evaluates the feedback from the research study. The findings are discussed in chapter five, and recommendations given for the oil industry to learn the effective mix of marketing communications that influence the target audience to make an informed decision in the purchase of engine oils.
CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Introduction

This chapter refers to published material that addresses the marketing communications that facilitate consumer purchase and the factors influencing buyer behaviour. The chapter will describe promotional marketing tools that are used in reaching the target audience, and how these tools can be integrated to make messages that effectively educate consumers and induce a purchase of the given oil brand. The last section will cover the technical benefits, as depicted in the engine oil’s classification that consumers should refer to in the purchase of engine oil.

The lubricants industry is well on its way to becoming a global business. Major international firms like Exxon-Mobil, Shell, BP-Castrol, and Chevron-Texaco are getting even larger and account for an even more significant market share of the global lubricants business, which was estimated at 37.5 million tons in 2002. Economies of scale are an advantage that these leading players seek in this very competitive market. Therefore, it has become even more important to monitor the market shares, strategies, positioning, advertising and promotion budgets, supply chain synergies, and outlook of these players on a global basis (Kline & Company, 2002).

With many different companies offering similar products, and using similar marketing promotional tools, an organisation needs to ensure that their message stands out and reaches the target market more effectively than that of the competition. The company must allocate the promotion budget over different promotional tools for a wider reach to the target audience, as appropriate (Kotler, 2000).

Marketing promotion activities seek to communicate with customers and potential customers. Effective communication provides the necessary information and advice,
persuades target customers of the merit of a specific product and encourages customers to take action (Kotler, 2000).

Different marketing promotional tools, with different messages and through different channels of communication are required to meet different marketing communications objectives. Such objectives include (Baker, 1994, pg. 355):

- Increase sales,
- Maintain or improve market share,
- Create or improve brand recognition, acceptance or insistence,
- Create a favourable climate for future sales,
- Inform and educate the market,
- Create a competitive difference,
- Improve promotional efficiency

2.2 Marketing Promotions Tools that are used to reach the Target Audience

The promotion mix involves the proper blending and coordination of six tools: advertising, sales promotion, personal selling, direct marketing, word-of-mouth, and public relations. Ideally, the marketer would like to invest extensively in every element of the mix. Choices need to be made about which elements work together most cost effectively, with the maximum synergy to achieve communication objectives of the organisation within a defined budget (Brassington & Pettitt, 2000). By employing them together or separately, the marketer seeks to control these promotions tools so as to influence consumer decisions (Krugman et al, 1998). Each form of promotion has its advantages and disadvantages, and is more suitable for specific objectives, as we will see in the following sub-sections.

2.2.1 Advertising

Levy and Weitz (1995) describe advertising as a monologue in front of the audience, expressed through the artful use of print, drama, sound, or colour. It is a form of paid
promotion to the target market using impersonal mass media. Advertising can relate to products, communicating their features, benefits, and competitive advantage; or it can relate to organisations, contributing to a strong corporate image or communicating a corporate view on an issue (Brassington & Pettitt, 2000). Many people receive the same message, that is, a standardized offering and a kind of legitimacy on the product. Advertising gives the marketer control over message content and delivery.

Methods of advertising are usually done through print media, broadcast media and electronic media. New advertising media includes advertorials where editorial content is added to print advertisements, infomercials, which demonstrate or discuss a product for a 30-minute TV commercial. Web banners are displayed on web pages. On clicking on the banner, the surfer is led to a web page that carries more detailed information or an advertisement of the product in question.

The advertising message is extremely important and it has to be informative, persuasive and attention grabbing. Advertising should aim to communicate the three types of appeal: sensual, rational and emotional. To evoke strong emotions, advertising should take advantage of the power of images, music and other sounds, smells, and tastes (Alder, 2001). Advertising is clearly important in communicating the personality of a brand. Two brands can have the same functionality but have very different personalities. It is a brand’s personality that converts a commodity into something unique, influencing the buyer’s decision in its favour.

Companies use advertising to build an awareness and long-term image for their product, to explain product features, to remind the target audience to buy, and to generate leads for sales representatives by including the company’s telephone number on the advertisement. Advertising campaigns should communicate the product benefits or convince consumers to purchase the product. Advertising is usually the most effective form of marketing promotion to reach a large number of a widely dispersed market, like is often the case for
consumer goods. A successful advertisement is one that is targeted at the right audience, gives the right message, is communicated through the right medium, and whose results are measured (Schulz, 1999).

The weakness of advertising as a promotional tool is that it is very expensive in terms of producing and placing a message. Also, lack of direct feedback makes it very hard to know how well a message was received (Berkowitz, 1997). Advertising needs to be designed carefully, since it is possible to turn people off as easily as it is possible to motivate them.

2.2.2 Sales Promotion

Sales promotions are paid impersonal communication activities that offer extra value and incentives to customers to encourage purchase of product during a specific time period (Levy and Weitz, 1995). The most common sales promotion is offering discounts to customers. Others include offerings of coupons, contests, gifts, and premiums. Other types of sales promotions include offering bonus commission or free gifts to the sales force and company dealers (Mercer, 1996).

Companies use sales promotions to draw quicker buyer response and quickly rejuvenate sales in the short term. They are effective for impulse items, whose features can best be judged at the point of purchase (Hiam and Schewe, 2000). Sales promotions aim at providing information to a defined target audience, attracting attention and creating product awareness, and thereby leading the customer to the product. Customers learn more about the product from sales promotions, as they tend to involve the customers more actively than the other communication styles that are based on passive behaviour (Aaker, 2000).

The main advantage of sales promotions is that they create brand awareness and immediate impact (Krugman et al, 1998). By creating special inducement, sales promotions are able to directly influence behaviour resulting to increased brand share and sales.
Sales promotions cannot be the sole foundation for a campaign because gains are usually temporary and sales tend to drop off when the incentive is withdrawn. Often, advertising support is needed to convert the customer who tried the product because of a sales promotion into a long-term buyer. Sales promotions will lose effectiveness if conducted continuously as customers begin to question the product’s real value. Since sales promotions are easily duplicated, they can lead to promotional wars with the competitor (Berkowitz, 1997).

Many supermarkets abroad use this strategy by placing magazines at the checkout till where people can leaf through them while waiting to pay for their purchases. An example of a sales promotion would be the offer for an eighteen point mechanical check for every oil and filter change done at their “Xpress Lube System” offered by Caltex Oil Company in Kenya (Auto News Magazine, March 2003).

2.2.3 Public Relations and Publicity

Public relations is often defined as the firm’s communication and relationship with various publics, including employees, prospective recruits, industry partners, prospective and current customers, suppliers, the financial and investment community, government officials, and the society in which it operates (Krugman et al, 1998). The basic role of public relations is to build goodwill between management and its publics.

Publicity and public relations is the primary method for generating unpaid impersonal marketing promotion. This involves communication through significant presentations about the marketer, usually a news or feature story, in print or broadcast media (Kotler, 2000). Public relations are often under-used by marketers, while a well-co-ordinated program with other promotion-mix elements can be very effective.

Public relations is effective in creating a positive attitude toward a product or company, since news stories and features are more real and credible to the target audience than
advertisements would be. It easily enhances credibility of the company or product.

Some of the weaknesses of publicity are that the user lacks control over what is said, to whom, and when. This makes it an unlikely candidate for the main component of a promotional mix. Public relations do not permit accurate measurement of effect on sales, as it involves much effort directed toward non-marketing oriented goals (Krugman et al, 1998).

With the growing need for organisations to communicate in a rapidly changing environment, there is increased use of public relations as a marketing communications tool. Major factors for this growth are: environmental concerns, the rise of multinational firms in a global economy, concerns with the ethical conduct of business, and regulatory pressures (Krugman et al, 1998).

To encourage positive publicity, many organizations are getting involved in charitable activities for the purpose of receiving favourable commendations. Total Oil company in Kenya, for example, has been leading a tree planting exercise through the Total Eco Challenge programme and have promised to support the efforts of conservationists and the forestry department (Auto News Magazine, March 2003). The three-page article showed activities being undertaken by the company, without giving focus to the core business of the company.

The case of Brita is an example of creative use of marketing public relations. When Brita Water Filtration Systems sought to promote its brand using public relations, the company monitored papers throughout the country for editorials and stories about poor water quality. The company expected that readers of these stories would be concerned about the safety of their local water supply and therefore receptive to Brita advertising. Within a day or two of a story’s appearance, Brita would place an advertisement in the same paper touting its effective water filtration technology (Kotler, 2003, pg 617).
2.2.4 Personal Selling

Personal selling is a promotional process in which the salespeople interact with one or more customers with a bid to satisfy their needs through face-to-face exchange of information. This is the most effective promotional method at later stages of the buying process, and helps to build up buyer preference, conviction and action. Personal selling allows different types of relationships depending on the target audience interests. These range from a matter-of-fact selling relationship to a deep personal friendship (Kotler, 2000).

Exhibitions or trade shows are a form of personal selling that makes it possible for marketers to make contact with potential buyers without having to go out looking for them. To gain adequate benefit from an exhibition, the seller must put up an attractive stand so that it attracts people’s attention. The stand staff would be required to ensure that they use their valuable time with genuine customers, and that they follow up on prospects. Exhibitions have added advantage in that non-portable products could be available on display (Webster, 1999).

Personal selling, is usually applied where the goods are risky, expensive, complex, and is also common when the product promotion is aimed at retailers and/or wholesalers. Personal selling is better suited to rational appeals when compared to advertising, which tends more toward emotional appeals (Hiam and Schewe, 2000).

The strengths of personal selling are that it permits measurement of effectiveness and elicits a more immediate response. It also allows tailoring of the message to fit the particular customer (Krugman et al, 1998).

The flexibility of personal selling can be a disadvantage, in that different people can change the message so that no consistent communication is given to all customers. However, the major disadvantage is the high cost of personal selling on cost per contact.
2.2.5 Direct Marketing

Direct marketing is an interactive system of marketing, whereby the message is normally addressed to a specific person, and can be changed to appeal to the addressed individual. It effects a measurable response, and/or transaction. The psychology of direct marketing is special since it tends to blend aspects of face-to-face selling with elements of advertising (Mercer, 1996).

Different forms of direct marketing are direct mail, telemarketing, catalogues, interactive cable television, Internet and mobility (short messages via cell-phones) marketing, and often elicit an almost immediate response. According to Hiam and Schewe (2000) direct marketing is distinguished from other types of marketing promotions through the characteristics:

- A definite offer is made
- All the information necessary to make a decision is provided, and
- A response mechanism is given.

Advantages of direct marketing include the ability to directly target and personalise to the specific customer’s needs, forming ‘intimate’ and lasting relationships. The marketing campaign can be varied for different recipients to obtain optimal results because of its direct response nature (Mercer, 1996). The main disadvantage is that the cost per thousand tends to be higher than almost any form of promotion, although the wastage rate is lower.

The case of Tesco is an example of effective use of direct mail. Fourteen million shoppers at Tesco, the UK’s largest retailer, have a Tesco Clubcard and use it when paying for their groceries. Tesco has accumulated massive data on its customers and has identified 5,000 needs segments. Instead of mailing standardized promotions to all customers, Tesco sends personalized letters and coupon assortments. Its coupon redemption rate averages 90 percent (Kotler, 2003, pg 623).
2.2.6 Word of mouth

This is one of the most influential of all marketing communications' channels. Consumers are likely to believe what they hear from their friends and acquaintances. Good or bad, comments made through word-of-mouth highly impacts on consumers because they value the independent origin (Christopher and McDonald, 1995). "The best advertising is done by satisfied customers" (Kotler 2003).

Marketers can influence these word-of-mouth messages by striving to provide and communicate intentions to employees, shareholders, suppliers, government agencies, media, and the public in general. Hiam and Scheue (1997) explain how the game "Pictionary" grew its market share in 1986 by hiring sales people to demonstrate the game, and give free mini game packs to targeted audiences. It became the best selling game for three years running through the word-of-mouth campaign that ensued.

A new form of word-of-mouth communication is viral marketing, whereby an email message is passed on to friends, and then to the friends of these friends and so on. To date, most of the e-mail messages encountered give negative comments. Speedy response is vital to prevent negative word-of-mouth from starting because negative feelings about a product or service may linger for years.

The main advantages of word-of-mouth as a marketing communications' tool are that word-of-mouth sources are convincing, and also low-cost. The business might reciprocate by giving the referrer an enhanced service or a small gift. Normally, the referrer will not expect this reciprocation.

2.2.7 Managing and Co-ordinating Integrated Marketing Promotional Mix

Many marketers rely on one or two promotional tools to achieve their promotional objectives. This continues to happen despite the fact that there are more competitors in the
market, each requiring its own approach, the growing sophistication of consumers and the growth of new types of media. It is about time that companies move towards integrating various promotional tools to make use of the wide range of communication tools, messages, and audiences. “The central role played by the sales representatives should be supported by a blend of other communication tools such as, general advertising, direct response, sales promotion and public relations; to provide clarity, consistency, and the maximum desired impact” (Webster, 1998, pg. 315).

Even the product’s styling and price, the package’s colour and shape, the salesperson’s manner and dress, the shop’s decor, and the company’s stationery, communicate something to the buyers or prospects. This communication may strengthen or weaken a customer’s view to the brand. It is important that the whole marketing mix be integrated to deliver a consistent message and strategic positioning.

Kelloggs offer another example of a coordinated effort in integrated marketing communications at work. During the introduction of Kellog’s Frosted Bran, the company integrated three forms of promotion: advertising, free samples and cents-off coupons. The advertisement took one full page in the newspaper and the coupon was distributed in a separate coupon section, and the free sample was attached to the paper. Using this coordinated strategy, Kellog’s was able to have the reader become aware of the product, try the product, and have an incentive for a purchase of the product (Krugman et al, 1998).

2.3 Marketing Communications that Facilitate Consumer Purchase/Behaviour

The term “Communication” in a marketing context is concerned with deciding who says what, how, and where they say it, who they say it to, and the effects of saying it. Marketing communications are thought to be telling the consumers about the features, benefits, and availability of a particular product, and attempting to persuade them to make a purchase. Increasingly, marketing communications are seen to include the way the company projects
itself and the image and identity it seeks to create with various interest groups and stakeholders (Emmew, 1996).

2.3.1 Identifying the Right Target Audience

To develop effective marketing promotions, the process should start with a clear target audience in mind, and this would include: buyers of the company’s products, decision makers or influencers, individuals, groups, particular publics or the general public. From deciding the target audience, the communicator can then decide on what to say, how, when, where and to whom to say it (Kotler, 2000).

The perceptions of the target audience must be identified. Their set of beliefs, ideas and impressions about the company, its products and its competitors determine their actions towards the company products. Management should define a desired image of their products and, if and where it differs from that of the target audience. Management should also decide which gaps to close first, how long it will take and how much it will cost.

Although Vodka is generally viewed as a commodity product, the brand preference and loyalty in vodka is astonishing (Kotler, 2003, pg 594). Absolut Vodka sales grew to over two million cases in 1991, from seven thousand cases in 1979. They attribute their success to the brand image that was created by carefully choosing their target audience for marketing communications, as the sophisticated, upwardly mobile, affluent drinkers.

2.3.2 Hierarchy of Effects of Marketing Communications

Kotler (2003) advises marketers to decide the desired audience response after defining the target audience and its perceptions. Keller (2003) proposes that a host of communication benefits may result from creating awareness and a positive brand image. One well established view of consumer response to marketing communications is the “hierarchy of effects” model, which assumes that consumers go through a series of stages on the basis of
marketing communications. They are the cognitive, affective and behavioural response stages and are also referred to as the “learn-feel-do” sequence. This sequence is appropriate for high differentiation products like a motorcar. Where the audience has high involvement but perceives little differentiation within the product category, like in purchasing aluminium siding, the sequence of “do-feel-learn” is relevant. Another sequence, “learn-do-feel” is relevant where the audience has a low involvement and perceives little differentiation within the product category, such as, in purchasing salt (Kotler, 2003).

Engine oil is a low involvement product and is perceived to have low product differentiation, but it does not have to remain thus. Intel, the computer chip marketers have successfully managed to change the perception of an otherwise low interest, to one of high involvement and high product differentiation. Kotler (2003) explains the hierarchy of effects created on the consumer through marketing communications. These are:

- **Awareness**: To create awareness, the company can build name recognition with simple messages repeating the product name. The target audience must be exposed to the communication.

- **Knowledge**: Product knowledge should then be the next communication objective, whereby the communicator gives the audience relevant information on the product strengths. A brand with high equity already has created some knowledge structures in the consumers’ minds. Consumers will then be likely to notice an advertisement and learn more easily about the brand, or notice a sales promotion or other sales-oriented marketing communications and respond favourably (Keller, 1998).

- **Liking**: The communicator should then determine what the audience feels about the product and why. If there are unfavourable feelings, the problems must be fixed and the renewed quality communicated. Good public relations call for good deeds followed by good words.

- **Preference**: For the company brand to be successful, the consumer must prefer it to others. To build consumer preference, the marketer must promote quality, value,
performance, and other features. Audience preference can then be measured after the campaign to rate its success.

- Conviction: The target audience must then be convinced that the company's product is the best choice.
- Purchase: It is not enough that the target audience is convinced about a product, the communicator should aim for them to purchase the product. This final step could be reached easier, by offering the product at a low price, offering a premium, or incentivising consumers try it out. The final decision to buy may take sometime, and the basic message will need to be reinforced by repeats until the potential customer is in a position to buy. Above all, the product must be distributed widely enough for the prospective buyer to find it (Mercer, 1996).
- Maintenance: Value-added services to the customer during his/her use of the product will give the marketer an edge over the competitors if the services are professionally offered (Falkenstein, 1996).

Keller (1998) contends that if there is a breakdown or failure in any step of the marketing communications sequence of effects, then, successful communication will not result.

2.3.3 The Marketing Promotion Message

From the above hierarchy of effects, the communicator chooses the desired effect and moves to developing an effective message that takes the consumer all the way from awareness through to after sale maintenance. The message should gain attention, hold interest, arouse desire and elicit action. The message should remind the audience that the product in question is an indispensable part of their lives (Falkenstein, 1996). According to Kotler (2003), message execution is the decisive factor for highly similar products such as coffee and vodka.

Alder (2001) argues that since people think on both the left and right side of the brain to some degree, messages with both a rational (product features and attributes) and emotional
(perceived product benefits) message have a high chance of registering on the customers mind. Chances of success are therefore increased as long as the message is well communicated. It is also important to create the words and mind pictures that will trigger the customer’s mind, than to spell out the message.

Formulating the message entails the following:

a) Message content: the communicator decides what to say, searching for an appeal, theme, idea, or unique selling proposition. The brand in question needs to have a clear personality, and a message reflecting it can then be communicated. For example, an engine for saloon cars could be seen to be a respectable citizen, twenty nine-year-old female, white collar, conscientious, hard working, sporty, attractive, strong, and certain about herself. It is the brand’s personality that makes it more appealing than another.

The appeal could be a rational one, claiming the product will produce certain benefits, such as, quality, economy, value, or performance. Industrial buyers are said to be knowledgeable about the product, are trained to recognize value and are answerable to others for their choices, and therefore tend to respond to rational appeals. A rational appeal can have an important influence on buying behaviour since consumers behave in the same way when they buy expensive or very important items.

Where the product is similar to that of the competition, the marketer could stir up negative (for example: fear, guilt, shame) or positive (for example: humour, love, pride, joy) emotions to motivate purchase. This means searching for the right emotional selling proposition. An emotional appeal is probably the most important and is about offering psychological product rewards, conjuring up moods and evoking associations (Christopher and Donald, 1995). An article in the Monthly Motor magazine, (July/August Issue, 2002) on tyre care arouses interest to the reader by pointing out that the foot print of a tyre is only as large as a man’s hand! It goes or to advise against ignoring tyres of the vehicle as they have everything to do with the safe operation of the vehicle including acceleration, braking, steering, and fuel consumption. Sensual appeal focuses on how the
product looks, feels, sounds and so on, while moral appeals are often used encourage people to support social causes by challenging the audience’s sense of what is right and proper.

For the audience to receive a message well, the content ought to be sensitive to the consumers’ personal and external influences, and thereby send the right message at the right place and at the right time.

Personal influences will include the buyer’s:

- Need for information to make a knowledgeable decision,
- Need for motivation to fulfil his/her basic needs, safety, belonging, egoistic or self-actualization needs.
- Personality and if it tends to be introverted or extroverted.
- Cultural background: the message should be adjusted for different countries or regions, to suit different lifestyles and beliefs.
- Economic factors and how payment is made: People’s income and national economic trends affect people’s buying behaviour, and therefore, the effectiveness of the promotional message sent to them.
- The buyer’s social context: This is the need “to keep up with the Joneses”. The buyer takes into account the responses of others.
- Buyers’ demographics: Lifestyle also needs to be put into context when preparing a marketing promotional message.

In his article (Monthly Motor Magazine, April 2002, Pg. 26), Odhuno praises the Monthly Motor magazine for educating readers on the engine oils that meet the right standards for their vehicles. He goes on to praise BP Visco lubricants branding for simplifying oil choice at the purchase point by matching the name of the oil to the specific function, for example, “BP Visco Matatu” for matatu’s and “BP Visco Sport” for sports cars.

b) Message structure: here, the marketer chooses how to say the message logically, that is, the relation of the message content to conclusion drawing, one-sided as opposed to two-
sided messages and the order of presentation. Research has shown that the best advertisements ask questions and allow the audience to form their own conclusions. (Kotler, 2003). This strategy is displayed on the Shell Helix magazine advertisement, which ends with the question, “If Shell Helix can protect a Ferrari, why better to protect your car?” (Monthly Motor Magazine April 2002, pg. 50).

c) A two-sided message, giving both the praise and shortcomings of a message is more effective with educated people and those who would be initially opposed, with negative association needs to be overcome. The opposing argument should be given first to create interest and then conclude with the strongest argument.

d) The order in which the message is presented is important. To be effective, the strongest argument should come first to arouse attention and interest, especially in print media, where the readers do not attend to the whole message. In the Kenol Company magazine ad, the argument “Peak performance” is used to capture reader attention (Autonews Magazine, March 2003, pg. 2). With a captive audience, then the message should build up to a climax.

e) Message format: the communicator must develop a way to say the message symbolically. In a print advertisement, this would be headline, illustration and colour; while for radio, it would be the choice of words, voice qualities, and vocalisations. A TV or a face-to-face advertisement will focus on body language, dress style and the product’s packaging presentation.

f) Message source: celebrities are often used to endorse products since attractive or popular sources tend to achieve higher attention and recall. This is the case particularly when the source has power and can be identified with by the consumer (Kotler, 2003). To be believed, the source ought to have expertise, high status, objectivity, or likeability. Marketers may use a source with a good image to reduce some negative feelings
toward a brand. The gamble here is that the audience may respect the source somewhat less or respect the brand somewhat more.

In determining the message content, marketers must search for an appeal, theme, idea or unique selling proposition. Special effort is required in creating the right message since the audience chooses the messages to receive and those to discard. Some of the influencing factors are:

- **Selective attention:** In the typical city, there are hundreds of commercial messages. Only very few of these catch the attention of the audience. Selective attention may explain why advertisements with bold headlines promising something, such as the Kenya Breweries Tusker advertisement (in Swahili), “Tusker, Jishindie Millioni,” (translates to: “Win a million Kenya Shillings with Tusker beer”), have a high likelihood of getting people’s attention.

- **Selective distortion:** The communicator must send simple, clear, interesting, and repetitive messages in order to get the point across. Receivers usually hear what fits into their belief system.

- **Selective retention:** Only a small fraction of the messages reaching the audience are retained in long-term memory. The receiver rehearses arguments (supporting or against) and accepts or rejects the message. A rehearsed message will have high recall.

### 2.3.4 Selecting Channels for Marketing Promotions

Some people believe that marketing promotions have filled in all the cracks of people’s lives to the extent that it is seen as an encroachment, leading to consumer attention waning. Marketers therefore have a growing challenge to use the most effective promotional channels (Hiam and Schewe, 2003). There are two types of promotion channels: personal and non-personal.
a) Personal Promotion Channels

Personal promotion happens when two or more persons communicate directly with each other face-to-face, person to audience, over the telephone, through e-mail and through video conferencing. This style of communication individualizes the presentation and welcomes feedback promptly. It is used especially where buyers are likely to seek information to avoid embarrassment; like where the product or service is expensive, technical, risky or purchased infrequently.

According to Kotler (2003) companies can use personal promotion in the following ways:

- Identify influential companies and individuals and devote extra effort to them. Other companies or individuals are then likely to follow the leader in adopting innovations.

- Create opinion leaders by supplying certain people with product on attractive terms. For example, a competitive football team could be offered a full branded kit at a special low price.

- Work through influential people in a community such as the village chief, heads of women's organisations, respected professionals, and corporation heads. These people could be invited to the product launch or given a free trial.

- Use influential and believable people in testimonial advertising. In the 1980's, Kipchoge Keino the famous star athlete advertised the Kilometric biro as a long distance runner, creating an incredible connection, especially with children and the youth.

- Develop advertising that has high "conversation value". The Barclays Automated Teller Machine TV advertisement (that ran on Kenyan televisions in 1996 to 1999) had everyone talking about the dancing robot, and was therefore easy to retain in memory.

- Develop word of mouth referral channels to grow the business. Often, professionals like dentists, engineers, mechanics and hairdressers, encourage their clients to recommend their services to their friends and peers.

- Establish an electronic forum. For example, a car manufacturer can encourage online discussions for people who buy the same car model to share their experiences.
b) Non-personal Promotion Channels

Non-personal Promotion is usually aimed at masses of people. Although personal promotion is often more effective, it is often stimulated through non-personal promotion channels.

According to Chernatony and McDonald (1998) non-personal promotion channels include:

- **Media**, through which most non-personal promotion is channelled. It consists of the newer media like the Internet, CD-ROM, VCD, DVD, fax machines, cellular phones and pagers as well as traditional media like print media through newspapers, magazines and direct mail; broadcast media through radio and television; electronic media through audiotape, and videotape; and display media through billboards, signs and posters. Shimp (1997) maintains that the newer media forms are more cost effective, and encourage companies to shift from mass communication towards targeted communication and one-to-one dialogue.

- **Atmospheres** whereby “packaged environments” or ambience is created to reinforce the buyer’s decision toward purchasing a certain product. A five star hotel for example, will use elegant chandeliers, marble surfaces, expensive looking carpeting, and other tangible signs of luxury.

- **Events** whereby the target audience is invited to formal or informal meetings to receive particular messages. These include conferences, sports sponsorship, and product launches.

With the ever increasing number of things that people have to do, it is becoming harder and harder for sales people to make face-to-face presentations to customers. These presentations therefore have to be crisp, quick and convincing. Pharmaceutical companies’ medical representatives find themselves in this predicament, finding it hard to get adequate time for presentations to busy doctors. Therefore, they depend on other forms of communication to drive the message home. These include placing advertisements in medical journals, sending direct mail - including audio and video tapes, passing around
free samples, telemarketing, and sponsoring clinical conferences in big hotels where they give information about new drugs or call in experts to discuss a certain common problem.

### 2.3.5 Deciding on Media

In choosing the media to carry the selected message, the steps would be to decide on the desired reach, frequency, and impact (Kotler, 2003). Take for example an advertiser looking for a specified advertising objective and response from the target audience, like a target level of product trial. The rate of product trial will be directly proportional to the level of awareness, and it will be necessary for the advertiser to achieve a certain level of awareness in order to reach the target level of product trial. The number of exposures, reach and impact of the communication campaign will, in turn influence the level of brand or product awareness. This concept is illustrated in figure 2.1 below.

Figure 2.1: Relationships Among Trial, Awareness, and the Exposure Function.

![Relationships Among Trial, Awareness, and the Exposure Function](image)


The marketer should identify the most cost-effective combination of reach, frequency and impact. As a general guide, reach is most important in launching new products, or infrequently purchased products, or while targeting an unknown target audience; whereas, frequency is more important where there are strong competitors, or a frequent purchase cycle.
2.3.6 Measuring Results

The evaluation process is probably the most critical part of the whole process of marketing communications. This stage exists not only to assess the effectiveness of the campaign mounted, but also to provide valuable learning for the future. Campaign results are measured in two stages. The interim evaluation enables the marketing promotion to be revised and adjusted before completion to improve its effectiveness. This allows a closer match to be achieved between advertising objectives and the emerging results. An exit evaluation is undertaken at the end of the marketing promotion, through a number of post-campaign tests (Brassington & Pettitt, 2000).

The success or failure of a marketing communications campaign is determined ultimately by its ability to deliver the objective. Unfortunately, this is not a particularly sensitive measurement. However, there are other measures that will provide information on the success or failure of the individual elements (Avery, 1993). Brassington & Pettitt (2000) identify the following elements as the measure for the impact of the marketing communications campaign on the target audience:

- Reach: how many people received the message. This is the percentage of the defined target audience that is exposed to the message at least once during the relevant period, and can be measured by newspaper or magazine circulation figures and by television viewing statistics.

- Message awareness: how many recall or recognize the message. This can either be done through aided or unaided recall. In aided recall, questions are asked about whether the respondent noticed certain advertisements on a given media. In unaided recall, giving no clues, questions are asked about what campaigns the respondent has noticed recently.

- Frequency: how many times they saw the message. This can be measured by identifying the average number of times that a member of the target audience will have been exposed to a media vehicle during the specified time.
- **Brand awareness**: which brands they recall. Through un-aided recall, the respondent is asked to name brands s/he is aware of in a certain product category. In aided recall, certain brand names are mentioned and the respondent is asked if s/he is familiar with these brands.

- **Impact**: how they feel about the message, and what their previous and current attitudes are toward the product and company. Questions are formulated to measure the respondent’s attitude to a product. An attitude test may take place both at interim and exit evaluation stages so that the level of attitude change effected by the marketing promotion can be measured.

The company should also seek to collect the behavioural measures of the audience response, such as how many people bought the product, how many liked it, and how many told others about it (Kotler, 2003). This can be measured through enquiry tests, by the number of requests for product information, premiums or sales visits generated (Brassington & Pettitt, 2000).

Results to these studies may be such that the promotional programme was effective in creating awareness but the product fails to meet the end consumer’s expectations. The results could also be such that few people receive the message, and that most of these people purchase the product and more than average is satisfied with the product. This would be a case of a strong brand power requiring a strengthened promotional programme.

### 2.4 Factors Influencing Buyer Behaviour

Consumer buying behaviour refers specifically to the actions consumers take between when they decide what to buy and when they make actual purchase (Bovec, Houston & Thill, 1995). The explanation of buyer behaviour might never be found, but systematic and intelligent study can help marketers to get closer to understanding what influences the buyer’s decision.
The consumer’s decision process is influenced by a number of forces including:

- The marketing mix (product, price, distribution, promotion) of the company’s product and that of its competitors,
- The consumer’s demographic factors such as income, age, education, and geography
- The consumer’s social influences like social status and reference groups
- The consumer’s Core values such as values with an emphasis on environment, health or egalitarianism
- The consumer’s situational influence, like social and physical surroundings, time, reason for the purchase and emotional and financial state.

According to Bovee et al (1995), no two purchases are exactly alike, but marketers need to make generalised assumptions about the buyer’s decision-making process, in order to learn how to influence the choices people make. Whereas buying a chocolate bar takes very little thought, the consumer decision process to buy other products like a car, can be lengthy and time consuming, taking up to five steps as shown in figure 2.2 below.

Figure 2.2: The decision-making process that consumers go through.

![Diagram showing the decision-making process]


People tend to take a longer time to make the buying decision if they are highly involved with the product. Involvement is highest when the product has personal or symbolic meaning to the individual, when it is related to centrally held values, when the risk involved in its purchase or use is high, and when it has a high hedonic value. If the involvement is minimum, consumers are often influenced by in-store displays, free samples, and other promotional inducements to try something new (Bovee et al, 1995).
A marketer should base strategy on identifying the consumer needs, determining how their product can fill those needs, activating recognition, and then convincing customers the benefits of one's product offers. The marketer should then adapt promotions to typical searching and shopping habits. The consumer tends to look for the right item at the desired price to achieve satisfaction. Before making a decision, s/he searches for information depending on, his/her attitudes, knowledge, experience, motivation, and involvement; the market characteristics like number of alternatives, price range, information availability, and situational characteristics such as time and financial constraints (Bovee, et. al, 1995). Consumers use different evaluation criteria for different products. When a product is hard to judge, they tend to use price, store image, and brand image as indications of quality; whereas for products like perfumes or colognes, higher price tends to depict higher quality. In their advertising, marketers should emphasise the criteria of greatest importance to their target audience.

In his article in the Financial Standard Tuesday, Reed II (September 30, 2003) holds that a successful identity-oriented marketing strategy consists of three critical links, including the consumer, the identity and the brand. These links need to be forged to create self-conceptual connections that can lead to advantageous marketing outcomes for companies. The Nike brand has successfully used this strategy by forging the Nike logo or “swoosh”, with the powerful “Just Do It” message and memorable pictures of athletes. It then acts as an identity cue for this lifestyle, helping consumers to enact their athlete identity. To create more effective and persuasive advertising, companies can socially identify themselves with a vocation, family, religious groups, or gender; so as to get consumers to like a product offering because it appeals to the lifestyle they have or want to have.

Bovee et al (1995) argue that, regardless of the nature of the purchase, marketers can add value to their offerings by making the purchase process easier. A case in point is Domino’s Pizza success by introducing pizza home-delivery, and thereby making it easier to buy pizza. For a good post-purchase evaluation, marketers can increase their customers' satisfaction by creating realistic expectations for their products, taking customer complaints...
seriously, ensuring quality control in production, monitoring customer satisfaction, providing sufficient information on product use, and offering service after the sale. Stressing the product’s superiority on the product package and using advertising to bolster pride in ownership helps to reduce any doubt the customer may have about having bought the right product.

2.4.1 Influences on Consumer Decisions

According to Bovee et al. (1995), Consumers buy products to fulfill some kind of need. Psychologist Abraham Maslow classified human needs and motives into a hierarchy of physical needs, safety, love, esteem and self-actualization. Marketers can promote products effectively if they know which part of the hierarchy they are most likely to appeal to. Needs, can also be categorized as utilitarian needs, that is, needs fulfilling a functional purpose, and hedonic needs that are for pleasure or personal expression. Consumers tend to make deliberate, rational decisions based on product attributes when making purchases that satisfy utilitarian needs. On the contrary, they will make emotional decisions for purchases that satisfy hedonic needs. In fact, research seems to confirm that most consumer decisions are influenced by emotion rather than logical reasons to purchase, although both elements are involved (Alder, 2001).

Some strategies that marketers can use to capture some emotional motivation include: sensory, aspirations, cause, belonging and family. They can trigger consumers’ emotional brain by giving the consumer an experience of thrill of excitement, thrill of anticipation, reference to a strongly held value or belief, association with a particular cause, association with a certain event in time, a state of anxiety, a state of hope, a moment of discovery, an appeal to the senses, a feeling of belonging, a feeling of happiness, something entirely new, a love of competing, the satisfaction of winning, a feeling of sadness or loss and a feeling of fear. The emotional motivation helps to create a purchase decision and also takes the customer right through the buying action, from perception of a need to post-purchase justification (Christopher and McDonald, 1995).
2.4.2 Buyer-Readiness stage

Buyers make their choice using a combination of rational judgements, based on facts and previous experience, and subjective feelings that determine likes and dislikes. "Successful marketers know that both man's feelings and thinking need to sanction before s/he makes a commitment to action" (Christopher and McDonald, 1995, pg. 55). The buying process can be described as a continuum between consumer awareness and repeat buy (as in the x-axis in the figure 2.3). The cost effectiveness of promotional tools varies at different stages of buyer readiness.

The consumer becomes aware of the product through some form of communication. Advertising is usually more effective at this stage. The buyer then goes through the stages of understanding what the product is all about, or not about, and then evaluates its effectiveness. This leads to the trial or ordering phase where the consumer makes a decision to buy the product and the decision to buy again will depend on how well it meets his/her needs. Personal selling and sales promotions become more effective in influencing buyer behaviour towards the end of the continuum. At this stage, advertising could be used to help remind the buyer of the benefits s/he experienced in the trial stage.

Figure 2.3: Cost effectiveness of different promotional tools at different buyer-readiness stages


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2.5 Technical Considerations For The Purchase of Engine Oils

2.5.1 Engine Oil Functionality

"The Modern engine oil is a complex and highly specialised product" (Monthly Motor Magazine, Nov. 1999, Pg 12). The purpose of engine oil is to perform several tasks, the most important being:

- Minimise friction and protect the engine from wear.
- Neutralise the harmful corrosive acids, which are produced during the engine's combustion process.
- Transfer heat away from pistons and bearings.
- Keep the engine internally clean by slowing sludge build up and holding particles (combustion by-products) in suspension, and draining them during the oil change process.
- Prevent rusting of the engine.

To perform the required functions, engine oils are carefully formulated using high quality base oils and carefully chosen additives (Monthly Motor Magazine, Nov. 1999). Additives are used to ensure the major engine oil functions are met. The most commonly used additives include:

- Viscosity index improvers: Reduce the effects of temperature on viscosity and are used in multigrade oils.
- Pour point depressants: Prevent the oil from solidifying at low temperatures, encouraging the oil to keep flowing.
- Anti-wear additives: Enhance engine protection against friction, in very severe working conditions.
- Anti-oxidants: Ensure that the oil does not get oxidised at very high temperatures.
- Detergents: Keep the engine internally clean and neutralise the corrosive acids derived from the fuel combustion process.
- Dispersants: Break up and disperse sludge, and keep particles in suspension to prevent clogging of the engine arteries.

2.5.2: Engine Oil Classification

"Engine oils are not the same, and therefore require classification" (Lubrication Classification, Monthly Motor Magazine, Oct. 1999 Issue). According to James Gitarah’s (Technical Manager of Kenol Petroleum Ltd.) article in the Monthly Motor Magazine (March 2002 Issue), lubricants are classified by internationally recognised bodies that test oils, provide user language, test methods, and set the classifications criteria. These bodies include:

- American Petroleum Institute (API)
- Society of Automotive Engineers (SAE)
- International Standards Organisation (ISO)
- American Society For Testing and Materials (ASTM)

He goes on to say that engine oils are classified on the basis of their viscosity, which is the single most important characteristic of oil, influencing the performance of the oil. Viscosity grading is established by the Society of Automotive Engineers (SAE), with “SAE 0W” being the least viscous and “SAE 60” the most viscous. Oils with a single viscosity number (for example, SAE 40) are defined as monogrades while oils with additives reducing the rate of change of viscosity so that the oil acts effectively for a wide range of temperatures are called multigrade oils and are defined using two SAE numbers, (for example, SAE 20W/50).

The American Petroleum Institute (API), provides the most widely accepted oil service classifications (Monthly Motor Magazine, March 2002 Issue). Minimum performance specifications of engine oils for gasoline vehicles are defined as: API SA, SB, SC, SD, SE, SF, SG, SH, and SJ; while those for gas oil vehicles are: CA, CB, CC, CD, CE, CF, CG,
CH; in order of increasing performance levels. Newer and higher performing vehicles require the higher performance engine oils for higher engine protection and performance leading to a longer engine life. Some engine oils, such as Shell Helix Ultra, have a reputation for providing ultimate performance beyond the set minimum requirements (Monthly Motor Magazine, June 1999).

It is a requirement by the Kenya government to mark API and SAE oil specifications on the engine oil pack (Monthly Motor Magazine, March 2002). Vehicle owners should select lubricants that meet the engine manufacturers recommendations as regards viscosity and service performance levels. Price differential should not be the decisive factor in the choice of oil, as high performance oil does not come cheap. It is cheaper to use the right oil than to risk damaging the engine system, which is costly to repair. The downtime during overhauls would be another expense to consider (Monthly Motor magazine, Oct. 1999).

2.6 Chapter Summary

The chapter has outlined the promotional marketing tools that are used in reaching the target audience. The marketing promotional strategies that firms can pursue are advertising, sales promotions, public relations and publicity, personal selling, direct marketing and word of mouth. Each of these tools can be applied on their own to the marketers’ advantage, or can be integrated to make an even greater impact on the target audience.

The study has outlined marketing communications that facilitate consumer purchase/behaviour. This entails identifying the right target audience, sequence of effects of marketing promotions, the marketing promotion message, selecting channels for marketing promotions and measuring results.

To be able to measure how marketing communications’ elements influence the purchase decision of end consumers, the purchase decision has been defined through the dimensions of brand of choice, and product or brand awareness. To understand how consumers
actually make buying decisions, marketers must identify who makes and has input into the buying decision. People can be initiators, influencers, deciders, buyers or users and different marketing campaigns must be targeted to each type of person.

The chapter has also discussed the factors that influence consumer behaviour. A consumer's purchase decision is influenced by factors such as the marketing mix, demographic factors, social influences and physical surroundings. The typical buying process consists of the following sequence of events: problem recognition, information search, evaluation of alternatives, purchase decision and post purchase behaviour. The marketers' job is to understand the buyer's behaviour at each stage and tailor marketing communications campaigns accordingly. Companies must also consider several factors in developing their marketing communications including: type of product market, consumer readiness to make a purchase and the stage of the brand in the product life cycle.

Technical considerations that should influence the purchase of engine oils have also been discussed in this chapter. These included the basic functionality of engine oils, and the accorded international specifications based on oil performance levels.

The next chapter looks at the methodology used in the study to obtain the data. It focuses on the research design, population and sample size, the data collection methods, research procedures, data analysis and presentation methods.
CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 Introduction

This chapter outlines the overall methodology used in the study. This includes the research design, population and sample size, data collection methods, research procedures, data analysis and presentation methods.

3.2 Research Design

The research utilised a descriptive design. Descriptive research aims to provide the marketer with a better understanding of a particular problem (Brassington and Pettit, 2000). This research design was suitable for this study since it describes the phenomenon or characteristic associated with a subject population (the who, what, when, where and how of a topic). In this study, the major objective was to draw a conclusion on how oil companies in Kenya can apply the use of marketing communications more effectively to influence informed buying decisions of engine oils.

Both qualitative and quantitative data were presented in the study. The qualitative type questions involved the collection of data that is open to interpretation without the intention of establishing statistical validity. The purpose of the qualitative type question was to investigate motivation, attitudes, beliefs and intentions by engine oil users in the purchase of engine oils. The quantitative type questions involved the collection of information that was quantifiable and that could be statistically interpreted.
3.3 Population and Sample

3.3.1 Population

Cooper and Schindler (2003) define a population as the total number of elements upon which inferences can be made. The populations of interest in this study are users of engine oils in Nairobi. The users of engine oils include the vehicle owner, professional driver or vehicle mechanic who purchase or influence the purchase of a particular engine oil brand. Although vehicle owners do not always do the buying, they have the full authority to make the final decision. Professional drivers and mechanics are in position to influence the choice of engine oil made by the vehicle owner, especially if he or she has little knowledge on engine lubricating oils. The population is estimated to be approximately 420,000 based on the number of non-commercial passengers vehicles as given in the Kenya Shell Lubricants Marketing Tracker (KSL, 2003).

3.3.2 Sampling Design

i) Sample Frame

Cooper and Schindler define a sampling frame as a list of elements from which the sample is actually drawn and is closely related to the population. In the absence of a list of all passenger car vehicles owners, drivers and mechanics, people visiting the petrol stations either to fill up tyre pressure or buy lubricants or car spare parts or drive into the convenience stores were be identified as the sampling frame.

ii) Sampling Technique

Convenience sampling, a non-probability sampling technique was used to select some elements from the population, from which a conclusion about the whole population was drawn. The sampling unit (passenger car vehicles owners, drivers and mechanics) in question was easily accessible at the petrol stations where the target population is expected.
To minimise the potential problem of selection bias, every third car was selected at different times of day, at various petrol stations in Nairobi area including retail stations on Outer Ring Road, Langata Road and Argwings Kodhek Road. These are all high traffic roads in different areas of Nairobi. This heterogeneous sample assisted in giving balanced feedback that was representative of Nairobi engine oil users.

iii) Sample Size

A relatively small sample size was drawn due to the detailed nature of the interview guide. Accuracy of the survey results were guaranteed by the statistical theory. 'The Law of Statistical Regularity’, which holds that any group of elements taken from a larger group of such elements tends to possess the same characteristics as the larger group (Webster, 2000). A sample of 150 respondents was used in this study.

3.4 Data Collection Methods

The study utilised primary data. The survey method (personal interview method) was used to obtain specific information from respondents. A structured and standard interview guide was administered in a personal interview whereby the interviewer interpreted the questions in the preferred language and note down the answers. This interpretation was necessary because the “jua kali” (Swahili for “informal sector”) language that is normally used by sellers, mechanics and motorists varies markedly from the international terminology used by oil marketing companies. Great caution was taken to ensure that the interviewer did not influence the interviewees’ responses. The interviews took place at petrol stations as the elements went on about their own business.

The interview guide was in two sections: general and specific information. The general questions gave demographic details which were used to cross-tabulate the responses. The specific information section targeted at fulfilling the research objectives given in chapter one.
3.5 Research Procedure

The researcher conducted a pilot study with seven (7) respondents, and then reviewed and revised the interview guide accordingly. The researcher employed two research assistants to visit various petrol stations to administer the interview guide. To minimize error and create a common understanding, the researcher trained the research assistants on how to administer the interview guide and the kind of answers to expect so that they know when they should rephrase a question for clearer understanding.

A cover letter explaining the reason for the interview was provided to the research assistants to assure confidentiality and to encourage response from the respondents. It took five days to administer the interview guide, and each interview guide took about ten (10) to fifteen (15) minutes to complete.

3.6 Data Analysis Methods and Presentation

Since the interview guide was administered and recorded by trained interviewers, minimal effort was required to edit recorded responses. The responses were tabulated using Microsoft Excel spreadsheets for quicker retrieval and manipulation. The data was analysed and presented through tabulation and graphical representation of bar charts and pie charts.

The data collected was mostly qualitative in nature (as opposed to quantitative); the measures were useful to identify the range of possible associations to various engine brands and their favourability. Information gathered from the interviews helped to establish the diversity of perceptions and habits of the end consumers of engine oils. Percentage measures of habits and perceptions were also analyzed. The analyzed data led to the interpretation of the data where relationships were determined through the use of correlation analysis between the different variables. Nominal measures were used to assess the strength of relationships in cross-classifications tables.
3.7 Chapter Summary

The chapter covered the methods used to collect the research information. The study was descriptive in nature and a sample size of 150 respondents was drawn from the population. The populations studied were vehicle owners, professional drivers and vehicle mechanics. The respondents studied were selected using the convenience sampling technique. The data collection method was through personal interview method. The data was analysed by use of Microsoft Excel and presented in tabular and graphical forms.
CHAPTER FOUR

4.0 DATA PRESENTATION AND ANALYSIS

4.1 Introduction

This chapter presents results and findings of the study based on the research questions. The interview guides were administered to vehicle owners, professional drivers and mechanics.

The results are presented as follows:
- General characteristics of the respondents
- Purchase decision of the engine oil brand
- Recall of engine oil marketing communications
- Marketing promotional tools used in reaching the target audience
- Factors that influence the purchase of engine oils

4.2: General Characteristics of the Respondents

Table 1: Respondents Relationship to Vehicle

<table>
<thead>
<tr>
<th>Relationship to vehicle</th>
<th>Vehicle owner</th>
<th>Professional Driver</th>
<th>Mechanic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Count</td>
<td>120</td>
<td>9</td>
<td>21</td>
</tr>
<tr>
<td>Percent (%)</td>
<td>80%</td>
<td>6%</td>
<td>14%</td>
</tr>
</tbody>
</table>

The results in table 1 indicate that eighty percent (80%) of the respondents interviewed were vehicle owners. Six percent (6%) of respondents were drivers, while fourteen percent (14%) were mechanics.

Table 2: Vehicle Make

<table>
<thead>
<tr>
<th>Vehicle Make</th>
<th>Toyota</th>
<th>Nissan</th>
<th>Mitsubishi</th>
<th>Peugeot</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Count</td>
<td>51</td>
<td>38</td>
<td>18</td>
<td>16</td>
<td>27</td>
</tr>
<tr>
<td>Percent (%)</td>
<td>34%</td>
<td>25%</td>
<td>12%</td>
<td>11%</td>
<td>18%</td>
</tr>
</tbody>
</table>

Table 2 shows that the thirty-four percent (34%) of the respondents interviewed had Toyota branded vehicles. Other respondents interviewed had vehicles branded as Nissan, Mitsubishi and Peugeot were 25%, 12% and 11% respectively.
Table 3: Engine Type

<table>
<thead>
<tr>
<th>Engine Type</th>
<th>Petrol</th>
<th>Diesel</th>
</tr>
</thead>
<tbody>
<tr>
<td>Count</td>
<td>136</td>
<td>14</td>
</tr>
<tr>
<td>Percent (%)</td>
<td>91%</td>
<td>9%</td>
</tr>
</tbody>
</table>

Ninety-one percent (91%) of the respondents interviewed stated that their vehicles' engine was petrol, and Nine percent (9%) indicated that their vehicles' engine type was diesel. (See table 3 above).

Table 4: Gender

<table>
<thead>
<tr>
<th>Gender</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Count</td>
<td>138</td>
<td>12</td>
</tr>
<tr>
<td>Percent (%)</td>
<td>92%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Results in table 4 show that ninety-two percent (92%) of the respondents were male, and a minority of eight percent (8%) were female.

Table 5: Age Group

<table>
<thead>
<tr>
<th>Age Group</th>
<th>18-29</th>
<th>30-39</th>
<th>40-49</th>
<th>Over 50</th>
</tr>
</thead>
<tbody>
<tr>
<td>Count</td>
<td>29</td>
<td>63</td>
<td>41</td>
<td>17</td>
</tr>
<tr>
<td>Percent (%)</td>
<td>19%</td>
<td>42%</td>
<td>27%</td>
<td>11%</td>
</tr>
</tbody>
</table>

Interview results indicate that forty-two percent (42%) of the respondents were in the age group of 30 to 39 years. Nineteen percent (19%) of the respondents were in the age group of 18 to 29 years, while twenty-seven (27%) were between the ages of 40 and 49 years. Eleven percent (11%) of the respondents interviewed were over fifty years old.

Table 6: Decision-Maker on the Oil to be Purchased

<table>
<thead>
<tr>
<th>Decision on engine oil</th>
<th>Vehicle owner</th>
<th>Mechanic</th>
<th>Station Personnel</th>
<th>Professional</th>
</tr>
</thead>
<tbody>
<tr>
<td>Count</td>
<td>79</td>
<td>51</td>
<td>16</td>
<td>4</td>
</tr>
<tr>
<td>Percent (%)</td>
<td>53%</td>
<td>34%</td>
<td>11%</td>
<td>3%</td>
</tr>
</tbody>
</table>

As shown in table 6 above, fifty-three percent (53%) of the respondents interviewed stated that the decision on the engine oil to be purchased is made by the vehicle owner. Thirty-four percent (34%) of the respondents stated that the decision to purchase the engine oil
was made by the mechanic. The retail station personnel and the professional drivers made the decision on the engine oil to be used for Eleven percent (11%) and three percent (3%) of the respondents respectively.

Figure 4.1: Decision-Maker on the Oil to be Purchased Against Age of Vehicle Owner

Out of the vehicle owners between the ages of nineteen and twenty nine years, eighty-four percent (84%) made their own decision for the particular engine oil brand to be used for servicing their vehicles. Sixteen percent (16%) of the respondents in this age group left it to their mechanics to decide on the oil to be used. Sixty-two percent (62%) of the respondents in the age group of thirty to thirty nine years of age made their own decision on the engine oil to be purchased for their vehicles' servicing, while twenty-eight percent (28%) and nine percent (9%) left it to the mechanic and to the retail station staff respectively. Forty percent (40%) of respondents who were vehicle owners between the ages of forty and forty nine years of age made their own decision on the engine oil to be purchased for their vehicle. Thirty percent (30%) of respondents in the same age group, had this decision made by a mechanic, and another thirty percent (30%) had the decision made by the retail station staff. Of the respondents who were vehicle owners and above fifty years of age, forty-two percent (42%) and another forty-two percent (42%) had the purchase decision of engine oil brand made by themselves and by their mechanics respectively. Sixteen percent (16%) of respondents in the same age group had this decision made by the retail station staff.
Figure 4.2: Decision-Maker on the Oil to be Purchased Against Gender of Vehicle Owner

Sixty-five percent (65%) of the male respondents who were also vehicle owners, made their own decision on the engine oil brand to be purchased. Twenty-six percent (26%) and nine percent (9%) of them depended on the mechanic and the service station staff respectively. Of the female respondents who were also vehicle owners, eight percent (8%) made their own purchase decision of the engine oil brand. Forty-two percent (42%) of them depended on the mechanic, and fifty percent (50%) on service station staff.

Table 7: Driver Behaviour

<table>
<thead>
<tr>
<th>Type of Driver</th>
<th>Count</th>
<th>Percent (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Cautious</td>
<td>69</td>
<td>46%</td>
</tr>
<tr>
<td>Somewhat cautious</td>
<td>37</td>
<td>25%</td>
</tr>
<tr>
<td>Not cautious nor aggressive</td>
<td>13</td>
<td>9%</td>
</tr>
<tr>
<td>Somewhat aggressive</td>
<td>17</td>
<td>11%</td>
</tr>
<tr>
<td>Very aggressive</td>
<td>14</td>
<td>9%</td>
</tr>
</tbody>
</table>

The results in table 7 indicate that forty-six percent (46%) of the respondents described themselves as very cautious drivers. Twenty-five percent (25%) of the respondents described themselves as somewhat cautious and nine percent (9%) indicated that they were neither cautious nor aggressive. Eleven percent (11%) of the respondents felt that they were somewhat aggressive and nine percent (9%) felt that they were very aggressive drivers.
Figure 4.3: Driver Behaviour Against Respondents' Age

Of the respondents within the age group of nineteen to twenty-nine (19-29) years, forty-one percent (41%) said they were very cautious drivers, ten percent (10%) said they were somewhat cautious, seven percent (7%) were neither cautious nor aggressive, twenty-one percent (21%) said they were somewhat aggressive, and another twenty-one percent (21%) said they were very aggressive. Of the respondents in the age group of thirty to thirty-nine (30-39) years of age, fifty-one percent (51%) said they were very cautious drivers, twenty-nine percent (29%) were somewhat cautious, six percent (6%) were neither cautious nor aggressive, eight percent (8%) said they were somewhat aggressive, and six percent (6%) felt they were very aggressive drivers. Forty-one percent (41%) of the respondents in the age group of forty to forty-nine (40-49) years of age said they were very cautious drivers, while thirty-two percent (32%) said they were somewhat cautious, ten percent (10%) were neither cautious nor aggressive, another ten percent (10%) felt they were somewhat aggressive, and seven percent (7%) of them said they were very aggressive. Forty-seven percent (47%) of the respondents older than fifty (50) years of age said they were very cautious drivers, eighteen percent (18%) said they were somewhat cautious, another eighteen percent (18%) were neither cautious nor aggressive, twelve percent (12%) were somewhat aggressive, and only six percent (6%) claimed to be very aggressive drivers.
Table 8: Average Number Of Hours Spent With Various Media

<table>
<thead>
<tr>
<th>Media</th>
<th>Average No. Of Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television</td>
<td>12.8</td>
</tr>
<tr>
<td>Radio</td>
<td>17.2</td>
</tr>
<tr>
<td>Newspaper</td>
<td>9.5</td>
</tr>
<tr>
<td>Internet</td>
<td>0.5</td>
</tr>
</tbody>
</table>

The respondents were asked how many hours in a week they spent exposed to various communication media. The average number of hours spent by the respondents, for each media is presented in table 8 above. On average, each respondent spent 17.2 hours a week listening to radio, 12.8 hours watching television, 9.5 hours reading the newspaper and half an hour a week surfing the Internet.

4.3: Purchase Decision of the Engine Oil Brand

Table 9: Engine Oil Used In The Last Car Service

<table>
<thead>
<tr>
<th>Engine Oil Used in the last car service</th>
<th>Helix</th>
<th>Mobil</th>
<th>Visco</th>
<th>HavolineQuartz</th>
<th>Delo</th>
<th>Other</th>
<th>Don't Know</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Count</td>
<td>31</td>
<td>15</td>
<td>24</td>
<td>35</td>
<td>16</td>
<td>11</td>
<td>8</td>
<td>16</td>
</tr>
<tr>
<td>Percent</td>
<td>21%</td>
<td>10%</td>
<td>16%</td>
<td>23%</td>
<td>11%</td>
<td>7%</td>
<td>5%</td>
<td>7%</td>
</tr>
</tbody>
</table>

Table 9 shows that twenty-three (23%) of the respondents used Caltex Havoline in their last engine oil change service. Twenty-one percent (21%) of the respondents used Shell Helix, while sixteen (16%) said that they used BP Visco. Eleven percent (11%) used Quartz, and ten percent (10%) used Mobil Super. Seven percent (7%) used Caltex Delo and five percent (5%) used other oils including Castrol, Fuchs and Adnoc. Seven percent (7%) of the respondents did not know the oil they used in their last vehicle service.
Figure 4.4: Engine Oil Used In The Last Car Service Against Make Of Vehicle

Twenty-five percent (25%) of the Toyota vehicles were filled with Havoline brand of engine oil in their last car service, while twenty percent (20%) used Helix. Six percent (6%) used Mobil brand. Twenty-four percent (24%) of the Nissan vehicles, and thirty-three percent (33%) used Havoline in the last oil change. Thirty-one percent (31%) of the Peugeot vehicles used Helix engine oils, and twenty-five percent (25%) used Quartz engine oils. Twenty percent (20%) of the other vehicle makes used Helix and another twenty-two percent (22%) used Havoline engine oils in their last car service.

Figure 4.5: Engine Oil Used In The Last Car Service Against Age Of Respondent

Twenty-four percent (24%) of the respondents aged between nineteen and twenty-nine (19-29) years of age used Mobil engine oils in their last oil change, while twenty-one percent
(21%) of them used Delo engine oils. Twenty-two percent (22%) and nineteen percent (19%) of the respondents in the thirty to thirty-nine (30-39) years age group said they used Havoline and Helix engine oils respectively in their last car service. In the forty to forty-nine (40-49) age group, twenty-seven percent (27%) and twenty-two percent (22%) of the respondents said they used Havoline and Helix engine oils respectively. Forty-one percent (41%) and twenty-nine percent (29%) of the respondents who were over fifty (50) years of age said they used Havoline and Helix engine oils respectively in their last car service.

None of the respondents in the age group of nineteen to twenty-nine (19-29) years of age claimed not to know the engine oil used in the last car service. None of the respondents who claimed to have used Delo engine oils was between forty and forty-nine (40-49) years of age. Of the respondents over fifty (50) years old, none of them said they used Mobil, Delo or other brands of engine oils not listed.

Table 10: Engine Oil used in the Second Last Car Service

<table>
<thead>
<tr>
<th>Engine Oil Used in the Second Last Car Service</th>
<th>Helix</th>
<th>Mobil Super</th>
<th>Visco</th>
<th>Havoline</th>
<th>Quartz</th>
<th>Delo</th>
<th>Other</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Count</td>
<td>32</td>
<td>14</td>
<td>21</td>
<td>33</td>
<td>18</td>
<td>11</td>
<td>5</td>
<td>16</td>
</tr>
<tr>
<td>Percent (%)</td>
<td>21%</td>
<td>9%</td>
<td>14%</td>
<td>22%</td>
<td>12%</td>
<td>7%</td>
<td>3%</td>
<td>11%</td>
</tr>
</tbody>
</table>

Out of the people interviewed, twenty-two percent (22%) used Caltex Havoline in the previous vehicle service, while twenty-one percent (21%) used Shell Helix. Fourteen percent (14%) of the respondents used BP Visco, twelve percent (12%) used Total Quartz, nine percent (9%) used Mobil Super, Seven percent (7%) used Caltex Delo and three percent (3%) used other engine oils like Castrol and Fuchs. Eleven percent (11%) of the respondents did not know or could not remember the engine oil used in their second from last vehicle service.
Table 11: Colour of Engine Oil Pack (Used in Second Last Service)

<table>
<thead>
<tr>
<th>Colour of Engine Oil Pack</th>
<th>Count</th>
<th>Percent (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Right Answer</td>
<td>54</td>
<td>36%</td>
</tr>
<tr>
<td>Wrong Answer</td>
<td>33</td>
<td>22%</td>
</tr>
<tr>
<td>Don’t Know</td>
<td>63</td>
<td>42%</td>
</tr>
</tbody>
</table>

The results in the table below show that forty-two percent (42%) of respondents did not know the colour of the pack of the engine oil used in their second last car service. Thirty-six percent (36%) got the right colour of the pack, and twenty-two percent (22%) got the wrong answer, as measured against the pack colours in Appendix D.

Table 12: Attractiveness of the Engine Oil pack (used in the second last Service)

<table>
<thead>
<tr>
<th>Attractiveness of Engine Oil Pack</th>
<th>Very unattractive</th>
<th>Somewhat unattractive</th>
<th>Neutral</th>
<th>Somewhat attractive</th>
<th>Very attractive</th>
<th>No answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Count</td>
<td>3</td>
<td>12</td>
<td>46</td>
<td>12</td>
<td>14</td>
<td>63</td>
</tr>
<tr>
<td>Percent (%)</td>
<td>2%</td>
<td>8%</td>
<td>31%</td>
<td>8%</td>
<td>9%</td>
<td>42%</td>
</tr>
</tbody>
</table>

Table 12 indicates the respondents’ view on the attractiveness of engine oil packs. Thirty-one percent (31%) of the respondents stated that they were indifferent to the attractiveness of the pack. Nine percent (9%) said that they perceived the engine oil pack to be very attractive. Eight percent (8%) of the respondents deemed the packs of engine oils to be somewhat attractive and another eight percent considered the packs to be somewhat unattractive. Forty-two percent (42%) of respondents did not have an answer to how attractive the engine oil packs were.

Table 13: Decision of the Engine Oil Prior to the Purchase

<table>
<thead>
<tr>
<th>“Deciderness” on Engine Oil Brand to Purchase For Next Service</th>
<th>Yes</th>
<th>No</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>49%</td>
<td>51%</td>
<td>100%</td>
</tr>
<tr>
<td>Female</td>
<td>8%</td>
<td>92%</td>
<td>100%</td>
</tr>
<tr>
<td>All Respondents</td>
<td>46%</td>
<td>54%</td>
<td>100%</td>
</tr>
</tbody>
</table>

As shown in table 13, forty-six percent (46%) of the respondents said that they were decided on the engine oil for the next engine oil change even prior to reaching the retail
station or shop. Eight percent (2%) of the total female respondents and forty-nine percent (49%) of the total male ones were decided on the next engine oil change prior to arriving at the retail outlet. Fifty-Four percent (54%) of the respondents did not know the engine oil they would use on the next vehicle oil change. Ninety-two percent (92%) of the total female respondents and fifty-one percent (51%) of the total male respondents fell into this category.

Table 14: Engine Oil To be Purchased For The Next Oil Change

<table>
<thead>
<tr>
<th>Engine Oil To be Used in the Next car service</th>
<th>Count</th>
<th>Percent (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Helix</td>
<td>10.0</td>
<td>14%</td>
</tr>
<tr>
<td>Mobil</td>
<td>5.0</td>
<td>7%</td>
</tr>
<tr>
<td>Visco</td>
<td>8.0</td>
<td>12%</td>
</tr>
<tr>
<td>Havoline</td>
<td>7.0</td>
<td>10%</td>
</tr>
<tr>
<td>Quartz</td>
<td>7.0</td>
<td>10%</td>
</tr>
<tr>
<td>Delo</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Caltex Oil (brand not specified)</td>
<td>7.0</td>
<td>10%</td>
</tr>
<tr>
<td>BP Oil (brand not specified)</td>
<td>5.0</td>
<td>7%</td>
</tr>
<tr>
<td>Total Oil (brand not specified)</td>
<td>5.0</td>
<td>7%</td>
</tr>
<tr>
<td>Shell Oil (brand not specified)</td>
<td>4.0</td>
<td>6%</td>
</tr>
</tbody>
</table>

The forty-six percent (46%) of the total respondents, who said they were decided on the engine oil they would use at their next car service, were then asked the brand of engine oil they would use. The respondents were required to use their own recall to answer this question as no oil brand names were proposed. Sixteen percent (16%) said they would use Delo for their next oil change, while fourteen percent (14%) said they would use Helix engine oils. Twelve percent (12%) of the respondents will use Visco, ten percent (10%) will use Quartz, another ten percent (10%) will use Havoline and seven percent (7%) will use Mobil engine oils. Thirty percent (30%) of the respondents said they had decided which oil company to buy their engine oil from, but did not know the specific brand of the engine oil for their next vehicle service.
Without being given aided recall, the respondents were asked their reasons for choosing a particular engine oil brand for their vehicle’s oil change. The responses given are show in figure 4.6 above. Nineteen percent (19%) said they chose an engine oil based on the performance of the oil, and sixteen percent (16%) chose an engine oil that was available at their preferred petrol station. Fourteen percent (14%) of the respondents chose an engine oil that was available at the petrol station where they usually receive good customer service, whereas thirteen percent (13%) said they chose an oil due to brand preference, twelve percent (12%) chose an engine oil based on its viscosity and eleven percent (11%) were guided by advertising. Fifteen percent (15%) of the respondents said they chose an engine oil brand with no particular reason they could think of.
Without aided recall, the respondents were asked to list the names of engine oil brands they knew, and anything else they knew about them. Thirty-six percent (36%) of the respondents knew Shell Helix brand, while eighteen percent (18%) knew Caltex Delo, and another eighteen percent (18%) knew Caltex Havoline. Fourteen percent (14%) knew Mobil Super, five percent (5%) knew Total Quartz, another five percent (5%) knew Castrol, and nine percent (9%) knew other oil brands such as Fuchs, Euro, Lacheka, Kenol and Adnoc. Eighteen percent of the respondents gave the name of the oil marketer instead of the particular oil brand. None of the respondents gave extra information on the viscosity or performance specifications of engine oil brands mentioned.
The respondents were given a list of engine oil brands and asked how much they heard of them. The results above show that fifty-eight percent (58%) of the respondents had heard of Shell Helix severally. Fifty-four percent (54%) of the respondents indicated that they heard of BP Visco severally and fifty-three percent (53%) had heard of Caltex Havoline severally. Forty-one percent (41%) of the respondents said that they heard of Total Quartz severally, while thirty-eight percent (38%) had heard of Mobil Super severally, and thirty-three percent (33%) had heard of Castrol engine oils severally. Twenty-four percent (24%) of the respondents claimed to know the specifications of Shell Helix, while seventeen percent (17%) said they knew Castrol engine oils and their specifications. Only eight percent (8%) claimed to know Quartz engine oils together with their specifications.

Figure 4.9: Experience of Engine Oils Used

The results in the figure above show that forty-two percent (42%) of the respondents said that they were satisfied with the experience of the use of Shell Helix engine oils. Thirty-eight percent (38%) stated that they were satisfied with Caltex Havoline engine oils and twenty-nine percent (29%) were satisfied with BP Visco engine oils. Eleven percent (11%) of the respondents said that they were very satisfied with the Shell Helix engine oils, and another eleven percent (11%) of the respondents were very satisfied with the Caltex Havoline engine oils. Ten percent (10%) of the respondents said that they were very
satisfied with Mobil Super engine oil and another ten percent (10%) stated that they were very satisfied with the Total Quartz engine oil range.

4.4 Recall of Marketing Communications

Engine oil Campaigns – Unaided Recall

When asked which engine oil advertisement campaigns they could remember (without aided recall), the respondents were not specific about the campaigns except for the Shell Helix television advertisement with a car in a surgery room. Only nineteen percent (19%) of the total respondents responded to this question. They commented that the Mobil advertisement was memorable and convincing, the Havoline advertisement was good because it used local models, and that it was informative. However, seven people said that the same advertisement was not memorable. Several respondents said the Delo advertisement was appealing to the audience, and yet others said it was not memorable. The respondents said that the BP Visco and Helix in the surgery room advertisements were appealing to their audiences. They added that the latter effectively communicates about the function of the engine oil.

Table 15: TV Advertisement – Aided Recall

<table>
<thead>
<tr>
<th>TV advertisement</th>
<th>Respondents Recall</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>19-29</td>
</tr>
<tr>
<td>a) BP Visco 2000 in the 80’s?</td>
<td>5%</td>
</tr>
<tr>
<td>b) Shell Helix in the theatre room/surgery</td>
<td>7%</td>
</tr>
<tr>
<td>c) Shell Helix robot</td>
<td>13%</td>
</tr>
<tr>
<td>d) Mobil 1 in a race car</td>
<td>7%</td>
</tr>
<tr>
<td>e) Caltex Havoline with 4 race cars</td>
<td>11%</td>
</tr>
<tr>
<td>f) BP Visco - choose the right oil</td>
<td>14%</td>
</tr>
<tr>
<td>g) Kenol/Kobil – man with a BMW</td>
<td>11%</td>
</tr>
<tr>
<td>h) No recall of any of the above engine oil advertisements</td>
<td>2%</td>
</tr>
</tbody>
</table>

The respondents were given a list of television advertisements and asked if they remembered them, and what they thought about these advertisements. The results in table 15 show that the Shell Helix in the surgery room TV advertisement was recalled by fifty-
six percent (56%) of the total respondents. Twenty percent (20%) and eighteen percent (18%) of the respondents who remembered the Shell Helix in the surgery room advertisement were in the age groups of forty to forty-nine (40-49) years and thirty to thirty-nine (30-39) years of age respectively. The BP Visco 2000 advertisement of the 1980’s was recalled by fifty-two percent (52%) of the respondents. Twenty percent (20%) were of the age group of thirty to thirty-nine years (30-39) and nineteen percent (19%) were of the age group of forty to forty-nine (40-49) years. Forty-nine percent (49%) of the respondents recalled the Caltex Havoline television advertisement with four racing cars. Nineteen percent (19%) were of the age group of thirty and thirty-nine (30-39) years of age. The “BP Visco-choose the right oil” advertisement was recalled by forty-six percent (46%) of the respondents and forty-three (43%) recalled the Castrol advertisement. Twenty-one percent (21%) of the respondents said they recalled the Shell Helix Robot advertisement and eighteen percent (18%) recalled the Mobil One advertisement with a racing car. Twenty-nine percent (29%) of the respondents could not recall any of the TV engine oil advertisements given in table15 above.

The respondents were asked what they thought about the engine oil TV advertisements and only twenty-one percent (21%) of them gave feedback. Whereas three percent (3%) of respondents who gave feedback said that the BP Visco 2000 advertisement of the 1980’s was not appealing, fifty-three percent (53%) said it was very appealing, memorable, and easily caught their attention. Three percent (3%) thought the Shell Helix advertisement in the surgery room was not appealing, six percent (6%) thought it was boring, while thirty-eight percent (38%) thought it was very appealing. Nine percent (9%) of the respondents who responded to this question said that the Shell Helix robot advertisement was very memorable, and another nine percent (9%) found the Mobil 1 advertisement to be an appealing advertisement. Thirty-four percent (34%) of these respondents described the Caltex Havoline advertisement as informative and appealing. Three percent (3%) of these respondents said the BP Visco, Choose the right oil advertisement was not appealing, while thirty-one percent (31%) said it was a memorable advertisement. Thirteen percent (13%) of
these respondents stated that the Castrol advertisement was not appealing, and nineteen percent (19%) said it was an appealing advertisement.

Table 16: Radio Advertisements – Aided Recall

<table>
<thead>
<tr>
<th>Radio Advertisement</th>
<th>Respondents Age Groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total quiz on capital FM (Sept. 1999)</td>
<td>1% 3% 3% 1% 8%</td>
</tr>
<tr>
<td>Shell Helix on FM radio channels April 2000</td>
<td>1% 4% 3% 1% 9%</td>
</tr>
<tr>
<td>BP Visco – choose the right oil</td>
<td>2% 7% 6% 5% 19%</td>
</tr>
<tr>
<td>No recall of any of the above engine oil</td>
<td>17% 31% 17% 7% 71%</td>
</tr>
<tr>
<td>advertisements</td>
<td></td>
</tr>
</tbody>
</table>

As shown in table 16, nineteen percent (19%) of the respondents said that they could recall the “BP Visco - choose the right oil” radio advertisement. Nine percent (9%) and eight percent (8%) could recall the Shell Helix FM radio campaign of April 2000 and the Total quiz on capital FM respectively.

Seventy-one percent of the respondents said that they could not recall any of the engine oil advertisements given in table 16 above.

Table 17: Newspaper and Magazines Advertisements – Aided Recall

<table>
<thead>
<tr>
<th>Newspaper and Magazine Advertisements</th>
<th>Respondents Age Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Mobil 1</td>
<td>1% 4% 2% 1% 9%</td>
</tr>
<tr>
<td>b) Shell Helix with the robot</td>
<td>3% 6% 5% 0% 14%</td>
</tr>
<tr>
<td>c) Shell Helix - car in the theatre</td>
<td>1% 13% 16% 6% 36%</td>
</tr>
<tr>
<td>d) Caltex Havoline – fuel saving device</td>
<td>4% 14% 17% 7% 42%</td>
</tr>
<tr>
<td>e) BP Visco – choose the right oil</td>
<td>6% 14% 13% 6% 39%</td>
</tr>
<tr>
<td>f) Shell Helix- Ferrari/ Michael Schumacher</td>
<td>9% 18% 13% 4% 44%</td>
</tr>
<tr>
<td>g) No recall of any of the above engine oil advertisements</td>
<td>3% 9% 7% 3% 23%</td>
</tr>
</tbody>
</table>

The results in table 17 show that forty-four percent (44%) of the respondents could recall the Shell Helix advertisement with a Ferrari car or Michael Schumacher. Nine percent (9%) of these respondents were in the age group of nineteen to twenty-nine (19-29) years of age, compared to six percent (6%) of respondents in the same age group, who could remember the BP Visco choose the right oil advertisement. Forty-two percent (42%),
thirty-nine percent (39%), and thirty-six percent (36%) of the respondents could recall the “Caltex Havoline - fuel saving device”, the “BP Visco – choose the right oil”, and the Shell Helix car in the surgery room advertisements, respectively. The table shows that fourteen percent (14%) of the respondents recalled the Shell Helix advertisement with a robot and nine percent (9%) recalled the Mobil One advertisement.

In the age group of over fifty (50) years of age, seven percent (7%) could remember the “Caltex Havoline - fuel saving device” advertisement, while none of them could remember the Shell Helix robot advertisement.

Twenty-three percent (23%) of the respondents could not recall any of the print media engine oil advertisements given in table 17 above.

Thirteen percent (13%) of the respondents commented about the print advertisements that they had been exposed to. Out of those who commented, fifteen percent (15%) said the Mobil 1 advertisement was appealing, while five percent (5%) said that the storyline of the advertisement was not original. Twenty percent (20%) of the respondents who commented said that the Shell Helix advertisement with a car in the surgery room was not interesting, while thirty-five percent (35%) respondents said it was very appealing. Twenty-five percent (25%) of these respondents found the Caltex Havoline advertisement to be informative and appealing while ten percent (10%) said it was not an appealing advertisement. Five percent (5%) said the “BP Visco – Choose the right oil” advertisement was not appealing while forty-five percent (45%) said the Shell Helix Ferrari or Michael Schumacher print advertisement was very appealing.
Table 18: Additional Mentions of Engine Oil Brands

<table>
<thead>
<tr>
<th>Mentions</th>
<th>By Friends</th>
<th>By Mechanic</th>
<th>On Billboards</th>
<th>Car rallies</th>
<th>None other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Count</td>
<td>18</td>
<td>23</td>
<td>15</td>
<td>15</td>
<td>79</td>
</tr>
<tr>
<td>Percent (%)</td>
<td>12%</td>
<td>15%</td>
<td>10%</td>
<td>10%</td>
<td>53%</td>
</tr>
</tbody>
</table>

In addition to the information given in tables 15 to 17, some respondents said they had heard other mentions of engine oil brands as shown in table 18 above. Fifty-three percent (53%) of the respondents had not heard of other mentions of engine oils, while fifteen percent (15%) had heard of particular engine oil brands from their mechanics. Twelve percent (12%) had heard engine oil brands mentioned by friends, ten percent (10%) at car rallies news reports and another 10% had seen them on billboards.

Comments on Engine Oil marketing Communications

When asked for other comments on engine oils, nine percent of the respondents gave their views. Out of those who gave their views, sixty-seven percent (67%) said that engine oil advertisements are boring and do not convince the engine oil buyers. Twenty-two percent (22%) of these respondents said that engine oil promotions need to be enhanced at the point of sale, such as at retail stations and in engine oil retail shops. Forty-four percent of the respondents, who gave their comments, said that engine oil marketers ought to make it their responsibility to educate consumers on facts about engine oils. Eleven percent of these respondents appealed to the government to protect consumers from non-genuine and underspecified engine oil products.

4.5 Marketing promotional tools used in reaching the target audience

The results in the figure 4.10 below shows that marketing promotional tools influencing the respondents' purchase of engine oil included public relations and publicity influencing nineteen percent (19%), and radio advertisement influencing fourteen percent (14%) of the respondents. Respondents were influenced by a large extent in the purchase of engine oils
by factors including sales promotions that influenced sixty percent (60%) of the respondents, television influencing fifty-one percent (51%), and word of mouth influencing thirty-three percent (33%).

Figure 4.10: Influence of the Marketing Promotional Tools

Fifty-five percent (55%) of the respondents were influenced to a moderate extent in the purchase of lubricants by print media, fifty-one percent (51%) by radio and forty-seven percent (47%) by public relations and publicity.

Marketing promotional tools influencing the respondents to a little extent included direct marketing with forty-seven percent (47%) of the respondents and personal selling with forty-three percent (43%). The same marketing tools influenced, to no extent, thirty-eight percent (38%) of the respondents and twenty percent (20%) respectively.

4.6 Factors That Influence The Purchase Of Engine Oils

The results in figure 4.11 show that seventy-eight percent (78%) of the respondents considered the high performance of a product to influence their purchase engine oils to a
very large extent. In the purchase of engine oils, the respondents also said that they were also influenced by other factors to a very large extent, including, fifty-four percent (54%) who indicated that they were influenced by the belief that the product is the best, fifty-two percent (52%) were influenced by product knowledge of the engine oil, thirty-nine percent (39%) by the image of the product, thirty-six percent (36%) by customer service, and thirty-four percent (34%) by the price of the product.

Figure 4.11: Factors that influence the Purchase of the Engine Oils

Respondents who were influenced to purchase a particular engine oil to a large extent included fifty-three percent (53%) who said that they were influenced by the image of the company, forty-three percent (43%) were influenced by reference to a strongly held value or belief, forty percent (40%) by customer service, and thirty-five percent (35%) by the belief that the product is the best.

According to forty-one percent (41%) of the respondents, the awareness of the product through marketing promotions, such as advertising, influenced their purchase of engine oils to a moderate extent. Thirty-five percent (35%) and twenty-one percent (21%) of the
respondents stated that the association of the engine oil with a certain event in time influenced them to purchase a particular engine oil brand to a little extent and to no extent respectively.

4.7 Chapter Summary

The majority of the respondents were vehicle owners, with petrol engine vehicles. The majority of vehicle owners usually make the decision on the type and brand of engine oil to be purchased. The majority of the respondents interviewed were in the age group of between thirty to thirty nine (30-39) years of age, and were mostly male. Most respondents described themselves as very cautious drivers. The average of number of hours in a week, spent exposed to various media shows that most time is spent listening to radio. The majority of the respondents used Caltex Havoline engine oil in their last car service and their second last car service as well. Respondents were indifferent with regard to the attractiveness of the engine oil pack. Most of the respondents do not decide on the engine oil to be purchased prior to reaching the retail station or shop. Most of the respondents said they chose an engine oil brand, based on its performance, although none of them was able to identify the specifications of any engine oil. Though to a different extent, the respondents had heard of various engine oils, including Shell Helix, Mobil Super, Caltex Havoline, Total Quartz, Castrol and BP Visco. For both questions with and without aided recall, Shell Helix was the most recognised engine oil by the respondents.

Without assisted recall, the respondents were not able to give descriptions of the previous engine oil campaigns except for the Shell Helix campaign with a set-up in the surgery room. On being prompted with several television advertisements, the respondents mostly recalled the Shell Helix in the surgery room and the BP Visco 1980's advertisements. “BP Visco - Choose the right oil” campaign was also highly recalled as a radio advertisement. The engine oil newspaper campaign that was mostly recalled by the respondents was the Shell Helix advertisement with a Ferrari car or Schumacher. Several respondents claimed to get additional information on engine oil brands from their mechanics. When asked to
give feedback on engine oil marketing communications, several respondents requested for more education on different types of engine oils, and for protection from non-genuine products.

Each of the marketing promotional tools highlighted influenced the respondents though to a different extent. The marketing promotional tools that largely influenced the respondents to purchase the engine oils included: television advertisements, sales promotions such as discount offers and coupons, and word-of-mouth communication. The research also showed that the factors that largely influence the purchase of the engine oils included: the high performance of the product, the belief that a product is the best, product knowledge of the engine oil, the image and price of the product.
CHAPTER FIVE

5.0 DISCUSSION, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This section provides a discussion of the findings of the study, the conclusions derived from the findings and recommendations for improvement of marketing communications for engine oils. The findings and recommendations will also provide a basis for further research in this field.

The purpose of the study was to determine the marketing communications that facilitate informed buying decisions of the engine oil products. The type of research design was descriptive. The study was guided by the research questions namely, the decision on the brand and specifications of the engine oil by the engine oil buyers, understood and recalled oil marketing communications messages, marketing promotional tools used in reaching the target audience, and factors that lead to influencing the target audience to make a purchase. The targeted population consisted of vehicle owners, professional drivers and mechanics. Convenience sampling technique was used to determine the sample elements. Data was collected by use of interview guides, and data analysis was done using Microsoft excel spreadsheets and presented in tabular and graphical formats.

5.2 Discussion

In this section, the research findings are discussed under the following sub-topics:
- The purchase decision of engine oil brand
- Recall of oil marketing communications
- The Marketing promotional tools used in reaching the target audience
- Factors that influence the buyer’s decision
5.2.1 The Purchase Decision of Engine Oil Brand

Most of the respondents said that they used Caltex Havoline and Shell Helix engine oils in their last car service and their second last car service too. This was the case across all age groups, although Caltex Havoline had a proportionately small number of users in the age group of twenty to twenty nine years. Shell Helix had the highest top-of-mind awareness followed by Caltex Delo, a diesel engine oil, and Caltex Havoline.

The respondents had top-of-mind knowledge of several engine oil brand names including: Shell Helix, Mobil Super, Caltex Havoline, Caltex Delo, Total Quartz and Castrol. Without aided recall, the respondents did not mention BP Visco as one of the engine oil brands they knew about. However, some of them said they knew BP oil, without mentioning the particular oil brand. This finding was inconsistent with the fact that sixteen percent (16%) of the respondents had previously said they used BP Visco in their last oil change. According to Weinreich (1999), if the consumer fails to perceive a relevant and distinctive appeal in a brand, then they will purchase a less expensive alternative. Consumer perception can however, be created or changed through the use of effective marketing communications. It is likely that the BP Visco brand has been allowed to decay from brand to commodity over time, perhaps through price-cutting, or through a lack of attention to product improvement in the face of competition. BP Visco could borrow from Perrier water. The product being the commodity of spring water, Perrier water has used packaging, and more particularly marketing communications, to create an international brand, with high brand loyalty (Weinreich, 1999).

Most of the respondents were satisfied with engine oils they had used in the past, and mostly with Shell Helix and Caltex Havoline. However, only forty six percent (46%) of the respondents make a decision on the oil to purchase for their next oil change prior to reaching the point of sale. Ten percent (10%) of the respondents plan to purchase Shell Helix for their next oil change, while seven percent (7%) plan to purchase Caltex Havoline.
This does not compare with twenty three percent (23%) of the respondents who used Caltex Havoline in the last oil change, and twenty one percent (21%) who used Shell Helix. These results imply that most of the engine oil users are not loyal to a particular engine oil brand. Engine oil marketers need to create brand equity. Shimp (1997) describes brand equity enhancement as, when consumers become familiar with a brand and hold favourable, strong and unique association in their memory about the brand. He advises that marketing promotional elements are the tools that can be used by marketers to communicate about the brand, with the aim of creating strong and unique association of the brand by the customer or prospective customer.

Thirty six percent (36%) of the respondents correctly identified the pack colours of engine oils they used in the second last oil change, while twenty two percent (22%) gave a wrong answer, and forty two percent (42%) said they did not recall the pack colour. It is unlikely that the latter two sets of respondents have a strong and unique association with the engine oil brand they use. Kotler (2000) identifies the product package’s colour and shape as a communication channel to buyers or prospects.

When asked which engine oil they would purchase upon reaching the point of purchase, eleven percent (11%) of the respondents indicated that they would purchase Caltex Delo, a diesel engine oil. This is despite the fact that only nine percent of the respondents said they had diesel engine vehicles. Most of the respondents in this category were of the age group of twenty to twenty nine years of age. This response indicates that consumers may not want to be seen not to know about the products that they use, or it could be the simple fact that they are ignorant of their ignorance as far engine oil information is concerned.

With being offered any cues, the respondents gave the following factors (in order of importance) as reasons for choosing a particular engine oil: high performance of the oil, preferred petrol station, good customer service at the retail outlet, preferred brand name, viscosity, and lastly advertising. Fifteen percent (15%) of the respondents had no particular reason to choose a certain engine oil brand. This fact offers a captive market for
the engine oil marketers. To grow brand equity and market share, engine oil marketers need to understand what could impact this group of people, and then address it in their marketing communications. To this end, engine oil marketers can apply the self-image theory (Needham and Dransfield, 1995). The “self” is an individual’s image of himself or herself, which s/he seeks to maintain or enhance. The individual will make choices of car, music, clothing, and places to shop which fit into his or her perception of “self”. By discovering how customers wish themselves to be perceived in terms of an image, organisations can design, promote and retail goods or services, which are consistent with that image, sought by prospective purchasers.

5.2.2 Recall of Oil Marketing Communications

The research findings revealed that without any cues, only a handful of the respondents could remember engine oil advertisements that they had seen or heard in the past. When prompted however, most of the respondents remembered several TV advertisements, and in particular the Shell Helix advertisement with the car in the surgery room. Radio advertisements were least recalled, with “BP Visco-choose the right oil” advertisement being the most highly recalled. The respondents mostly recalled the “Shell Helix - Ferrari” and “Caltex Havoline – fuel saving device” print advertisements.

Shell Helix had the highest percentage of respondents (eighty-two percent) that had heard about the engine oil severally and also heard cf it including specifications. Caltex Havoline followed with sixty nine percent (69%) of the respondents and BP Visco with sixty four percent (64%). These results compare well with the feedback for recall of TV, radio, and print advertisement where the Shell Helix ads appear most memorable, followed by Caltex Havoline in print medium, and by BP Visco in radio and TV media. These results enhance Schulz (1999) view that advertising is the most effective form of marketing promotion to create awareness. He further stated that companies use advertising to build an awareness and long-term image for their product, to explain product features, to remind the
target audience to buy, and to generate leads for sales representatives by including the company's telephone number on the advertisement.

Consider the feedback by the respondents in the engine oil used in the last car service. Caltex Havoline had a usage of twenty-three percent (23%) compared to Shell Helix with twenty-one percent (21%). Judging from the results of brand awareness of engine oils interview guide question, Shell Helix has a higher awareness than Caltex Havoline. The Caltex Havoline brand awareness is more effectively converted through the stages of Kotler's (2003) "hierarchy of effects" model, that is, cognitive, affective and behavioural response. The ultimate purpose of marketing communications is the buyer's purchase. For the maximum desired impact, and to provide clarity and consistency, the marketers of engine oils should blend communication tools such as advertising, direct response, sales promotions and public relations. (Webster, 1998).

Seventy one percent (71%) of the respondents could not remember any of the radio engine oil advertisements, while twenty nine percent (29%) could not remember any of the television advertisements and twenty three percent (23%) could not recall the print advertisements. These results are inversely proportional to the number of hours per week that the respondents were exposed to these various media. On average, the respondents said they were exposed to radio for seventeen hours a week, to TV for thirteen hours and to print media for nine and a half hours. These results would indicate that the respondents easily remembered what they read, and watched on TV, much more so, than they remembered what was said on radio.

The advertisements that the respondent considered as good advertisements were the BP Viscost 2000 1980's advertisement, Shell Helix with the car in the surgery room, Shell Helix Robot and the "Caltex Havoline – 4 race cars" advertisements. Some of the respondents indicated that the Shell Helix in the surgery room advertisement was an appealing advertisement.
A majority of the respondents indicated that they could not recall any other mentions of engine oil brands. However, some of the respondents stated that engine oils had been mentioned by their mechanics, by friends, on billboards and at car rallies' news reports. This feedback shows that currently, engine oil marketers do not adequately integrate different marketing promotion tools, like advertising, sales promotion, personal selling, direct marketing, word of mouth and public relations. From the research feedback, oil marketers currently focus on only advertising as a means of marketing communications. Integration of marketing communications tools would help to meet the wide range of objectives of having the target audience become aware of the product, try the product, and have an incentive to purchase the product (Krugman et al, 1998).

When prompted for further comments on marketing communications of engines oils, some of the sentiments were that engine oil advertisements are boring and unconvincing, that marketing promotions at the point of sale need to be enhanced, that engine oil marketers need to educate consumers, and that engine oil buyers need to be protected from products that are below the necessary specifications. This feedback is aligned to Alder's (2001) way of thinking that advertising should be informative, persuasive, and attention grabbing.

It is a brand's personality that converts a commodity into something unique, influencing the buyer's decision in its favour (Alder, 2001). Advertising can be used to create a brand personality by evoking strong emotions through the use of power of images, music and other sounds, smells and tastes. The argument might be that for such a technical product as an engine oil, it is hard to offer an emotional appeal. However, the Shell Oil Company in the Netherlands used this approach successfully. Naomi Campbell, an internationally renowned model, advertised Shell Helix engine oil, by wearing accessories made of a golden streak of oil. Fully naked but seated such that she looked almost decent, she raised a lot of product awareness for Shell Helix engine oil. Sales of Shell Helix grew by more than one hundred and fifty percent (150%) and four years later, the television commercial and posters carrying this advertisement are still remembered vividly (www.shell.com/helix).
5.2.3 Marketing Promotional Tools used in Reaching the Target Audience

The research findings revealed that the majority of engine oil users are male, and mostly between the age of thirty and forty-nine years of age. Fifty-three percent (53%) of the respondents said that the decision on the engine oil to be used in their vehicles was made by the vehicle owner. Thirty-four percent (34%) and eleven percent (11%) of the respondents said the decision was made by the mechanic, and by the retail outlet personnel respectively. Of the female respondents, only eight percent (8%) said they personally chose the engine oil to be used for their vehicle’s oil change.

Forty-six percent (46%) of the respondents claimed to be very cautious drivers, and only nine percent (9%) said they are very aggressive drivers. This feedback was in contrast to the belief that male drivers would prefer to be seen as very aggressive, as this perception portrays them as risk-takers, a masculine trait.

The research findings indicated that each of the marketing promotional tools highlighted influenced the respondents though to a different extent. TV advertisements and sales promotions were the marketing promotional tools that largely influenced the respondents to purchase certain brands of engine oils. In total, sixty-two percent (62%) and sixty-seven percent (67%) of the respondents said they were influenced to a large extent, and to a very large extent by sales promotions and TV advertisements respectively. Twenty-one percent (21%) of the respondents said they were influenced to a large extent and to a very large extent by newspaper advertisements. These results contradict the findings of the aided recall for TV, radio, and newspaper advertisements, where seventy-seven percent (77%) of the respondents could remember at least one newspaper advertisement, and seventy-one percent (71%) could remember at least one TV advertisement. From the latter results, it would be expected that the respondents would feel more highly influenced by newspaper advertisements.
The findings indicated that sales promotions largely influenced the respondents to purchase the engine oils. This compares to the findings of Aaker (2000) who stated that customers learn more about the product from sales promotions, as they tend to involve the customers actively while compared to most of the other communication styles that are based on passive behaviour. Companies use sales promotions to draw quicker buyer response and quickly rejuvenate sales in the short term. Sales promotions aim at providing information to a defined target audience and leading the customer to the product (Hiam and Schewe, 2000).

The research findings revealed that personal selling hardly influenced the purchase of engine oils. However Kotler (2003) identified personal selling as the most effective promotional method in building up buyer preference, conviction and action. Although Mercer (1996) stated that advantages of direct marketing include the ability to directly target and personalise to the specific customer’s needs, forming ‘intimate’ and lasting relationships, directing marketing was identified as the least influential marketing communications tool.

The findings indicated that word of mouth influenced the purchase of the engine oil products to a large extent for most of the respondents. Christopher and McDonald (1995) stated that word of mouth is one of the most influential of all channels of marketing communications. Consumers are likely to believe what they hear from their friends and acquaintances. Good or bad comments made through word-of-mouth highly impacts on consumers because they value the independent origin.

5.2.4 Factors that Influence the Buyer’s Decision

The factors that influenced the purchase of a particular engine oil brand to a very large extent were: the high performance of the product, product knowledge of the engine oil, belief that a certain product is the best, the image of the company, and the customer service level offered by the company. Factors influencing to a large extent included: Image of the
product, price of the product, reference to a strongly held belief or value, and awareness of the product created through marketing communications. The least influential factors included loyalty to a certain company and the association of the engine oil with a certain event in time.

The findings of the research study support the theory by Brown and McDonald (1994), that image might not be everything but it can often contribute substantially to the success or failure of a company, product or service. Brand image resides in the customer's mind. It is the totality of the communications, experiences, and interactions between a company, product or service, and its key audiences.

The study revealed that the image of the company was the fourth most influential factor. This compares to the findings of Cateora (1993) who stated that branding is by far one of the most important factors influencing an item's success or failure in the marketplace, and can have a dramatic impact on how the "company behind the brand" is perceived by the buying public. In other words, the brand is not just a representation of a company's product; it is a symbol of the company itself, and that is where the core of brand loyalty lies.

The findings of the study revealed that product knowledge was the fifth most influential factor for the consumers' purchase of the engine oils. Comparing to the findings of Brown and McDonald (1994) who stated that to change consumers' behavior about a certain product, a firm should give them new information on the product. Inexperienced buyers often use prices as an indicator of quality more than those who have knowledge of a product.
5.3 Conclusion

The purpose of the study was to determine the marketing communications that influence informed buying decisions of engine oil products. The following are the conclusions based on the interview feedback and discussions.

5.3.1 The Purchase Decision Of Engine Oil Brand

Fifty-one percent (51%) of the respondents did not know which brand of engine oil they would use for their next service, even though they remembered the last one they had used. This shows that more than half the engine oil buyers are not loyal to any particular engine oil brand.

When asked how satisfied engine oil buyers had been by using various engine oils, all engine oils scored over eighty percent satisfied, with less than twenty percent occurrences of indifference and disappointment. The minimal variability between several engine oils means that engine oil consumers find the various products to be similar in features and benefits.

5.3.2 Recall Of Oil Marketing Communications

Shell Helix had the highest brand awareness, and the most recalled advertisements. This implies that the Shell Helix brand has reaped benefits of high brand preference from the marketing communications carried out in the past.

Without a prompted response, the respondents said that high engine oil performance is their number one reason for choosing a particular engine oil brand. Other common reasons for choosing an engine oil brand were the preferred petrol station and good service at the petrol station. From this finding, oil marketers require to market their total company “product and service offer” to attract engine oil buyers. Fifteen percent of the respondents
have no particular reason for choosing a certain engine oil brand. This offers oil companies a group of engine oil users to convince and acquire loyalty from.

5.3.3 The Marketing Promotional Tools Used In Reaching The Target Audience

Although only nine percent (9%) of the respondents interviewed had diesel engine vehicles, sixteen percent (16%) said they would use Caltex Delo in their next oil change. This implies that oil buyers are not fully versed in the type of engine oils they should use. This opens a gap for the oil marketers to fill. This conclusion is reinforced by the fact that the interviewees picked out the need for more education on engine oils as one of the current gaps in engine oil marketing communications.

The interviewees identified six reasons for choosing a particular engine oil. These were: Engine oil performance, preferred petrol station, good customer service, preferred brand name, viscosity and advertising. Addressing these drivers in the engine oil marketing communication messages and activities will drive more engine oil buyers to be loyal to an engine oil brand. As competitor products are perceived to be similar the oil marketers should search for the right emotional selling proposition reflecting the themes proposed by offering psychological product rewards, conjuring up moods and evoking associations (Christopher and Donald, 1995).

The majority of the respondents were thirty to forty-nine (30-49) years old men. When preparing marketing communications, oil marketers would be best guided to target and reach this target audience as they represent the average oil buyer. According to Kotler (2003), the Absolut Vodka marketers attribute their success of a creating a popular brand image to the careful choice of target audience for marketing communications.

More than eighty percent (80%) of the respondents expect to be influenced, moderately or more, by marketing promotions through TV, sales promotions, print, radio, word of mouth, and public relations. Over sixty percent (60%) and over eighty percent (80%) expect to be
influenced to little or no extent by personal selling and direct marketing respectively. Kotler (2003) recommends that companies should use the newer media forms that are more cost effective and shift from mass communication towards targeted communication and one-to-one dialogue. However, from the research study, it is clear that oil users in Nairobi are not influenced by these methods, which include personal selling and direct marketing. Could it be that these tools are not very entrenched by the marketing fraternity in Kenya, or are they plainly ineffective?

5.3.4 Factors That Influence The Buyer’s Decision

The highest scoring factors that influence the purchase of engine oils included: high performance of the product, a belief that the product is the best, and product knowledge of the product. This calls for more information to be offered to engine oil users, as they tend to make a more rational than emotional decision when they purchase engine oils. Image of the company and customer service also scored highly as factors that influence buying decisions. Oil marketers must seek to enhance these areas in their marketing activities so as to communicate effectively to engine oil buyers.

5.4 Recommendations

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

5.4.1 The Target Audience

The research feedback shows the target audience for engine oil marketing communications to be mostly men, and between the age of thirty and forty-nine years of age. The decision makers on the engine oil brand to be purchased are mostly vehicle owners, mechanics, and retail station personnel. These groups of people should be target in the marketing
communications for engine oils. The marketing promotion tools should be integrated to reach each of these groups of people.

The research identified the factors that influence the target audience to make a purchase of the engine oil products. These were the image of the company, product knowledge of the engine oil, the high performance of the product, customer service offered, a belief that the product is the best, and the image of the product. It is recommended that the perceptions of the target audience must be identified. This includes their set of beliefs, ideas and impressions about the company, its products and its competitors determine their actions towards the company’s products. The management of the oil companies should then define a desired image of their company and their products if, and where it differs from that of the target audience. The marketer must then prioritise on which marketing communication gaps to close first.

5.4.2 Effective Marketing Communications Message

Since there are so many different companies offering similar products, and using similar marketing promotional tools, an organization needs to ensure that their message stands out and reaches the target market more effectively than that of the competitor. This could be done by evoking strong sensual, rational or emotional appeals in the marketing communications, and by integrating several marketing communications with maximum synergy, and to deliver a consistent message and strategic positioning.

From the research, it was clear that most of the respondents felt they had very cautious driving habits. The message in marketing communications for engine oils should boost the message of safe and cautious driving so as to appeal to the wider part of the target audience.

The research feedback showed that knowledge of the product largely influences the purchase of a particular engine oil brand or type. Therefore oil firms should provide
product knowledge by for example, giving out brochures and free samples of the products that they offer. They could also hold oil seminars for the consumers to educate them on the products offered.

In the discussion, it is deduced that BP Visco is purchased as an alternative brand, and not the preferred brand. The marketers concerned could enhance the brand personality through advertising with an emotional appeal (Alder, 2001). An appropriate brand personality can be used to convert a commodity into something unique, influencing the buyer’s decision in its favour.

Unprompted, the respondents gave performance as the number one reason for choosing a particular oil brand, followed by their preferred petrol station, and thirdly, for no particular reason. Oil companies should then focus on the subject of “performance” in their marketing communications so as to catch the attention of the engine oil buyers. They should also integrate their wider retail station offering as part of their engine oil marketing strategy as this directly influences the brand preference of engine oils. Creation of awareness through marketing communications will help to convert the engine oil users who have no reason to buy a particular engine oil brand.

5.4.3 Effective Marketing Promotional Tools

When asked for general comments on marketing communications for engine oils, some of the respondents pointed out they are not getting enough education on engine oils. It is recommended for oil marketers to provide information through appealing marketing communications. The research also showed that engine oil users have only heard of engine oils through “above the line” advertising, through word of mouth of friends and their mechanics, and through car rallies. This shows that oil marketers currently focus on advertising as the main means of marketing communications. It is recommended that they should integrate various marketing communications tools with a coordinated strategy. This would help to meet the wider range of objectives of having the target audience become
aware of the product, try the product, and have an incentive to purchase the product (Krugman et al, 1998).

The discussion identifies product packaging as an effective communication channel to buyers or prospects. Informative and appealing product packaging can be used to strengthen the customer's view of the brand and should be integrated with other marketing communications activities to deliver a consistent message and strategic positioning of the product.

5.4.4 Suggestions for Further Research

This research focussed on the marketing communications that influence an informed decision in the purchase of engine oil products. Further research should be conducted on the marketing communications that influence an informed purchase decision of other oil products, and of products in other industries. The results can be compared among the different industries, and used as a benchmark for best practices across related fields.

Further research on what makes certain marketing communications tools more influential than others, would help marketers to make for targeted and effective messages and use ideal channels to pass the message. This could also help marketers to better integrate various marketing promotional tools to achieve maximum synergy and effective marketing communications.

Kotler (2003) recommends a shift from mass communication towards targeted communication and one-to-one dialogue. However, the research study shows that oil users in Nairobi are not highly influenced by these methods, which include personal selling and direct marketing. Further research should be carried out to identify why personal selling and direct marketing are considered to be ineffective ways of marketing communications by the Nairobi engine oil users. Could it be that these tools are not very entrenched by the marketing fraternity, or are they plainly ineffective?
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Appendix A: Introduction Letter

Diana Muthee
C/O USIU-Africa
Business School
P.O. Box 14634
NAIROBI

Dear Sir/ Madam

RE: REQUEST FOR DATA COLLECTION - MARKETING PROMOTIONAL TOOLS USED FOR ENGINE OILS

I am a graduate student at the United States International University - Africa, pursuing a Masters in Business Administration degree.

I am carrying out a study on the effectiveness of marketing communications that oil companies in Kenya employ. Please assist the interviewer in completing the interview guide to the best of your ability. The information obtained from you will be used only for academic purposes.

The findings of this study will be available to you upon request.

Yours faithfully,

Diana Muthee
MBA student

Prof. Charles Mayaka
Lecturer/ Supervisor
School of Business
Appendix B : Interview Guide

Interview Guide

General Information

1. Please tick the correct one:

Relationship to the vehicle? 
- Vehicle Owner
- Professional Driver
- Mechanic

Vehicle make & Model

Engine Type?
- Petrol
- Diesel

Who decides on the oil to be purchased?
- Me
- Other person…Specify

Age group (years)?
- 18-29
- 30-39
- 40-49
- 50+

Gender?
- Male
- Female

How would you describe yourself as a driver?
- Very Cautious
- Somewhat Cautious
- Not cautious nor aggressive
- Somewhat Aggressive
- Very Aggressive

On average, about how many hours in a week do you spend doing the following?
- Reading
- Watching TV
- Listening to Radio
2a) Which engine oil was used in the last car service?  

2b) Which engine oil was used in the second last car service?  

2c) What was the colour of the pack?  

2c) How attractive was it?  

<table>
<thead>
<tr>
<th>Very Unattractive</th>
<th>Somewhat Unattractive</th>
<th>Neutral</th>
<th>Somewhat Attractive</th>
<th>Very Attractive</th>
</tr>
</thead>
</table>

3a) After how long do you change your car's engine oil?  

<table>
<thead>
<tr>
<th>Months</th>
<th>KM's</th>
</tr>
</thead>
</table>

3b) Are you normally decided on the engine oil for your next engine oil change even before you go to the retail station or shop?  

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
</table>

3c) If yes, which engine oil brand, will you buy next?  

3d) What are your reasons for choosing a particular engine oil?  

4) Please list the engine oils you know, and anything else you know about that oil. (Give oil specifications if possible)  

1

2

3

4

5
5) How well do you know the following motor oils?

<table>
<thead>
<tr>
<th></th>
<th>Never heard of</th>
<th>May have heard of it once</th>
<th>Heard of it several times</th>
<th>Heard of it + specifications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shell Helix</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mobil Super</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Caltex Havoline</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Total Quartz</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Castrol</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other (specify)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

6) Which of the following engine oils have you used and what was your experience of performance?

<table>
<thead>
<tr>
<th></th>
<th>Disappointed</th>
<th>Indifferent</th>
<th>Somewhat satisfied</th>
<th>Satisfied</th>
<th>Very satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Helix Super</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mobil Super</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visco</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Havoline</td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Quartz</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Castrol</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other (specify)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

7) Which engine oil advertisements (be it TV, press ads, radio) can you remember? What did you think about each of these advertisements?

<table>
<thead>
<tr>
<th>List advertisement</th>
<th>What do you feel about it?</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td></td>
</tr>
</tbody>
</table>
8) Do you remember any of the following? What do you think about it?

<table>
<thead>
<tr>
<th>TV advertisement</th>
<th>Yes</th>
<th>No</th>
<th>What do you think about it?</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) BP Visco 2000 in the 80’s?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b) Shell Helix in the surgery room</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c) Shell Helix robot</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>d) Mobil 1 in a race car</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>e) Caltex Havoline with 4 race cars</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>f) BP Visco - choose the right oil</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>g) Castrol – man topping up engine oil</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Radio advertisement</td>
<td>Yes</td>
<td>No</td>
<td>What do you think about it?</td>
</tr>
<tr>
<td>a) Total quiz on capital FM (Sept. 1999)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b) Shell Helix on Capital, Metro and</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c) BP Visco – choose the right oil</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Newspaper and Magazines</td>
<td>Yes</td>
<td>No</td>
<td>What do you think about it?</td>
</tr>
<tr>
<td>a) Mobil 1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b) Shell Helix with the robot</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c) Shell Helix - car in the surgery room</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>d) Caltex Havoline – fuel saving device</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>e) BP Visco – choose the right oil</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>f) Shell Helix- Ferrari or Michael Schumacher</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

9) Do you recall any other mentions of any engine oil brand? Who/what mentioned it? (e.g. newspaper article, family or friends, mechanic, car rally, at a petrol station, etc...)

1
2
3
4
5

10) Do you have any other comments on marketing promotions of engine oils? (Please mention brand where applicable)

1
2
3
4
5
11. To what extent have messages carried by the following marketing promotional tools influenced you in purchasing engine oils?

<table>
<thead>
<tr>
<th></th>
<th>Not Influenced</th>
<th>Slightly Influenced</th>
<th>Moderately Influenced</th>
<th>Largely Influenced</th>
<th>Heavily Influenced</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV advertisement</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Radio advertisement</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Newspaper/magazine advertisement</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sales promotion (discount offers, coupons, etc)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Public relations and publicity</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Personal selling</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Direct marketing (e.g. Internet, Catalogues)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Word of mouth</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

12. To what extent do the following factors influence your decision in purchasing engine oils?

|                                                               | Not Influenced | Slightly Influenced | Moderately Influenced | Largely Influenced | Heavily Influenced |
|                                                               |                |                     |                       |                    |                    |
| Image of the company                                          |                |                     |                       |                    |                    |
| Product knowledge of the engine oil                           |                |                     |                       |                    |                    |
| Loyalty to a certain company                                  |                |                     |                       |                    |                    |
| Customer service of the company                               |                |                     |                       |                    |                    |
| A belief that the product is the best                         |                |                     |                       |                    |                    |
| Awareness of the product created through promotions effort (e.g. advertising) |                |                     |                       |                    |                    |
| High performance of the product                               |                |                     |                       |                    |                    |
| Association of the engine oil with a certain event in time    |                |                     |                       |                    |                    |
| Reference to a strongly held value or belief                  |                |                     |                       |                    |                    |
| Price of the product                                          |                |                     |                       |                    |                    |
| Image of the product                                          |                |                     |                       |                    |                    |
Appendix C

American Petroleum Institute (API) classification of passenger car motor oils.

<table>
<thead>
<tr>
<th>Petrol Engines</th>
<th>Diesel Engines</th>
</tr>
</thead>
<tbody>
<tr>
<td>API SJ</td>
<td>API CH-4</td>
</tr>
<tr>
<td>API SH</td>
<td>API CG-4</td>
</tr>
<tr>
<td>API SG</td>
<td>API CF-4</td>
</tr>
<tr>
<td>API SF</td>
<td>API CF</td>
</tr>
<tr>
<td>API SE</td>
<td>API CE</td>
</tr>
<tr>
<td>API SD</td>
<td>API CD</td>
</tr>
<tr>
<td>API SC</td>
<td>API CC</td>
</tr>
<tr>
<td>API SB</td>
<td>API CB</td>
</tr>
<tr>
<td>API SA</td>
<td>API CA</td>
</tr>
</tbody>
</table>

Performance highest

Performance lowest
### Appendix D

**Passenger Motor Oils Portfolios for Leading Oil Companies in Kenya**

<table>
<thead>
<tr>
<th>Brand name</th>
<th>SAE Viscosity Grade</th>
<th>API International Specification</th>
<th>Price (KSh.) per Litre</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shell Helix Ultra</td>
<td>15W/40</td>
<td>SJ</td>
<td>415</td>
</tr>
<tr>
<td>Shell Helix Super</td>
<td>20W/50</td>
<td>SJ</td>
<td>127</td>
</tr>
<tr>
<td>Shell Helix Motor Oil</td>
<td>20W/50</td>
<td>SG</td>
<td>116</td>
</tr>
<tr>
<td>Shell X-100</td>
<td>40</td>
<td>SF</td>
<td>90</td>
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<tr>
<td>Mobil 1</td>
<td>15W/50</td>
<td>SJ</td>
<td>493</td>
</tr>
<tr>
<td>Mobil Super XHP</td>
<td>20W/50</td>
<td>SJ</td>
<td>110</td>
</tr>
<tr>
<td>Mobil Delvac</td>
<td>20W/50</td>
<td>SG</td>
<td>115</td>
</tr>
<tr>
<td>Mobil Heavy Duty</td>
<td>40</td>
<td>SF</td>
<td>94</td>
</tr>
<tr>
<td>Mobil Motor Oil</td>
<td>40</td>
<td>SF</td>
<td>81</td>
</tr>
<tr>
<td>Caltex Havoline Synthetic</td>
<td>5W/40</td>
<td>SJ</td>
<td>359</td>
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<td>Caltex Havoline Energy</td>
<td>5W/30</td>
<td>SJ</td>
<td>188</td>
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<td>Caltex Havoline Formula 3</td>
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<td>SJ</td>
<td>118</td>
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<tr>
<td>Caltex Havoline Motor Oil</td>
<td>20W/50</td>
<td>SG</td>
<td>103</td>
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<tr>
<td>Caltex Supreme 5 Star</td>
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<td>SF</td>
<td>97</td>
</tr>
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<td>BP Visco 5000 Sports</td>
<td>5W/40</td>
<td>SJ</td>
<td>415</td>
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<td>BP Visco Premium</td>
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<td>SJ</td>
<td>122</td>
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<tr>
<td>BP Visco 2000 Standard</td>
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<td>SF</td>
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<tr>
<td>Total Quartz 7000</td>
<td>15W/50</td>
<td>SJ</td>
<td>376</td>
</tr>
<tr>
<td>Total Quartz 5000</td>
<td>20W/50</td>
<td>SG</td>
<td>111</td>
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<tr>
<td>Total Quartz 2500</td>
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<td>SF</td>
<td>97</td>
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<tr>
<td>Castrol RS</td>
<td>10W/60</td>
<td>SJ</td>
<td>525</td>
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<tr>
<td>Castrol GTX2</td>
<td>20W/50</td>
<td>SJ</td>
<td>113</td>
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<tr>
<td>Castrol GTX</td>
<td>20W/50</td>
<td>SG</td>
<td>101</td>
</tr>
<tr>
<td>Castrol HD</td>
<td>40</td>
<td>SF</td>
<td>83</td>
</tr>
</tbody>
</table>