Factors That Influence The Patronage Of Sameer Africa Products In Nairobi County

BY

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FACTORS THAT INFLUENCE THE PATRONAGE OF
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BY

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of Business in Partial Fulfilment of the Requirement for the
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STUDENT’S DECLARATION

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

Signed: ________________________  Date: ______________________

Susan Thagichu (ID No: 638597)

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

Signed: ________________________  Date: ______________________

Gidraph Nduati

Signed: ________________________  Date: ______________________

Dean, Chandaria School of Business
ABSTRACT

The main purpose of this study was to establish the factors that influence the patronage of Sameer Africa products in Nairobi County. The study sought to answer the following research questions: To what extent does brand loyalty influence consumers to purchase Sameer Africa tyres? To what extent does price influence consumers to purchase Sameer Africa tyres? and to what extent does promotion influence consumer to purchase Sameer Africa tyres?

This research adopted a descriptive research design which is a scientific method that involved obtaining information concerning the current phenomena without changing the environment. The research population consisted of 345 retail customers per month in the different Tyre centers in Nairobi County. Stratified sampling technique was used in this study. A sample population of 185 retail customers was obtained.

The data collection technique used was through structured questionnaires. The respondents were customers at the Koinange Street, Waiyaki Way, Embakasi and Langata Road tyre centers. A pilot study of 5 respondents was carried out to determine the viability and clarity of the questionnaires. Percentages and frequency distribution were used to analyze the data. In order to determine the relationship of the data, the study also used Pearson’s Correlation to determine the relationship between the independent and dependent variables. The findings were presented using frequency tables and pie-charts.

The study established that a wide range of tyre products was an important factor for achieving brand loyalty. This gives Sameer Africa an opportunity to enhance and sustain its distinctiveness among the competitors. The reliability and durability of Sameer Africa products allows unique synergies for the brand to be developed and represented. The uniqueness of Sameer Africa brands are the overall impression of the company.

The findings revealed that price was a dynamic factor influencing the purchase of tyre products from Sameer Africa. This presented a competitive advantage to the company in terms of attracting new customers through differentiation pricing strategy. Pricing was more critical where the competitors were selling the same products and services. Loyal customers
played an important role in buying more and by paying premium prices for Sameer Africa brands.

The findings established that the brand loyalty depended on the unique promotional mix of the company. The combined promotional mix offered better and smart ways of creating brand identity. The combinations of various communication channels led to the awareness for the Sameer Africa brands. The sales personnel also played a role in strengthening the brand of the company. The interior décor of the company store has also created a strong brand preference together with the wide distribution network that has aided customers’ brand recognition.

The study concluded that providing a wide range of tyre products was an important factor for the company to build brand loyalty. Price played a dynamic role in the purchase of tyre products from the company. The study confirmed that combined promotional mix offered better and smart ways of creating brand identity.

The study recommended that; on the influence of brand loyalty Sameer Africa should produce a wide variety range of tyres to suite clients’ needs at all times. On the influence of price Sameer Africa should maintain stable prices for their products, the pricing strategy should also be reviewed on timely basis. On the influence of promotion Sameer Africa should initiate an extensive promotional mix and adopt new advertising techniques to reach out to their clients.
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ABBREVIATION OF KEY TERMS

H/S: High School
POLY: Polytechnic
UNI: University
MSL: Master Level
PHD: Philosophers Degree
KNG-STRT: Koinange Street
WYK-WAY: Waiyaki Way
EMB: Embakasi
LNG-ROAD: Langata Road
FR: Frequency
DEDICATION

This project is dedicated to my dear husband who endured long periods of my absence and offered all kinds of support to ensure it became a reality.
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CHAPTER ONE

1.0 INTRODUCTION

1.1 Background of the Study

Every vehicle needs a tyre to move from one place to another. According to McMahon (2013), tyres provide a cushion between the vehicle and the road to reduce the transmission of road shocks. Tyres also allow the vehicle to move from one place to another and perform normal operations of locomotion. Modern tyres are manufactured from a range of synthetic materials known as rubber. There are two types of tyres that are common in the Kenyan market, cross-ply and radial. Most passenger cars, four wheel-drives and heavy vehicles use radial tyres. Tyres can be identified by markings on the sidewalls. This typically includes the maker’s name, the rim size, type of tyre construction, aspect ratio, maximum load, speed and the intended use. There are several brands of tyres in the market such as: Yana Tyres, Bridgestone, Good Year and Intercontinental. The different brands of tyres matter in moving a vehicle from one place to another. Kotler and Pfoertsch, (2007) defines the brand as a name, term, sign, symbol, or design, or a combination of them that is intended to identify the goods and services of one seller or a group of sellers and to differentiate them from those of competitors.

Consumers have different perceptions with regard to the purchase of tyres. Among the variables that affect the consumer’s purchase decision is the price, which has a significant influence on communication factors concerning the advantages of purchasing a product or hiring a service. Price is an important element in the consumer purchase decision. In this regard, a consumer can be defined as a purchaser of specific products or services (Silk, 2006) while the price is what the consumers are willing to pay for their favourite brands because they seek some unique value in the brand (Bloemer and Kasper, 2005). Serpa and Avila (2004) explain that the way price is presented (the Framing Effect) can have a strong impact on personal purchase decision-making. In other cases, price can be accompanied by a “discount,” which increases the perceived value of the product for the purchaser. The value is based on the consumer’s perception of the benefits of the product and the price. Many factors influence the consumer’s perception of value, such as; the initial price, the consumer’s attitude to the product, the expertise of the consumer, and previous experience of the product (Silk, 2006).
Palazón and Delgado-Ballester, (2009) conducted an experiment to investigate the interaction effect between the promotional benefit level and the type of promotion at three levels of benefit (low, moderate and high). They concluded that high benefit level price discounts are more effective than premiums, while low benefit level price discounts are less effective way to increase brand loyalty. On the other hand, promotions are typically viewed as temporary incentives that encourage the trial of the brand before repeat purchases (Kotler, 2008). Opinion on whether promotions help or hinder a brand in subsequent choice periods is mixed. Some researchers assert that sales promotions can undermine brand preference. Aaker, (2006) states that promotions have the potential to damage brand equity by focusing the consumer’s attention too heavily on price.

Brands can also influence customer choice of tyres. Brands are unique designs, signs, symbols, words, or a combination of these, employed in creating images that identifies a product and differentiates it from its competitors. Over time, these images become associated with a level of credibility, quality, and satisfaction in the consumer's mind (Zeng, 2000). Brands can be built by means of advertising, meeting customer specific needs, associating a specific type of image to a product, identifying and closing a gap that competitors have not identified, aggressive communication and pricing strategies (Burger, 2009). In turbulent business environment it is important for organisations such as Sameer Africa to know the factors that influence the purchase of tyres so as to maintain a competitive edge. A leading brand thus influences consumer’s buying behaviour and creates value by generating demand and securing future earnings for the business (Oliveira and Sullivan, 2003).

Globally, competitive organisations are continually forced to come up with innovative marketing strategies to attract larger pools of customers (Rockendorf, 2011). This presents marketers in the tyre industry with the opportunity to utilise new and innovative marketing tools to communicate tyre brands in the local and global market place in order to activate consumer’s purchasing decisions according to Rockendorf. Today’s consumer is a proactive buyer (Peppard and Butler, 1998) and consumers can provide marketers with valuable market information (Brown, Broderick and Lee, 2007). In order to understand consumers in the virtual world, it is important to understand how consumers make purchase decisions.

As organisations build and maintain consumer relationships, they need to provide consumers with a competitively compelling value proposition to meet their specific needs (Vargo and
Lusch, 2004). Therefore organisations need to monitor the external environment and customer interaction and learn how to improve the organisation’s value proposition to the consumers (Vargo and Lusch, 2004). In this case, determining consumer purchase decision is crucial to management decisions in creating value for consumers. It is critical to create value by segmenting and selecting target markets as well as planning specific marketing activities to attract and retain the selected market (Silk, 2006). In order to attract and retain consumers, it is important that markers understand the consumer’s purchasing behaviour and develop specific marketing strategies to influence this behaviour thereby facilitating relationship marketing (Silk, 2006). Hence, this research aimed to establish the factors influencing the patronage of products using the case of Sameer Africa Limited.

Sameer Africa Limited was established in 1969 under the name Firestone East Africa. The company was initially owned by Firestone Tyre and Rubber Company of the USA and the Government Kenya to produce tyres for the East African market. Sameer Investments Limited, a Kenyan company, later purchased a significant part of the shareholding from Firestone Tyre and Rubber Company. In 1988, when Bridgestone Corporation purchased Firestone Tyre and Rubber Company, Sameer Investments Limited retained its shareholding in Firestone East Africa 1969 Limited and the company was listed on the Nairobi Stock Exchange in 1995 (Sameer Africa, 2014).

The company’s corporate identity changed to Sameer Africa Limited in April 2005. This change created an independent tyre producer based in Kenya that aims to supply the East African and COMESA markets. With a technical capability developed over 43 years of producing tyres in Kenya, the company is now able to produce a comprehensive range of tyres to meet customers’ needs in Africa. Sameer Africa’s product range currently includes; passenger textile and steel belted radials, 4x4 tyres, light truck radial and bias, truck and bus, agricultural, industrial and Off-The-Road tyres under the brand name, Yana. Sameer Africa produces both tube type and tubeless tyres and also produces tubes and flaps (Sameer Africa, 2014a).

The Yana brand was officially launched in November 2005 in Nairobi as Sameer Africa’s own brand that aimed to be a Pan-African tyre brand. This brand is backed by leading tyre technology, and the local development and production is engineered to meet the challenging driving conditions in Africa. Sameer Africa Limited also distributes the world renowned
Bridgestone tyres in Kenya, Uganda, Tanzania, Rwanda and Burundi. Indeed, Bridgestone Japan still retains a significant equity shareholding in Sameer Africa Limited of approximately 15%. In order to attract and retain customers, Sameer Africa runs tyre shops (centres) through its own subsidiary company known as Yana Tyre Centre Limited. The centre has a number of branches along Koinange Street, Waiyaki Way, Embakasi, Langata Road, Kisumu, Nakuru, Nyeri, Mombasa and Eldoret. The centres take Sameer services and products closer to the customers. They deal with anything that has to do with tyres and the services include Tyre fitting, Tyre balancing, Wheel alignment and Tyre rotation (Sameer Africa, 2014b).

1.2 Statement of the Problem
In today's turbulent business environment, Sameer Africa is looking for ways to increase its survival and competitiveness in the tyre market. In an effort to do this, the company is in search for cost effective ways to produce and market its tyre products in Africa. There is little doubt that competition in the tyre industry has increased considerably over the last few years due to the entry of counterfeit tyres. The increased competition is from counterfeit tyres and other competitors such as Auto Express, Kingsway Tyres-Michellin tyres and Nyanza Petroleum Company- Pirelli tyres which has affected the patronage of Sameer Africa brands. Studies have established “consumer confusion” due to a quality continuum of fakes ranging from shoddy imitations to authentic goods, such as production overruns sold through an unauthorized channel (Gentry et al., 2006).

On the other hand the financial reports of Sameer Africa describe the total sales in 2014 to have increased by 49% as compared to 2012. The total tyre sales in 2013 also increased by 15% and the market share stabilized at 17% (Sameer Africa, 2014). This shows that there is high patronage of Sameer Africa products, despite the intense competition. It was important to understand the drive behind customers’ preference in purchasing of Sameer Africa tyre products. Thus this study sought to evaluate whether brand loyalty, price and promotion influenced the decision of the customers to buy Sameer Africa tyre products.

1.3 Purpose of the Study
The main purpose of this study was to establish the factors that influence the patronage of Sameer Africa products in Nairobi County.
1.4 Research Questions
The study sought to answer the following questions:

1.4.1 To what extent does brand loyalty influence consumers to purchase Sameer Africa tyres?

1.4.2 To what extent does price influence consumers to purchase Sameer Africa tyres?

1.4.3 To what extent does promotion influence consumer to purchase Sameer Africa tyres?

1.5 Importance of the Study
The study can be of benefit to:

1.5.1 Sameer Company
The study will be of help to Sameer Africa Limited because it will help them in understanding different consumer tastes and preferences so as to meet diverse consumer needs. The findings from this study can also have an impact on the company’s marketing strategy to improve on the sale of their products at the same time appreciate consumer needs. The findings can also assist the management of the company execute their strategies and attend to customer needs and wants.

1.5.2 Employees
This study can help the employees understand how different variables affect the decision making of consumer. This study can help them appreciate their efforts in their daily activities to produce, market and sell the brand. To the Sales and Marketing team it can help them to better reposition their branding and advertising strategy to capture the correct target market to boost the sales.
1.5.3 Researchers and Academicians
The research findings can act as a source of information to other researchers when studying further gaps on the topic and the tyre industry in Kenya.

1.5.4 Stakeholders
The study can help stakeholders, such as; the government, creditors and suppliers understand the purchase pattern of tyres. In addition, the study will be important in helping them understand the role they play in the sale of Sameer products to the consumers in the market.

1.5.5 Other Tyre Companies
They would benefit from the study as they share the same market share and products in the market hence help them align their strategies in targeting the right target market. This would also help them understand the consumer buying behaviour.

1.6 Scope of the Study
The study covered potential respondents who were tyre purchasers in Sameer Africa Tyre Centres in Nairobi County that comprised of Koinange Street, Waiyaki Way, Embakasi, and Langata Road. A sample population of 185 retail customers was obtained out of a population size of 385. In addition, most of the respondents had different economic backgrounds, race, income brackets, age brackets, gender and education. The administration of the questionnaires took place within the precincts of the Tyre Centres and the respondents were asked to complete the questionnaires. However, there were limitations of high non-response and respondent confidentiality and this was overcome by the offer of biro rewards upon the completion of the questionnaires as well as reassurance of the data confidentiality. The study was carried out over a period of five months with the data collection between September to October 2014.

1.7 Definition of Terms
1.7.1 Brands
Brands are unique designs, signs, symbols, words, tyres or a combination of these, employed in creating images that identifies a product and differentiates it from its competitors. Over time, these images become associated with a level of credibility, quality, and satisfaction in the consumer’s mind (Zeng, 2000).
1.7.2 Consumers
Consumers can be defined as purchasers of specific tyre products or services (Silk, 2006).

1.7.3 Price
Price is what the consumers are willing to pay more for their favourite brand of tyres because they seek some unique value in the brand that alternatives do not provide (Kasper, 2005).

1.7.4 Product
A product may take the form of a tangible good, a service, personality, place or even experience. A product is an item that ideally satisfies a market’s want or need (Alegre, 2006).

1.7.5 Service
A service can be defined as a series of intangible activities throughout interactions between customers and service employees or physical resources or goods and services companies which are presented by a company as a solution to customers’ problems (Gronroos, 2007).

1.7.6 Stakeholders
They are a person or group that can place a claim on the organizations attention, resource or output or is affected by that output (Bryson, 2004).

1.8 Chapter Summary
Chapter one presents the background of factors influencing the patronage of Sameer Africa products as the main objective of the study. The chapter also describes the statement of the problem in the context of the factors that influence the patronage of Sameer Africa products in the tyre industry and outlines the research objectives, the importance of the study and the scope of the study as well as the working definitions of specific terms used in the project. Chapter two covers the literature review where the research questions will be discussed based on the literature available in the field on the factors influencing the patronage of Sameer Africa products. Chapter three highlights the research methodology and procedures the researcher adopted in conducting the study in order to answer the research questions raised in the first chapter. Chapter four is on the results and findings while chapter five on summary, discussion, conclusion and recommendations.
CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Introduction

This chapter reviews literature on the factors influencing patronage of Sameer Africa tyre products from different academicians and scholars. This chapter is structured according to the research questions. The first research question sought to answer the extent to which brand loyalty influence the consumer purchase decision. The second research question sought to answer the extent to which price influence the consumer purchase decisions and the third research question sought to establish the extent to which promotion influence the consumer purchase decisions. The last part gives a summary of the chapter.

2.2 Influence of Brand Loyalty on the Consumer Purchase Decision of Sameer Africa Tyres

2.2.1 Brand Loyalty

Brand loyalty is a consumer’s inclination to buy a particular brand in a product category. It is important to understand consumer brand loyalty because it improves business growth and sales volume since the same brand is purchased repeatedly (Thompson and Strickland, 2006). Further, as consumer brand loyalty increases, consumers become less sensitive to price changes (Parasuraman and Grewal, 2000). That is, consumers will prefer to pay more for their favourite brands because they seek some unique value in the brand that alternatives do not provide (Bloemer and Kasper, 2005). Brand trust has also received a great deal of attention in branding and product attributes.

Brand trust has been found to enhance brand loyalty. (Deutsch, 2003) defined brand trust as the confidence the consumer has on the performance of a brand than what is not desired or feared. (Hennig-Thurau, Gwinner, and Gremler 2002) found that loyalty to a firm will be greater when consumers have higher brand trust or confidence in the service provider. Brand trust is defined as “the willingness of the average consumer to rely on the ability of the brand to perform its stated function” (Chaudhuri and Holbrook, 2001, p. 82). Palazon and Delgado-Ballester (2009) also defined brand trust as the feeling of security held by the consumer when interacting with the brand based on the perceptions that the brand being reliable and responsible for the interests and welfare of the consumer. In the brand context, brand trust is
fundamental to the development of brand loyalty and thus may influence the purchase of Sameer Africa tyres.

Mood and emotion may influence brand loyalty. Mood and emotions are associated with the mental state of the customers which is also known as affect (Nathanson, 2002). However, mood and emotion are different by the level of intensity and association with a stimulus object or a strong brand. That is, mood is relatively low in intensity and is usually unassociated with a stimulus object (Tomkins, 2002). Emotion, on the other hand, is higher in intensity and is usually associated with the purchase of a brand (Cohen and Areni, 2001). Tomkins, (2002) identified nine basic forms of affects within the categories of positive, neutral, and negative effects that may influence the purchase of brands. Positive effects include interest and enjoyment. Neutral affects include surprise, while negative effects include anger, fear, distress, shame, disgust, and dismal (Nathanson, 2002). This indicates that affect may determine the purchase of the brand.

Hirschman and Holbrook, (2002) have shown that affect can serve as a primary motivator of consumption behaviour and that it influences consumer decision making in the purchase of a favourable brand (Rao and Monroe, 2008), brand choice (Wright, 2005), consumer complaints and the word-of-mouth activity (McDaniel and Baker, 2007). Both positive affect and negative affect are associated with post purchase judgments (Oliveira and Sullivan, 2003). In particular, positive moods (an affect component) enhanced brand attitudes (Thompson and Strickland, 2006). Satisfaction, along with other attributes has an impact on a person’s affective response toward the brand of the product (Peterson, 2007). Hence, brand trust and affect can have a positive effect on customer perceived value of a brand.

### 2.2.2 Maintenance of Brand Loyalty

For most organizations developing and maintaining strong brands is a key element of their marketing strategy (Aaker, 2006). Organizations targeting business customers often put less strategic emphasis on branding (Peterson, 2007). Brands are likely to play a more important role because buyer information search processes are shorter (Kotler and Keller, 2008). The market and customer characteristics may influence the relationship between brand awareness and loyalty.

According to Keller, (2003) brand awareness is the ability of the decision-makers in organizational buying centers to recognize or recall a brand. Increases in sales have been
identified as a key measure of brand loyalty (Chaudhuri and Holbrook, 2001). In this relation, good market performance is a key consequence of brand loyalty. Market performance refers to the quantity of products or services sold, which in turn is captured by customer brand loyalty, the acquisition of new customers, the achievement of the aspired market share, and the achievement of the aspired growth rate (McDaniel and Baker, 2007).

Brand awareness drives the consumer preference for a particular brand through two mechanisms: first, it reduces buyer information costs and buyer-perceived risk (Kotler and Keller, 2008). In particular, this mechanism relates to the reduction of information costs for the buying firm as well as the resources required for collecting the necessary information for a purchase decision in which buyers may resort to extrinsic cues (Perreault and McCarthy, 2009).

Secondly, brand awareness may function as an important cue regarding a number of product and supplier characteristics. More specifically, brand awareness acts as a strong signal of product quality and supplier commitment (MacDonald and Sharp, 2000), because high levels of supplier investment such as in exhibitions, advertising, or packaging are usually necessary to build high brand awareness. Thus, the supplier currently spends money expecting to recover it in the future (Bloemer and Kasper, 2005), which is only likely to occur if the products are of a certain level of quality. Consequently, only high-quality firms can afford high-level investments in brand awareness (Chitturi, Monroe, Gwinner, Gremler, 2008). Furthermore, high awareness levels of the brand may imply to the buyer that the firm has been in business for a long time, that the firm's products are widely distributed, and that the products associated with the brand are purchased by many other buyers Aaker, (2006).
2.2.3 Customer Perceived Value of Brands

Customer perceptions are considered relative to expectations (Quintana, 2006) explains that when it comes to the customers minds, it is their perceptions of the quality of goods and services that one encounter that determines the value of the product. The final measure of the quality of a product is simply how the customer perceives it. Customers perceive products in terms of the quality that they receive and whether or not they are satisfied with their experiences (Parasuraman, McDaniel, Baker, 2008). The customer perceptions of a product are vital to any business as the sales rely heavily on a positive perception (Perreault and McCarthy, 2009). Perceptions become an influential factor when comparing customers’ satisfaction with the product sold to them. In the context of this study, a possible example could be customers being sold tyres of high quality and thereby developing a positive perception of the product quality. However, when the quality of the product falls below the customers’ expectations, it creates dissatisfaction which affects the perceived value of the product and the brand (Parasuraman and Grewal, 2000).

Perceived product value is also related to satisfaction and brand loyalty. According to (Kotler and Keller, 2006), customer satisfaction is influenced by specific product or service features and perceptions of quality. Satisfaction is also influenced by customers’ emotional responses, their attributions, and their perceptions of equity. (Heise, 2004) suggested that customer satisfaction with a service or product is influenced significantly by the customers’ evaluation of product or service features. Attractive product features are expected to increase sales and when the products have negative features they negatively affect its utility and cost. That is, the probability of someone buying an attractive product will increase whereas the likelihood of someone buying unattractive product will decrease. In overall, an attractive product feature will increase the product brand choice as compared to when the consumers perceive the product brand to have a negative feature (Simonson, Carmon and O'Curry, 2004).

Hedonic and utilitarian dimensions have also been found to have an effect on brand trust and brand affect (Matzler, Bidmon and Grabner-Krauter, 2006) and likely are to contribute to brand loyalty. As consumer’s hedonic and utilitarian shopping experiences increase, their loyalty toward a store increases. Also, hedonic benefits and superior utilitarian benefits of a product design will increase customer loyalty (Chitturi et al., 2008) and brand trust. Hence, this literature review inidcates also an attractive product feature influences customer
satisfaction and brand loyalty (Matzler, Bidmon and Grabner-Krauter, 2006; Chitturi et al., 2008).

2.3 Influence of Price on the Consumer Purchase of Sameer Africa Tyres

2.3.1 Price as a Powerful Drive for Brand Loyalty

Price is a powerful tool where consumers are sensitive in purchasing a product or service. Price can be used to appeal to a wide range of customers (Lee.W and Lee.H, 2005). The aim of price is to open up a sustainable cost advantage over competitors and then use the organization’s lowest cost edge as a basis for either under-pricing competitors and gaining market share at their expense or earning a higher profit margin by selling at the going market price (Ehrenberg et al., 2004). The price advantage generates superior profitability (Rao and Monroe, 2008) and is likely to contribute to the growth and development of the organization.

Over the years, organizations that have had the goal of maximizing sales have actively taken part in pricing activities (Bearden and Shimp, 2002). Majority of the researchers agree that price is very effective in increasing sales in the short term. However, there is much dispute among the researchers on the effect of such short-term benefits on sales over long-term appeal to the customers (Kotler and Keller, 2008). Further, Porter, (2005) argues that offering the lowest price by the organization provides some attractive defences against five competing forces such as meeting the challenges of rival competitors. It is a defence against the power of buyers, it counters the bargaining leverage of suppliers, and it makes it harder for new rivals to win customers. On the other hand, a low price is a defence against substitute products. In addition, an organization can gain sustainable competitive advantage when the price competition among rival sellers is vigorous and when the industry products are standardized as there are fewer ways to achieve product differentiation and brand loyalty (Peterson, 2007).

2.3.2 Price Promotions and Sales

Price promotion is the only marketing element where managers expect customers to part with their money (McDaniel and Baker, 2007). Price discounts are popular because they stimulate immediate purchase of the promoted product, resulting in a sharp sales increase (Rao and Monroe, 2008). Their effects are observable and measurable, and, because they often increase store traffic, they may support organizations relationships with customers, ensuring that a
brand is well stocked and has adequate shelf space. A price discount provides a brand with a feature that enhances its salience and encourages consumers to consider that brand over others in their brand range (Ehrenberg et al., 2004).

However, (Ehrenberg et al. 2004) have shown that price promotions are unlikely to attract new buyers or result in any long term after-effects, since most consumers purchasing a discounted brand are existing buyers who already have the brand in their purchase repertoire. Nevertheless, price discounting remains a popular form of in-store promotion among retailers. Thus the most effective way of implementing a price discount, including the way in which it is presented, or “framed”, has important managerial implications for most managers which can translate to customer appeal.

Competitive forces may also play a key role in determining prices at various business outlets. The pricing strategies at any one of these stores are likely to impact demand at another store. Price promotion is very effective in increasing sales (Rao and Monroe, 2008). However, (Kotler and Keller, 2008) warn that sales promotion have short-term benefits over the long-term effects. Price promotion typically reduces the price for a given quantity or increases the quantity available at the same price, thereby enhancing value and creating an economic incentive to purchase. However, the problem arises when consumers associate the price promotion of the brand with inferior tyre products. This will surely reduce the favourable effects the promoters hoped to achieve through the price promotion and brand loyalty (Rao and Monroe, 2008). This perception is used to communicate with customers about the brand as well as the purchase or sales of the products or services.

Price promotion is not used to target existing consumers and also to encourage product or service trial among nonusers of products or services (Bearden and Shimp, 2002). Thus, it is important for entrepreneurs to understand how price promotional information about a brand has impact on consumer’s unfavourable quality perception of the brand. Price promotions that target consumers with no prior experience in using the product can be divided into price promotion for launching a brand and the price for an existing brand that consumers do not have prior experience with (Peterson, 2007). However, if consumers associate a price promotion itself with inferior brand quality, the promotion may not achieve the sales increase the economic incentives otherwise might have produced. In addition, if the price promotion
ends, the consumer who purchased a certain brand will likely display decreased repurchasing behaviour (Scott and Yalch, 2000). As a result, this may affect the brands of the organization products or services.

Many researchers have verified that intrinsic cues related to the product (taste, ingredients, smell) have a great influence on quality and brand perception (Peterson, 2007); (McDaniel and Baker, 2007). On the other hand (Bearden and Shimp, 2002) stated that consumers rely on extrinsic cues such as price, quality assurance or information on the product or reputation of distribution or organization can be assured of product performance and brand loyalty. Brand loyalty may reduce the perceived risk when they lack the ability to evaluate the quality of the product or when the criterion of product evaluation is unclear. Therefore, when the consumer cannot use intrinsic information to evaluate the unused product, they will likely rely on using extrinsic cues such as price to create brand loyalty (McDaniel and Baker, 2007).

2.3.3 Price and Quality Evaluation of Products

The consumers’ reliance on the use of price as the measure of quality evaluation depends on the brand. (Rao and Monroe, 2008) explained that consumers are more likely to use intrinsic cues to evaluate quality if the product is familiar. (Rao and Monroe, 2008) also notes that as availability of information increases, the influence of price on the perceived quality decreases. (Scott and Yalch, 2000) observed an unfavourable effect of price on quality evaluation by consumers who purchased a promoted product. As a matter of fact, the relatively low price compared to those of the competitors can be indicators of inferior quality. This is more so for products with price as their main basis of quality evaluation.

While in an economic perspective the demand decreases when the price is high, the quality is perceived to be high and the desire to purchase increases (Bearden and Shimp, 2002). In other words, price promotion leads to decrease in price, and since low price is associated with low quality, it can be inferred that consumers will have a low perceived quality when provided with a low-price product and there is no other information available to evaluate quality. Some scholars explored the influence of framing the effect of the gain and loss explained by prospect theory and mental accounting on the consumer response towards price (Lee.W and Lee.H, 2005).
(Lee, 2000) stated that consumers with high materialistic tendencies tend to give favourable evaluations on high priced products and unfavourable evaluations on low priced products relative to consumers with low materialistic tendencies. There has also been research on the role of external reference to the price provided by the manufacturer or retailer during a brand promotion (Scott and Yalch, 2000). Therefore when a brand that has never done a price promotion before undertakes one, the brand will most likely suffer damage on the evaluation of the brand quality rather than lead to the increase in market share and long term customer growth. For instance, consumers with high brand loyalty are willing to pay a premium price for their favoured brand, so, their purchase intention is not easily affected by price. Hence, any changes in prices may lead to conflict in the perceived value and quality of the product with alternative brands.

2.3.4 Price and Increased Market Share

(Wang and Heitmeyer, 2005) suggested that an organization that strives to be a low cost provider of a product or service attracts a wide range of customers to purchase the brand. It is a powerful competitive approach in markets where many buyers are price sensitive. The aim is to open up a sustainable cost advantage over competitors and then use the company’s lowest cost edge as a basis for either under-pricing competitors and gaining market share at their expense or earning a higher profit margin by selling at the going market price (Thompson and Strickland, 2006). The cost advantage generates superior profitability, being the low cost provider in an industry provides some attractive defences against five competing forces: meeting the challenges of rival competitors, it is a defence against the power of buyers, it counters the bargaining leverage of suppliers, it makes it harder for new rivals to win customers and low price is a defence against substitute products (Motta, 2006).

In meeting the challenges of rival competitors, organizations usually find themselves engaging in different strategies in order to be more competitive. Organizations engaged in price competition lead to transferring the benefit to the consumers at the expense of the firms operating in the industry (Porter, 2005). The bargaining power of the buyer can also force down an organization’s growth and profitability by exerting pressure on tyre manufacturers, thus forcing them to improve on their product or service quality or by negotiating prices downwards.
When organizations are able to charge customers’ different prices for differences in value created in products, they will be able to counter the bargaining leverage of the suppliers and lead to organization growth. According to Motta, (2006) a firm that strives to be a low cost provider of a product attracts a wide range of customers. The aim is to open up a sustainable cost advantage over competitors and then use the firm’s lowest cost edge as a basis for either under-pricing competitors and gaining market share as well as the growth of organizations. Minniti, (2009) also states that substitute products are a threat to the growth of a firm. This is because substitute products bring about intense competition, the more intense the competition within the industry and the less likely brand loyalty. In response to this, the issue of pricing is critical in differentiating the products within any industry.

Low Cost provider strategy works best under the following circumstances: when price competition among rival sellers is vigorous, the industry products are standardized, there are a few ways to achieve product differentiation, most buyers utilize the products in the same way, buyer incur low switching costs and where buyers are large and have significant power to bargain down prices (Thompson and Strickland, 2006). However, on the other hand, there are several risks associated with a low-cost provider strategy and this may include technological breakthrough that can open up cost reductions for rival firms that can nullify a low cost leader’s past investments, the rival firms may find it easy and inexpensive to imitate the leader’s low cost methods (Toufic, 2010). Imitations of the cost reductions technique may affect the growth and the success of products.

A company striving to achieve cost advantage can fail to react to the changing market needs. In addition, heavy investments in cost reduction can lock a firm into both present strategies and leave it vulnerable to new technologies and to growing interest in something other than a cheap price (Porter, 2005). A low cost product risks getting left behind as buyers opt for enhanced quality, innovative performance features, faster service and other differentiating features (Porter, 2005). The following are some of the recommendations that can be applied to overcome the risk in a low cost provider strategy: to avoid risks and pitfalls of a low cost leadership strategy, organization managers must understand that the strategic target is low cost relative to competitors. Also, in pursuing low cost leadership, managers must be careful not to strip away features and buyers who consider it essential in buying a company’s brand (Motta, 2006).
2.4 Influence of Promotion on the Consumer Purchase of Sameer Africa Tyres

2.4.1 Sale Promotion as Incentive for Product Trial
The essence of being in business by any business outfits is to produce for sales and profits. In order to remain in business an organization must generate enough sales from its products to cover operating costs and post reasonable profits. Sales promotion consists of a collection of incentive tools largely used to meet a short-term goal (Belch.C and Belch.F, 2006). Sales promotion is designed to stimulate quicker or greater purchase of products or services. Activities of sales promotion are; product samples, coupons, cash-refund offers, prizes, patronage rewards, warranties, tie-in promotions, cross-promotions, point-of-purchase displays, and display allowances (Kotler and Keller, 2008).

Sales promotions are typically viewed as temporary incentives that encourage the trial of a product or service (Kotler, 2008). Relatively less attention has been devoted to investigating the consequences of sales promotions for brand preference after the promotion has ended. Opinion on whether promotions help or hinder a brand in subsequent choice periods is mixed. Some researchers assert that sales promotions can undermine brand preference. Aaker, (2006) states that promotions have the potential to damage brand equity by focusing the consumer’s attention too heavily on price.

Similarly, Keller, (2003) warns of a number of disadvantages of sales promotions such as decreased brand loyalty, increased brand switching, decreased quality perceptions and increased price sensitivity. Conversely, other researchers contend that sales promotions can increase brand preference. Thus, the extant literature is unclear as to whether sales promotions detract from or enhance brand preference. Despite the widespread use of promotions in marketing practice and the equivocal research findings, there has been no systematic attempt to integrate extant research to determine the nature of the relationship between the use of sales promotions and brand preference once the promotion is rescinded.

2.4.2 Consumers’ Response to Sales Promotions
Researchers have investigated several aspects of consumers’ responses to sales promotions. Inquiry has primarily focused on whether, and by how much, promotions increase choice at the time of the promotion (Massy and Frank, 2005). Related research investigated the ability
of variables such as promotion type (Schneider and Currim, 2001) and promotion value (Leone and Srinivasan, 2006) to moderate the relationship between promotion and choice. Fewer studies have been conducted, researchers have also examined if sales promotions have an impact that extends beyond the time they are offered. In so doing, rationale has been forwarded both to predict that promotions will decrease preference for a brand and that they will increase preference for a brand. Making prediction even more difficult, the mechanisms associated with a positive post-promotion effect and those associated with a negative effect may operate simultaneously (Blattberg and Neslin, 2009).

Promotions may increase post-promotion preference via purchase reinforcement (Pauwels, Dominique and Siddarth, 2002). For existing brand users, promotion reinforcement occurs by reminding existing customers to buy the brand thereby buttressing their preference for it. For non-users, promotions may induce trial thereby bolstering attitudes and the likelihood of repurchase (Blattberg and Neslin, 2009).

2.4.3 Sales Promotion and Brand Preference

(DelVecchio, Henard and Freling, 2005) study established that sales promotions have neither a positive nor a negative effect on brand preference beyond the promotion period. While the overall mean effect is not statistically significant, this does not suggest that sales promotions do not affect brand preference. Consistent with the notion that multiple mechanisms may affect post-promotion preferences (such as the purchase reinforcement can bolster post-promotion brand preference while the promotion usage effect weakens preference); sales promotions may either undermine or augment brand preference depending on the promotion and the characteristics of the product being promoted.

(DelVecchio et. al. 2005) established that brand managers spend more money on sales promotions than they do on advertising expenditures. As managers engage in promotion activity they can protect their brands against negative effects by carefully selecting the type and value of the sales promotion they offer. Thus, managers are urged to offer promotions that are clearly temporary in nature. Post-promotion brand preference was relatively more favourable when the sales promotion was a coupon or premium.
(Mace and Neslin 2004) study found out that large promotions were found to have a detrimental effect on brand preference across the studies in our database. Thus, managers must balance the tradeoffs between the immediate boost in sales afforded by larger promotions and the longer-term risk at which they place their brand by offering high-value promotions. (Mace and Neslin, 2004) suggest that managers must also consider the characteristics of their product to assess the potential for a sales promotion to diminish brand preference.

(DelVecchio et. al. 2005) indicate that brand managers should also be mindful of the size of the product category in which they compete since the negative effect of promotion is greater in categories with relatively few competitors. Given a small array of competitors, the actions (i.e., discounts) offered by any one brand are likely to be noticed by consumers. The effect of small category size may also arise if brands are promoted in stores with limited variety (such as convenient Safaricom retail shops).

(DelVecchio et. al. 2005) further mentions that promotions by durables and services were associated with more negative effects on brand preference than were packaged goods. This result may reflect consumers’ acceptance of promotions as a competitive norm for frequently purchased non-durables. Such a belief may mitigate negative attributions regarding a packaged-good brand when a promotion is available. On other hand, (Neslin, 2002) claims that overly powerful promotions can overshadow the benefits of the brand and undermine brand preference. The fact that promotions appear particularly likely to overshadow the benefits of the brand when the brand is fictitious also supports an attribution-based account of post-promotion preference.

(Raghubir and Corfman, 2009) also explains that consumers’ level of expertise both in terms of brand knowledge and persuasion knowledge are likely to influence the extent to which promotions alter their reactions to promotions. Therefore, various researchers suggest that promotions do not affect brand preference. However, promotions can either build (specifically via the use of coupons) or detract from longer-term brand preference. Therefore, understanding the effect of promotion characteristics on post-promotion brand preference allows managers to select a form and the value of promotion that minimizes risk associated in creating brand preference.
2.5 Chapter Summary
This chapter examined literature on the strategic factors influencing consumer purchase of tyre products. This chapter was structured according to the specific research questions. The first research question determined the extent to which brand influence the consumer purchase decision. The second research question determined whether price influence the consumer purchase decisions and the third research question established the influence of promotion in the consumer purchase decisions.
CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 Introduction

This chapter presents the research methodology and the profile of the study area. The key issues discussed include; research design, population and sampling design, sampling design and sample size, data collection method, research procedures and data analysis methods. In addition there are issues on the factors influencing the patronage of Sameer Africa products in Nairobi County.

3.2 Research Design

This research adopted a descriptive research design. A descriptive research design is a scientific method which involves observing and describing the behaviour of a subject without influencing it in any way (Malhotra and Birks, 2007). In addition, a descriptive study attempts to describe a subject, often by creating a profile of a group of problems, people or events, through collections of data and the tabulation of frequencies on research variables and the research reveals who, what, when, where or how much (Saunders, Thornhill and Lewis, 2009). Therefore, the study adopted a quantitative approach on the factors influencing the patronage of Sameer Africa products in Nairobi County. The independent variables include the influence of brand, price and promotion in the consumer purchase of tyre products. The dependent variables include the quality of the product, customers’ preference and choice.

3.3 Population and Sampling Design

3.3.1 Population

According to (Frankel and Wallen, 2000) a population refers to a set of elements in which inferences are to be made. They stated that a population is usually comprised of individuals who possess certain characteristics or a set of features a study seeks to examine and analyze. The population of interest in this study was 345 retail customers who frequented different centers of Sameer Africa Limited in Nairobi County in the months of September to October 2014. This population of interest has the potential of providing the relevant information regarding the factors influencing the patronage of Sameer Africa products in Nairobi County as outlined in Table 3.1.
Table 3.1: Total Population Distribution

<table>
<thead>
<tr>
<th>Category</th>
<th>Total</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Koinange Street</td>
<td>122</td>
<td>35</td>
</tr>
<tr>
<td>Waiyaki Way</td>
<td>84</td>
<td>24</td>
</tr>
<tr>
<td>Embakasi</td>
<td>62</td>
<td>18</td>
</tr>
<tr>
<td>Langata Road</td>
<td>77</td>
<td>22</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>345</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

3.3.2 Sampling Design and Sample Size

3.3.2.1 Sampling Frame

A research sampling frame is that part of the research plan that indicates how cases are to be selected for observation. The design therefore maps out the procedure to be followed to draw the study’s sample. A sampling frame is a list of elements from which the sample is actually drawn and is closely related to the population under study (Cooper and Schindler, 2008). In this study, the sampling frame constituted of a list of Sameer Africa Limited customers that were obtained from the customer care database in each centre.

3.3.2.2 Sampling Techniques

Stratified sampling technique was used in this study. With stratified sampling, the population was divided into groups, based on some characteristic. Then, within each group, a probability sample (often a simple random sample) was selected. In stratified sampling, the groups are called strata (Cooper and Schindler, 2008). For this case, the centres were stratified into 4 branches of Sameer Africa Limited in Nairobi County from Koinange Street, Waiyaki Way, Embakasi and Langata Road.

3.3.2.3 Sampling Size

The study used a mathematical approach in the determination of the sample size for the research. The mathematical sampling approach was based on (Miller and Brewer 2003) formula that was stated as follows:

\[ n = \frac{N}{1 + N (\alpha)^2} \]

Where:
- \( n \) = sample size
- \( N \) = Sample frame
\[ \alpha = \text{margin of error} \]

Using a confidence level of 95% and a total population of 345 retail customers the sample size was calculated as follows:

\[
n = \frac{345}{1 + 345 (0.05)^2} = 185
\]

Table 3.2: Sample Size Distribution

<table>
<thead>
<tr>
<th>Category</th>
<th>Total</th>
<th>Percentage</th>
<th>Sample Size Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Koinange Street</td>
<td>122</td>
<td>53</td>
<td>65</td>
</tr>
<tr>
<td>Waiyaki Way</td>
<td>84</td>
<td>54</td>
<td>45</td>
</tr>
<tr>
<td>Embakasi</td>
<td>62</td>
<td>53</td>
<td>33</td>
</tr>
<tr>
<td>Langata Road</td>
<td>77</td>
<td>53</td>
<td>41</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>345</strong></td>
<td><strong>54</strong></td>
<td><strong>185</strong></td>
</tr>
</tbody>
</table>

3.4 Data Collection Method

The study was based on a survey approach where primary data was collected. A survey is defined by Malhotra and Birks, (2007) as a method of collecting data from people about who they are, how they think (motivations and beliefs) and what they do (behaviour). The tools used for data collection were structured questionnaires. The questionnaire embodied closed-ended questions for randomly selected members of the various groups. A survey questionnaire was administered to a heterogeneous sample selected from the large population of respondents. A questionnaire is defined as a formalized schedule or form which contains an assembly of carefully formulated questions for information gathering (Wong, 1999). The questionnaire was structured in two broad areas that comprised of Section A as the Demographic Profile which comprised of; Sex, Age, Marital Status, Educational level and Gross Monthly Income and Section B as the rating in relation to the influence of brand, price and promotion in the consumer purchase of tyres.

3.5 Research Procedures

The questionnaire was formulated and submitted to the Sameer Africa customer care for vetting. A pilot study of 5 respondents was carried out to determine the viability and clarity of the questionnaires. This ensured the reliability of the data collection instruments used. The final questionnaires were distributed to the respondents with the help of research assistants.
This enhanced the speed of data collection. Each completed questionnaire was treated as a unique case and a sequential number given to each. Filling the questionnaire took approximately 10 minutes. The data was collected for the period between September to October 2014.

3.6 Data Analysis Methods
The collected data was cleaned, edited and entered into the Statistical Package for the Social Sciences (SPSS) software to enable the carrying out of the analysis. To ensure easy analysis, the questionnaire was coded according to each variable of the study. This study used descriptive statistics. According to McDanile and Gates (2001), descriptive analysis involves a process of transforming a mass of raw data into tables, charts, with frequency distribution and percentages, which are a vital part of making sense of the data. In this study, the descriptive statistics such as percentages and frequency distribution was used to analyze the demographic profile of the participants. The variable data were tabulated using frequency and percentages. In order to determine the relationship of the data, the study used inferential statistics specifically Pearson’s Correlation to determine the relationship between the variables. The data was analyzed using Statistical Package for Social Sciences (SPSS) program and presented using tables, and figures to give a clear picture of the research findings at a glance.

3.7 Chapter Summary
This chapter presents the various methods and procedures the researcher adopted in conducting the study in order to answer the research questions raised in the first chapter. The chapter is organized in the following way: the research design, population and sample, data collection methods, sampling design and sample size, research procedures and data analysis. The next chapter presents the results and findings of the study.
CHAPTER FOUR

4.0 RESULTS AND FINDINGS

4.1 Introduction
This chapter presents the results and findings of the study on the factors that influence the patronage of Sameer Africa products in Nairobi County. The first part of the chapter presents the demographic profile of the respondents. The second part presents the findings on how brand loyalty influences the consumers to purchase Sameer Africa tyres. The third presents the findings on the influence of price on consumer’s purchase of Sameer Africa tyres and the fourth part indicates how promotion influences the consumer purchase of Sameer Africa tyres. A total of 185 questionnaires were administered to the customers in the different centres in Nairobi County and 127 questionnaires were returned, providing a response rate of 69 per cent.

Table 4.1: Response Rate

<table>
<thead>
<tr>
<th>Category</th>
<th>Target Respondents</th>
<th>Response</th>
<th>Response Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Koinange Street</td>
<td>65</td>
<td>44</td>
<td>68</td>
</tr>
<tr>
<td>Waiyaki Way</td>
<td>45</td>
<td>32</td>
<td>71</td>
</tr>
<tr>
<td>Embakasi</td>
<td>33</td>
<td>21</td>
<td>64</td>
</tr>
<tr>
<td>Langata Road</td>
<td>41</td>
<td>30</td>
<td>73</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>185</strong></td>
<td><strong>127</strong></td>
<td><strong>69</strong></td>
</tr>
</tbody>
</table>

4.2 General Information
This part presents data on gender of respondents, age bracket of the respondents, marital status, education level and gross monthly income.

4.2.1 Gender of Respondents
The study sought to examine the gender of the respondents who participated in the study. Seventy two percent (72%) of the respondents were male compared to 28% who were female. The findings are presented in Figure 4.1.
4.2.2 Age of Respondents

The study sought to determine the age of the respondents. Fourteen percent (14%) of the respondents were aged between 21-30 years, 22% of the respondents were aged between 31-40 years, 38% were aged between 41-50 years and 26% of the respondents were above 51 years of age. The findings are presented in Figure 4.2.
4.2.3 Marital Status of Respondents
The study sought to determine the marital status of the respondents who participated in the study. The results revealed that 30% of the respondents were single, 53% were married, 15% were separated and 2% were widowed. The findings are presented in Figure 4.3.

![Figure 4.3: Marital Status of Respondents](image)

4.2.4 Education Level of Respondents
The study sought to determine the education level of the respondents who participated in the study. The findings indicated that 9% of the entire respondents had high school education, 31% of the respondents had polytechnic education level, 26% had university level of education, 20% had masters’ education, 8% had PhD level of education and 6% did not respond. The findings are presented in Table 4.2.

**Table 4.2: Education Level of Respondents**

<table>
<thead>
<tr>
<th>Education Level</th>
<th>CENTERS</th>
<th>KNG -STRT</th>
<th>WYK-WAY</th>
<th>EMB</th>
<th>LNG-ROAD</th>
<th>TOTAL FREQUENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>FR</td>
<td>%</td>
<td>FR</td>
<td>%</td>
<td>FR</td>
<td>%</td>
</tr>
<tr>
<td>H/S</td>
<td>2</td>
<td>5</td>
<td>3</td>
<td>9</td>
<td>5</td>
<td>19</td>
</tr>
<tr>
<td>POLY</td>
<td>9</td>
<td>24</td>
<td>8</td>
<td>25</td>
<td>12</td>
<td>46</td>
</tr>
<tr>
<td>UNI</td>
<td>10</td>
<td>26</td>
<td>13</td>
<td>41</td>
<td>6</td>
<td>23</td>
</tr>
<tr>
<td>MSL</td>
<td>11</td>
<td>29</td>
<td>5</td>
<td>16</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>PHD</td>
<td>3</td>
<td>8</td>
<td>2</td>
<td>6</td>
<td>2</td>
<td>8</td>
</tr>
<tr>
<td>No Response</td>
<td>3</td>
<td>8</td>
<td>1</td>
<td>3</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>TOTAL</td>
<td>38</td>
<td>100</td>
<td>32</td>
<td>100</td>
<td>26</td>
<td>100</td>
</tr>
</tbody>
</table>
4.2.5 Gross Monthly Income
The study sought to determine the respondents’ gross monthly income from the participants who participated in the study. The study revealed that 7% of the respondents earned between Ksh.20,001 - Ksh.40,000, 10% of the respondents earned between Ksh.40,001 - Ksh.60,000, 15% earned between Ksh.60,001 - Ksh.80,000, 23% earned between Ksh.80,001 - Ksh.100,000, 21% earned between Ksh.100,001 - Ksh.120,000, and 24% earned above Ksh.120,001. The findings are presented in Figure 4.4.

![Figure 4.4: Gross Monthly Income](image)

4.3 Factors Influencing Brand Loyalty on the Consumer Purchase of Tyre Products
This part presents findings on the factors influencing consumers to purchase Sameer Africa brands; this includes unique features of Sameer Africa brands, values associated with Sameer Africa brands, perception of Sameer Africa brand awareness, Sameer Africa brand association, loyalty to Sameer Africa Products, correlation between brand characteristics and loyalty.

4.3.1 Factors Influencing Purchase of Sameer Africa brands
The study sought to determine factors that influenced the purchase of Sameer Africa brands from the respondents who participated in the study. The study revealed that 29% of the respondents were influenced to purchase Sameer Africa brands because the company offered a wide range of tyre products, 21% of the respondents indicated that the company had different types of Sameer brands available in any shop, 22% of the respondents claimed that
Sameer brands are reliable, 19% of the respondents claimed that Sameer Africa brands are of good quality and 9% did not respond. The findings are presented in Table 4.3.

### Table 4.3: Factors Influencing Purchase of Sameer Africa brands

<table>
<thead>
<tr>
<th>Factors Influencing Purchase of Sameer Africa brands</th>
<th>KNG-STR</th>
<th>WYK-WAY</th>
<th>EMB</th>
<th>LNG-ROAD</th>
<th>TOTAL FREQUENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sameer brands offer a wide range of tyre products</td>
<td>10</td>
<td>7</td>
<td>30</td>
<td>9</td>
<td>37</td>
</tr>
<tr>
<td></td>
<td>26%</td>
<td>10%</td>
<td>33%</td>
<td>33%</td>
<td>29%</td>
</tr>
<tr>
<td>Different types of Sameer brands are available in any shop.</td>
<td>6</td>
<td>5</td>
<td>22</td>
<td>8</td>
<td>27</td>
</tr>
<tr>
<td></td>
<td>15%</td>
<td>10%</td>
<td>25%</td>
<td>25%</td>
<td>21%</td>
</tr>
<tr>
<td>Sameer brands are reliable</td>
<td>10</td>
<td>5</td>
<td>22</td>
<td>7</td>
<td>28</td>
</tr>
<tr>
<td></td>
<td>26%</td>
<td>10%</td>
<td>25%</td>
<td>18%</td>
<td>22%</td>
</tr>
<tr>
<td>Sameer Africa brands are of good quality</td>
<td>9</td>
<td>5</td>
<td>26</td>
<td>5</td>
<td>24</td>
</tr>
<tr>
<td></td>
<td>23%</td>
<td>10%</td>
<td>26%</td>
<td>12%</td>
<td>19%</td>
</tr>
<tr>
<td>Non response</td>
<td>4</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td>11</td>
</tr>
<tr>
<td></td>
<td>10%</td>
<td>0%</td>
<td>0%</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>39</td>
<td>23</td>
<td>100</td>
<td>32</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>

#### 4.3.2 Unique Features of Sameer Africa Brands

The study sought to determine the unique features of Sameer Africa brands from the respondents who participated in the study. The study showed that 44% of the respondents admired the reliability of Sameer Africa Brands, 26% of the respondents indicated that they liked the durability of Sameer Africa Brands and 30% of the respondents indicated that the Sameer Africa Brands were tough on African roads. The findings are presented in Figure 4.5.

![Figure 4.5: Unique Features of Sameer Africa Brands](image-url)
### 4.3.3 Values Associated with Sameer Africa Brands

The study sought to investigate the value associated with Sameer Africa brands from the respondents who participated in the study. The findings revealed that 44% of the respondents indicated that they highly valued Sameer Africa Brands for the provision of value for their money, 25% of the respondents were inspired by the positive impression created by Sameer Africa Brands, 16% of the respondents were inspired by the brand image, 12% of the respondents associated Sameer Africa Brand with a sense of belonging and 3% did not respond. The findings are presented in Table 4.4.

#### Table 4.4: Values Associated with Sameer Africa Brands

<table>
<thead>
<tr>
<th>Values Associated with Sameer Africa Brands</th>
<th>KNG-STR</th>
<th>WYK-WAY</th>
<th>EMB</th>
<th>LNG-ROAD</th>
<th>TOTAL FREQUENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>FR %</td>
<td>FR %</td>
<td>FR %</td>
<td>FR %</td>
<td>FR %</td>
</tr>
<tr>
<td>Sameer Africa Brand creates an impressive image in my mind</td>
<td>5 16</td>
<td>6 16</td>
<td>4 14</td>
<td>5 17</td>
<td>20 16</td>
</tr>
<tr>
<td>Sameer Africa Brand creates a sense of belonging</td>
<td>5 16</td>
<td>4 11</td>
<td>3 11</td>
<td>3 10</td>
<td>15 12</td>
</tr>
<tr>
<td>Sameer Africa Brand provides value for my money</td>
<td>14 43</td>
<td>17 45</td>
<td>10 36</td>
<td>15 52</td>
<td>56 44</td>
</tr>
<tr>
<td>Sameer Africa brands create positive impression of durability to me</td>
<td>7 22</td>
<td>10 26</td>
<td>11 39</td>
<td>4 14</td>
<td>32 25</td>
</tr>
<tr>
<td>Non response</td>
<td>1 3</td>
<td>1 2</td>
<td>0 0</td>
<td>2 7</td>
<td>4 3</td>
</tr>
<tr>
<td>TOTAL</td>
<td>32 100</td>
<td>38 100</td>
<td>28 100</td>
<td>29 100</td>
<td>127 100</td>
</tr>
</tbody>
</table>

### 4.3.4 Perception of Sameer Africa Brand Awareness

The study sought to determine how the respondents were aware of Sameer Africa brands from those who participated in the study. The findings revealed that 29% of the respondents indicated that Sameer Africa was their first choice brand. This was followed by 24% of the respondents who indicated that the company’s advertisements were enough to know about the brand, 20% of the respondents indicated that the company’s brands awareness developed loyalty and trust, 14% of the respondents indicated that there were constant benefits associated with the brands that is after sale service and tyre care advice, 7% of the respondents indicated that Sameer Africa brands are always delivered on promised quality of service, 4% of the respondents agreed that Sameer Africa brands provide an emotional attachment and 2% did not respond. The findings are presented in Table 4.5.
4.3.5 Sameer Africa Brand Association

The study sought to investigate the association of Sameer Africa brands from those who participated in the study. The findings showed that 36% of the respondents indicated that the brands were durable and they provided value for their money, 31% of the respondents agreed that Sameer africa brands provided a very unique brand image compared to other brands, 29% of the respondents indicated that Sameer Africa brands created a sense of loyalty and belonging as its made for the African roads and 4% of the respondents did not respond. The findings are presented in Table 4.6.

<table>
<thead>
<tr>
<th>Perception of Sameer Africa Brand Awareness</th>
<th>CENTER RESPONSE FREQUENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>KNG-STR</td>
</tr>
<tr>
<td>Sameer Africa brands provide an emotional attachment</td>
<td>1</td>
</tr>
<tr>
<td>Sameer Africa brands are my first choice</td>
<td>10</td>
</tr>
<tr>
<td>Sameer Africa advertisement is enough to know about the brand</td>
<td>10</td>
</tr>
<tr>
<td>Sameer Africa brand awareness develop loyalty and trust</td>
<td>7</td>
</tr>
<tr>
<td>There constant benefits are associated with the Brands that is after sale service and tyre care advice</td>
<td>5</td>
</tr>
<tr>
<td>Sameer Africa brands always delivered promised quality of service</td>
<td>3</td>
</tr>
<tr>
<td>Non response</td>
<td>0</td>
</tr>
<tr>
<td>TOTAL</td>
<td>36</td>
</tr>
</tbody>
</table>
Table 4.6: Sameer Africa Brand Association

<table>
<thead>
<tr>
<th>Sameer Africa Brand Association</th>
<th>KNG-STR</th>
<th>WYK-WAY</th>
<th>EMB</th>
<th>LNG-ROAD</th>
<th>TOTAL FREQUENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>FR</td>
<td>%</td>
<td>FR</td>
<td>%</td>
<td>FR</td>
</tr>
<tr>
<td>Very unique brand image compared to other brands for example its treads</td>
<td>9</td>
<td>26</td>
<td>10</td>
<td>33</td>
<td>9</td>
</tr>
<tr>
<td>It is durable hence value for my money</td>
<td>13</td>
<td>37</td>
<td>10</td>
<td>33</td>
<td>11</td>
</tr>
<tr>
<td>It creates a sense of loyalty and belonging as its made for the African roads</td>
<td>10</td>
<td>28</td>
<td>9</td>
<td>30</td>
<td>8</td>
</tr>
<tr>
<td>Non response</td>
<td>3</td>
<td>9</td>
<td>1</td>
<td>4</td>
<td>0</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>35</td>
<td>100</td>
<td>30</td>
<td>100</td>
<td>28</td>
</tr>
</tbody>
</table>

4.3.6 Loyalty to Sameer Africa Products

The study sought to determine how the respondents were loyal to Sameer Africa products from the respondents who participated in the study. The findings showed that 28% of the respondents indicated that they keep on buying Sameer Africa brands as long as it provides them with satisfaction, 20% of the respondents agreed that Sameer Africa brands are more than a product to them, 17% of the respondents agreed that they would love to recommend Sameer Africa Brands to their friends, 13% of the respondents agreed that even if another brand has the same features as Sameer products, they would still prefer to buy Sameer Africa brands, 12% of the respondents agreed that they would be willing to buy Sameer Africa brands even if its price was a little higher than that of its competitors, 8% of the respondents agreed that when buying the tyres, they would consider Sameer Africa Brands as their first choice of brand and 2% did not response. The findings are presented in Table 4.7.
Table 4.7: Loyalty to Sameer Africa Products

<table>
<thead>
<tr>
<th>Loyalty to Sameer Africa Products</th>
<th>CENTERS RESPONSE FREQUENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>KNG-STR</td>
</tr>
<tr>
<td></td>
<td>FR %</td>
</tr>
<tr>
<td>When buying tyres, I would consider Sameer Africa Brands as my first choice</td>
<td>4 10</td>
</tr>
<tr>
<td>I will keep on buying Sameer Africa brands as long as it provides with satisfaction</td>
<td>10 25</td>
</tr>
<tr>
<td>I am still willing to buy Sameer Africa brands even if its price is a little higher than that of its competitors</td>
<td>7 18</td>
</tr>
<tr>
<td>I would love to recommend Sameer Africa Brands to my friends</td>
<td>6 15</td>
</tr>
<tr>
<td>Even if another brand has the same features as Sameer products, I would I prefer to buy Sameer Africa brands</td>
<td>4 10</td>
</tr>
<tr>
<td>Sameer Africa brands are more than a product to me</td>
<td>7 18</td>
</tr>
<tr>
<td>No response</td>
<td>2 5</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>40 100</td>
</tr>
</tbody>
</table>

4.3.7 Correlation between Brand Characteristics and Loyalty

The study sought to determine the correlation between brand characteristics and loyalty. The findings in Table 4.8 suggested that there was a strong correlation between Sameer Africa Brands providing value for the customer money and it creates a sense of loyalty as well as belonging as its made for the African roads at \( r=0.376, \ p<0.01 \). The relationship was extended to buying Sameer Africa brands as long as it provides the customers with satisfaction at \( r=0.315, \ p>0.01 \). There was also a strong correlation between Sameer Africa brands being the first choice and a sense of loyalty and belonging as its made for the African roads at \( r=0.544, \ p>0.01 \). Further, there was a strong relationship between Sameer Africa advertisement is enough to know about the brand and the brand a sense of loyalty as well as belonging as its made for the African roads at \( r=0.176, \ p>0.01 \).
Table 4.8: Correlation between Brand Characteristics and Loyalty

<table>
<thead>
<tr>
<th></th>
<th>Pearson Correlation</th>
<th>It is durable hence value for my money</th>
<th>It creates a sense of loyalty and belonging as its made for the African roads</th>
<th>I will keep on buying Sameer Africa brands as long as it provides with satisfaction</th>
<th>Sameer Africa brands are more than a product to me</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sameer Africa Brand provides value for my money</td>
<td>-.208*</td>
<td>.376**</td>
<td>.315**</td>
<td>.169</td>
<td></td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.036</td>
<td>.000</td>
<td>.001</td>
<td>.090</td>
<td></td>
</tr>
<tr>
<td>Sameer Africa brands create positive impression of durability to me</td>
<td>.128</td>
<td>.177</td>
<td>.435*</td>
<td>.148</td>
<td></td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.036</td>
<td>.070</td>
<td>.031</td>
<td>.090</td>
<td></td>
</tr>
<tr>
<td>Sameer Africa brands are my first choice</td>
<td>.144*</td>
<td>.544**</td>
<td>.115*</td>
<td>.122</td>
<td></td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.036</td>
<td>.000</td>
<td>.011</td>
<td>.096</td>
<td></td>
</tr>
<tr>
<td>Sameer Africa advertisement is enough to know about the brand</td>
<td>.222*</td>
<td>.176**</td>
<td>.365*</td>
<td>.156</td>
<td></td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.076</td>
<td>.000</td>
<td>.041</td>
<td>.058</td>
<td></td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

4.4 Influence of Price on the Consumer Purchase of Tyre Products

This part presents findings on the influence of price on Sameer Africa brands, choice of Sameer Africa Brands, correlation between influence of price and the choice of Sameer Africa brands.

4.4.1 Influence of Price on Sameer Africa Brands

The study sought to determine how price influenced the purchase of Sameer Africa brands from the respondents who participated in the study. The study revealed that 23% of the respondents agreed that they are influenced by the discounts offered by Sameer Africa to purchase the brand, 22% of the respondents agreed that they are attracted to buy Sameer Africa brands on special offers, 22% agreed that they are satisfied with the price of Sameer Africa brands, 16% indicated that the services offered are more important than the brand,
16% of the respondents agreed that they are attracted by the low prices of Sameer Africa brands compared to other brands in the same category and 1% did not respond. The findings are presented in Table 4.9.

Table 4.9: Influence of Price on Sameer Africa Brands

<table>
<thead>
<tr>
<th>Influence of Price on Sameer Africa Brands</th>
<th>KNG-STR</th>
<th>WYK-WAY</th>
<th>EMB</th>
<th>LNG-ROAD</th>
<th>TOTAL FREQUENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Am attracted by the low prices of Sameer Africa brands compared to other brands in the same category</td>
<td>8</td>
<td>4</td>
<td>6</td>
<td>2</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>21</td>
<td>13</td>
<td>21</td>
<td>7</td>
<td>16</td>
</tr>
<tr>
<td>Discounts offered by Sameer Africa influence my purchase of the brand</td>
<td>7</td>
<td>8</td>
<td>6</td>
<td>8</td>
<td>29</td>
</tr>
<tr>
<td></td>
<td>18</td>
<td>27</td>
<td>21</td>
<td>27</td>
<td>23</td>
</tr>
<tr>
<td>Am attracted to buy Sameer Africa brands on special offers</td>
<td>8</td>
<td>6</td>
<td>5</td>
<td>9</td>
<td>28</td>
</tr>
<tr>
<td></td>
<td>21</td>
<td>20</td>
<td>17</td>
<td>30</td>
<td>22</td>
</tr>
<tr>
<td>The services offered are more important than the brand</td>
<td>6</td>
<td>6</td>
<td>5</td>
<td>3</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>16</td>
<td>20</td>
<td>17</td>
<td>10</td>
<td>16</td>
</tr>
<tr>
<td>I am satisfied with the price of Sameer Africa brands</td>
<td>9</td>
<td>5</td>
<td>7</td>
<td>7</td>
<td>28</td>
</tr>
<tr>
<td></td>
<td>24</td>
<td>17</td>
<td>24</td>
<td>23</td>
<td>22</td>
</tr>
<tr>
<td>No response</td>
<td>0</td>
<td>1</td>
<td>3</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>0</td>
<td>3</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>38</strong></td>
<td><strong>30</strong></td>
<td><strong>100</strong></td>
<td><strong>29</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

4.4.2 Choice of Sameer Africa Brands

The study aimed to determine the choice of Sameer Africa brands from the respondents who participated in the study. The study revealed that 38% of the respondents agreed that their choice of Sameer Africa brands was influenced by the great services and quality, 31% were influenced by price, 18% by loyalty and trust and 13% of the respondents were influenced by the company name (Brand). The findings are presented in Figure 4.6.

Figure 4.6: Choice of Sameer Africa Brands
4.4.3 Correlation between Influence of Price and Choice of Sameer Africa Brands

The study intended to determine the relationship between influence of price and choice of Sameer Africa brands. The findings in Table 4.10 suggested that there was a strong correlation between the satisfaction with the price of Sameer Africa brands and the discounts offered by Sameer Africa as an influence on the purchase of the brand at (r=0.292, p<0.01).

Table 4.10: Correlation between Price and Choice of Sameer Africa Brands

<table>
<thead>
<tr>
<th></th>
<th>The services offered are more important than the brand</th>
<th>The discounts offered by Sameer Africa influence my purchase of the brand</th>
</tr>
</thead>
<tbody>
<tr>
<td>Am attracted to buy Sameer Africa brands on special offers</td>
<td>Pearson Correlation: -.045</td>
<td>Sig. (2-tailed): .651</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I am satisfied with the price of Sameer Africa brands</td>
<td>Pearson Correlation: -.292**</td>
<td>Sig. (2-tailed): .004</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

4.5 Influence of Promotion on the Purchase of Tyre Products

This part presents findings on methods of promotional mix strategies, promotion methods that influenced purchase of products, perception of Sameer Africa promotional strategy, Sameer Africa promotional personnel, Sameer Africa outlet environment and correlation between promotional mix and promotional strategy.

4.5.1 Methods of Promotional Mix Strategies

The study aimed to determine how promotional mix strategies influenced the purchase of Sameer Africa brands from the respondents who participated in the study. The findings revealed that 16% were influenced by advertising in electronic and print media as a promotional mix strategy, 14% were influenced by sales promotion, 13% by the combination of all the promotional strategies, 12% of the respondents were influenced each by personal selling and road shows, 10% were influenced by tele-marketing, 8% of the respondents were influenced by both PR and publicity and by word of mouth, 7% were influenced by direct marketing. The findings are presented in Table 4.11.
Table 4.11: Methods of Promotional Mix Strategies

<table>
<thead>
<tr>
<th>Methods of Promotional Mix Strategies</th>
<th>KNG-STR</th>
<th>WYK-WAY</th>
<th>EMB</th>
<th>LNG-ROAD</th>
<th>TOTAL FREQUENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>FR %</td>
<td>FR %</td>
<td>FR %</td>
<td>FR %</td>
<td>FR %</td>
</tr>
<tr>
<td>Advertising in electronic and print media</td>
<td>6</td>
<td>16</td>
<td>6</td>
<td>17</td>
<td>20 16</td>
</tr>
<tr>
<td>PR and publicity</td>
<td>2</td>
<td>5</td>
<td>5</td>
<td>14</td>
<td>10 8</td>
</tr>
<tr>
<td>Personal selling</td>
<td>8</td>
<td>22</td>
<td>3</td>
<td>9</td>
<td>15 12</td>
</tr>
<tr>
<td>Sales promotion</td>
<td>5</td>
<td>14</td>
<td>6</td>
<td>17</td>
<td>18 14</td>
</tr>
<tr>
<td>Direct marketing</td>
<td>2</td>
<td>5</td>
<td>2</td>
<td>6</td>
<td>10 7</td>
</tr>
<tr>
<td>Tele marketing</td>
<td>3</td>
<td>8</td>
<td>3</td>
<td>9</td>
<td>13 10</td>
</tr>
<tr>
<td>Word of mouth</td>
<td>2</td>
<td>5</td>
<td>2</td>
<td>6</td>
<td>10 8</td>
</tr>
<tr>
<td>Road shows</td>
<td>5</td>
<td>14</td>
<td>4</td>
<td>11</td>
<td>15 12</td>
</tr>
<tr>
<td>Combination of all of them</td>
<td>4</td>
<td>11</td>
<td>4</td>
<td>14</td>
<td>16 13</td>
</tr>
<tr>
<td>No response</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0 0</td>
</tr>
<tr>
<td>TOTAL</td>
<td>37</td>
<td>100</td>
<td>35</td>
<td>100</td>
<td>29 100</td>
</tr>
</tbody>
</table>

Table 4.12: Promotion Methods that Influence Purchase of Products

<table>
<thead>
<tr>
<th>Promotion Methods that Influence Purchase of Products</th>
<th>KNG-STR</th>
<th>WYK-WAY</th>
<th>EMB</th>
<th>LNG-ROAD</th>
<th>TOTAL FREQUENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>FR %</td>
<td>FR %</td>
<td>FR %</td>
<td>FR %</td>
<td>FR %</td>
</tr>
<tr>
<td>The sales personnel influence the purchase of Sameer brands</td>
<td>9</td>
<td>26</td>
<td>8</td>
<td>25</td>
<td>34 27</td>
</tr>
<tr>
<td>Sameer Africa website gives information of its products</td>
<td>8</td>
<td>24</td>
<td>8</td>
<td>25</td>
<td>33 26</td>
</tr>
<tr>
<td>Road shows and great offers by Sameer Africa</td>
<td>8</td>
<td>24</td>
<td>7</td>
<td>22</td>
<td>30 24</td>
</tr>
<tr>
<td>Sameer Africa billboard advertisements and print media</td>
<td>5</td>
<td>15</td>
<td>5</td>
<td>16</td>
<td>17 13</td>
</tr>
<tr>
<td>Sameer tyre centers that give great customer care</td>
<td>4</td>
<td>11</td>
<td>4</td>
<td>12</td>
<td>13 10</td>
</tr>
<tr>
<td>TOTAL</td>
<td>34</td>
<td>100</td>
<td>32</td>
<td>100</td>
<td>28 100</td>
</tr>
</tbody>
</table>

4.5.2 Promotion Methods that Influence Purchase of Products

The study aimed to determine how the promotion methods influenced the purchase of Sameer Africa products from the respondents who participated in the study. The findings revealed that 27% of the respondents were influenced by sales personnel in the purchase of Sameer brands, 26% of the respondents were influenced by Sameer Africa website that gave information of its products, 24% were influenced by road shows and great offers by Sameer Africa, 13% were influenced by Sameer Africa billboard advertisements and print media and 10% by Sameer tyre centers that give great customer care. The findings are presented in Table 4.12.
4.5.3 Perception of Sameer Africa Promotional Strategy

The study sought to determine the perception of Sameer Africa promotional strategy from the respondents who participated in the study. The findings showed that majority of the respondents 63% agreed that Sameer Africa create awareness on the performance of its products, 16% of the respondents indicated that the company reminds the target customers about its brand and 15% of the respondents agreed that Sameer Africa creates a long term brand loyalty to the customers and 6% of the respondents did not respond. The findings are presented in Table 4.13.

Table 4.13: Perception of Sameer Africa Promotional Strategy

<table>
<thead>
<tr>
<th>Perception of Sameer Africa Promotional Strategy</th>
<th>KNG-STR</th>
<th>WYK-WAY</th>
<th>EMB</th>
<th>LNG-ROAD</th>
<th>TOTAL FREQUENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td>They remind target customers about the brand and its products</td>
<td>5</td>
<td>4</td>
<td>6</td>
<td>5</td>
<td>20</td>
</tr>
<tr>
<td>They create awareness on the performance of their products</td>
<td>24</td>
<td>20</td>
<td>19</td>
<td>17</td>
<td>80</td>
</tr>
<tr>
<td>They create a long term brand loyalty to the customer</td>
<td>5</td>
<td>4</td>
<td>4</td>
<td>6</td>
<td>19</td>
</tr>
<tr>
<td>Non response</td>
<td>0</td>
<td>4</td>
<td>2</td>
<td>2</td>
<td>8</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>34</strong></td>
<td><strong>32</strong></td>
<td><strong>31</strong></td>
<td><strong>30</strong></td>
<td><strong>127</strong></td>
</tr>
</tbody>
</table>

4.5.4 Sameer Africa Promotional Personnel

The study sought to determine how effective Sameer Africa promotional personnel were in terms of influencing the purchase of Sameer Africa brands from the respondents who participated in the study. The findings revealed that 39% of the respondents agreed that the salespersons of Sameer Africa were well-trained, 28% of the respondents agreed that the salespersons of Sameer Africa were willing to help, 22% of the respondents agreed that the salespersons of Sameer Africa were friendly and courteous, 10% of the respondents agreed that the salespersons of Sameer Africa were neat in appearance and 1% of the respondents did not respond. The findings are presented in Table 4.14.
Table 4.14: Sameer Africa Promotional Personnel

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>The salespersons of Sameer Africa are well-trained</td>
<td>10</td>
<td>35</td>
<td>15</td>
<td>46</td>
<td>16</td>
</tr>
<tr>
<td>The salespersons of Sameer Africa are willing to help</td>
<td>7</td>
<td>24</td>
<td>8</td>
<td>24</td>
<td>9</td>
</tr>
<tr>
<td>The salespersons of Sameer Africa are friendly and courteous</td>
<td>9</td>
<td>31</td>
<td>6</td>
<td>18</td>
<td>3</td>
</tr>
<tr>
<td>The salespersons of Sameer Africa have neat appearance.</td>
<td>3</td>
<td>10</td>
<td>4</td>
<td>12</td>
<td>3</td>
</tr>
<tr>
<td>Non response</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>TOTAL</td>
<td>29</td>
<td>100</td>
<td>33</td>
<td>100</td>
<td>32</td>
</tr>
</tbody>
</table>

4.5.5 Sameer Africa Outlet Environment

The study sought to determine the attractiveness of Sameer Africa outlet environment in the purchase of the company brands from the respondents who participated in the study. The findings determined that most of the respondents (26%) were influenced to buy Sameer brands because the services that they offer were efficient for example wheel balancing, tyre fitting and tyre care advice, 24% of the respondents agreed that the interior display of Sameer Africa was attractive, 22% of the respondents agreed that Sameer brands had a good store location, 21% of the respondents agreed that the company had sufficient outlets and 7% did not respond. The findings are presented in Table 4.15.

Table 4.15: Sameer Africa Outlet Environment

<table>
<thead>
<tr>
<th>Sameer Africa Outlet Environment</th>
<th>KNG-STR FR</th>
<th>WYK-WAY FR</th>
<th>EMB FR</th>
<th>LNG-ROAD FR</th>
<th>TOTAL FREQUENCY_FR</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Sameer brands have a good store location.</td>
<td>9</td>
<td>27</td>
<td>5</td>
<td>16</td>
<td>5</td>
</tr>
<tr>
<td>Sameer Africa has sufficient outlets.</td>
<td>6</td>
<td>18</td>
<td>7</td>
<td>22</td>
<td>4</td>
</tr>
<tr>
<td>The interior display of Sameer Africa is attractive.</td>
<td>7</td>
<td>21</td>
<td>9</td>
<td>28</td>
<td>6</td>
</tr>
<tr>
<td>The services they offer are efficient for example wheel balancing, tyre fitting and tyre care advice</td>
<td>8</td>
<td>24</td>
<td>8</td>
<td>25</td>
<td>8</td>
</tr>
<tr>
<td>Non response</td>
<td>3</td>
<td>9</td>
<td>3</td>
<td>9</td>
<td>1</td>
</tr>
<tr>
<td>TOTAL</td>
<td>33</td>
<td>100</td>
<td>32</td>
<td>100</td>
<td>24</td>
</tr>
</tbody>
</table>
4.5.6 Correlation between Promotional Mix and Promotional Strategy

This study intended to determine the correlation between the promotional mix and promotional strategy. The findings in Table 4.16 suggested that there was a strong correlation between advertising in electronic and print media and the salespersons of Sameer Africa were willing to help at \( r=0.346, p<0.01 \). There was also a strong relationship between the combination of all of the promotional mix and the sales personnel influenced the purchase of Sameer brands at \( r=0.614, p>0.01 \) and the relationship was extended to the salespersons of Sameer Africa who were willing to help at \( r=0.324, p>0.01 \). Further, there was a significant relationship between sales promotion and the employees willing to help at \( r=0.607, p>0.01 \) and the same was related to personal selling at \( r=0.485, p>0.01 \). The findings are presented in Table 4.16.
Table 4.16: Correlation between Promotional Mix and Promotional Strategy

<table>
<thead>
<tr>
<th></th>
<th>The sales personnel influence the purchase of Sameer brands</th>
<th>They create awareness on the performance of their products</th>
<th>The salespersons of Sameer Africa are willing to help</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising in electronic and print media</td>
<td>Pearson Correlation</td>
<td>.244*</td>
<td>-0.052</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.013</td>
<td>.605</td>
</tr>
<tr>
<td>Combination of all of them</td>
<td>Pearson Correlation</td>
<td>.614**</td>
<td>.064</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.447</td>
</tr>
<tr>
<td>Sales promotion</td>
<td>Pearson Correlation</td>
<td>.338</td>
<td>.512</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.718</td>
<td>.605</td>
</tr>
<tr>
<td>Personal selling</td>
<td>Pearson Correlation</td>
<td>.237*</td>
<td>.329</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.013</td>
<td>.842</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

4.6 Chapter Summary

Providing a wide variety of tyre products is an important aspect for the company in terms of creating brand loyalty. This gives Sameer Africa an opportunity to enhance and sustain its distinctiveness among the competitors. Price was a dynamic factor influencing the purchase of tyre products from Sameer Africa. This presented a competitive advantage to the company in terms of attracting new customers through differentiation pricing strategy. Pricing was more critical where the competitors were selling the same products and services. The brand loyalty of Sameer Africa depended upon the unique promotional mix. The combined promotional mix offered better and smart ways of creating brand identity. The combinations of various communication activities led to the awareness for the brands.
CHAPTER FIVE

5.0 DISCUSSION, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction
This chapter presents the major summary, discussion, conclusions and recommendations on the factors that influence the patronage of Sameer Africa products in Nairobi County. The findings are provided in accordance with the research questions in the first chapter.

5.2 Summary
The main purpose of this study was to establish the factors that influence the patronage of Sameer Africa products in Nairobi County. The study sought to answer the following research questions: To what extent does brand loyalty influence consumers to purchase Sameer Africa tyres? To what extent does price influence consumers to purchase Sameer Africa tyres? and to what extent does promotion influence consumer to purchase Sameer Africa tyres?

This research adopted a descriptive research design. Sameer Africa Limited has an average of 345 retail customers per month in different centers in Nairobi County. Stratified sampling technique was used in this study. A sample population of 185 retail customers was obtained. The study applied primary data collection through structured questionnaires, percentages and frequency distribution to analyze the data. In order to determine the relationship of the data, Pearson’s Correlation was used. The findings were presented using frequency tables and pie-charts.

The study established that a wide range of tyre products was an important factor for achieving brand loyalty. This gave Sameer Africa an opportunity to enhance and sustain its distinctiveness among competitors. The reliability and durability of Sameer Africa products allows unique synergies for the brand to be developed and represented. The uniqueness of Sameer Africa brands are the overall impression of the company. Sameer brand has enabled the company to differentiate itself from the competitors. This has attracted customers because of the company’s strong corporate brand recognition and trust.

Regarding the influence of price in the purchase of Sameer Africa tyres by consumers, the findings revealed that price was a dynamic factor influencing the purchase of tyre products
from Sameer Africa. This presented a competitive advantage to the company in terms of attracting new customers through differentiation pricing strategy. Pricing was more critical where the competitors were selling the same products and services. Loyal customers played an important role in buying more and by paying premium prices for Sameer Africa brands.

On the influence of promotion on Sameer Africa tyres, the findings established that the brand loyalty depended upon the unique promotional mix of the company. The combined promotional mix offered better and smart ways of creating brand identity. The combinations of various communication activities led to the awareness for the brands. The company’s websites were used to advertise Sameer Africa brand as well as road shows that provided wider communication of Sameer Africa brands. This enabled the company to establish a brand identity in the market. The sales personnel were also an important weapon for strengthening the brand of the company. This led to the brand resonating throughout the organization. The interior décor of the company store has also created a strong brand preference together with the wide distribution network that has aided customers’ brand recognition.

5.3 Discussion
5.3.1 Influence of Brand Loyalty on the Consumer Purchase of Tyre Products
Brand differentiation is a conviction for customer brand preference. The study revealed that 29% of the respondents were influenced to purchase Sameer Africa brands because the company offered a wide range of tyre products and 21% of the respondents indicated that the company had different types of Sameer brands available in any shop. Providing a wide range of tyre products is an important factor for the company branding decision and management. Brand differentiation was one of the most critical factors that led to customer brand loyalty.

A reliable brand enhances and sustains the company’s competitive advantage among the customers. A large number of the respondents totalling to 44% appreciated the reliability of Sameer Africa Brands, 26% of the respondents indicated that they liked the durability of Sameer Africa Brands and 30% of the respondents indicated that the Sameer Africa Brands were tough on African roads. This shows that Sameer Africa has an opportunity to enhance and sustain its distinctiveness among competitors. Similarly, Anisimova (2007) argues that
the reliability and durability on the characteristics of a company’s brand, allows unique synergies for the brand to be developed and represented.

The brand image is the overall impression of an organization. The findings revealed that most of the respondents 44% indicated that they highly valued Sameer Africa brands in the provision of value for money. Regarding a brand as of high value involves a number of processes that includes ideas, feeling, consumption and experience retrieved from past usage. Similarly, Ozer (2004) argues that the company’s unique brand image is the result of this process that creates a positive impression of the organization. In addition, 25% of the respondents were inspired by the positive impression created by Sameer Africa Brands, 16% of the respondents were inspired by the brand image and 12% of the respondents associated Sameer Africa Brand with a sense of belonging.

Brand is an important asset for a corporation where its goals, values and ethics differentiate it from its competitors. The findings revealed that 29% of the respondents indicated that Sameer Africa was their first choice brand. This was followed by 24% of the respondents who indicated that the company’s advertisements were enough to know about the brand. The effectiveness of a company’s brand as the first choice and advertisements depends upon the company’s branding strategy. If the brand choice is weak, it means that the advertisement strategies are very poor. On the other hand, if the company’s brands are the customers’ first choice this means that the advertisement strategy is very strong. Similarly, Xie and Boggs (2006) argue that strong corporate brand recognition attracts the customers.

One important thing that is reflected by the company’s brand is trust. The findings revealed that 20% of the respondents indicated that the company’s brands awareness was developed as a result of loyalty and trust. This means that loyalty and trust to the brand leads to the long-term customer relationships. Similarly, Ozer and Aydin (2005) explains that when there is trust of a brand, customers focus on the positive outcomes delivered by the products and services by keeping in mind that these positive outcomes will continue in the future. Ganesan (2004) adds that trust reduces the uncertainty prevailing in the environment. Customers trusts Sameer Africa as it reduces the uncertainty associated with the use of the tyres as well as other services which are delivered or about to be delivered.
The image of the brand is built after experiencing and consuming better and satisfactory services by the customers. The findings showed that 14% of the respondents indicated that there were constant benefits associated with the brand that is after sale service and tyre care advice, 7% of the respondents indicated that Sameer Africa brands are always delivered on promised quality of service and 4% of the respondents agreed that Sameer Africa brands provide an emotional attachment. Similarly, Ozer (2004) suggests that the experience and satisfaction provided by the brand image is directly proportional to customer loyalty. 29% of the respondents indicated that Sameer Africa brands created a sense of loyalty and belonging as it is made for the African roads In addition, customer’s pre-purchase behaviors about the products and services have a direct effect on the brand image.

5.3.2 Influence of Price on the Consumer Purchase of Tyre Products

Price is a dynamic factor influencing the purchase of tyre products. The study revealed that 22% of the respondents agreed that they are attracted to buy Sameer Africa brands on special offers, 22% agreed that they are satisfied with the price of Sameer Africa brands. The findings demonstrate that pricing is a critical factor in the consumer buying behaviour as the buyers have to pay every time whenever they consume a particular service. Similarly, Kay (2006) argues that price is a sensitive that may be incorporated into the consumer buying process. Aydin and Ozer (2004) argue that companies get competitive advantage through differentiation pricing strategy to attract customers. However, Karien et al. (2004) argue that the pricing strategy may not maintain current customers and make them loyal to the brands, as companies may lose their customers quite regularly.

The prices of the products and services may affect buyers who buy from the same type of organizations while consumers have their own preferences in the process of choosing a service (Shi et al., 2006). The findings indicated that 23% of the respondents agreed that they are influenced by the discounts offered by Sameer Africa to purchase the brand and 16% indicated that the services offered are more important than the brand price. Larger companies have an advantage of on product and service discounts and also enjoy a high market share. Shi et al. (2006) suggests that price discrimination of on net discounts attracts more and more customers to use the company’s products and services. However, Karien et al. (2004) argues that cheaper prices may not cause the customers to buy the products or services. Infact, few
respondents 16% agreed that they are attracted by the low prices of Sameer Africa brands compared to other brands in the same category.

Loyal customers may play an important role in buying more and by paying premium prices. The findings indicated that 16% of the respondents agreed that they are attracted by the low prices of Sameer Africa brands compared to other brands in the same category. Besides low prices, 31% of the respondents were influenced by prices of Sameer Africa products and 18% were just loyal and trusted the company’s brand (figure4.6). To some extent, the price may be a critical factor in obtaining loyal customers. This make lead to more customer acquisition by spreading a positive word of mouth. However, Aydin and Ozer (2004) argues that price may be a very challenging task for the company to retain existing customers as well as bring in new customers towards their brands and creating loyalty in them.

However, the study also revealed that 38% of the respondents agreed that their choice of Sameer Africa brands was influenced by the great services and quality than the price. This means that service satisfaction is an important factor which affect the customer loyalty and buying behaviour. This contradicts Munnukka (2005) argument that there is a direct relationship between the price and customer loyalty. As the findings in this study demonstrate that the service quality can increase the sensitivity towards brand loyalty. Similarly, Munnukka argues that improving service quality in the eyes of the customer creates “true customer” through high customer. Therefore, every company should seek and manage customer satisfaction.

Service quality and customer satisfaction may enhance the customer’s inclination to buy again, buy more and become less sensitive to price (Venetis and Ghauri, 2000). The findings also showed that 28% of the respondents indicated that they keep on buying Sameer Africa brands as long as it provides them with satisfaction. This implies that the brands must be distinct from others to offer satisfaction. Similarly, Kay (2006) explains that managing the brand by creating meaningful association through satisfaction is a central task for brand management. 20% of the respondents agreed that Sameer Africa brands are more than a product to them.

While price may be difficult to measure long term customer relationship, the findings indicated that 17% of the respondents agreed that would love to recommend Sameer Africa
Brands to their friends, 13% of the respondents agreed that even if another brand has the same features as Sameer products, they would prefer to buy Sameer Africa brands. But also factors like switching are easy to measure because in this industry switching is more than simply walking to another store. Because it requires considerable time and effort due to the presence of switching barriers and switching decision is made after considerable thought. In this case, the customers may think twice before switching to another brand (Ranaweera and Prabhu, 2003).

5.3.3 Influence of Promotion on the Purchase of Tyre Products

Brand management depends upon unique promotional mix. The findings revealed that 16% of the respondents were influenced by advertising in electronic and print media as a promotional mix strategy, 14% were influenced by sales promotion, 13% by the combination of all the promotional strategies, 12% of the respondents were influenced each by personal selling and road shows, 10% were influenced by tele-marketing, 8% by PR and publicity, 8% by word of mouth and 7% by direct marketing. Kay (2006) argues that the combined promotional mix offer better and smart ways of creating brand identity. In the digital age, websites have been used to advertise a company’s brand. The findings showed that 26% of the respondents were influenced by Sameer Africa website that gave information of its products. In addition, 24% of the respondents agreed that they were influenced by road shows and great offers by Sameer Africa to communicate about the company’s brand and brand identity need to be established in the market. The combinations of the communication activities have created awareness for the brand.

The sales personnel are an important weapon for strengthening the brand. The findings revealed that 27% of the respondents were influenced by sales personnel in the purchase of Sameer brands. In order for the personnel to create a strong brand there has to be a careful brand management in the company Misumi, (2003). Marketing of Sameer Africa brand is both a natural and an acquired skill of competency of the sales personnel. Similarly, Carson and Gilmore (2000) argues that the sales personnel are of high importance for enhancing a strong brand as their views are very useful and integral part of brand image. Branding creates a perception of professionalism in the eyes of the consumer. The findings showed that majority of the respondents 63% agreed that Sameer Africa create awareness on the performance of its products. This means that the brand resonates throughout the organization.
In addition, 16% of the respondents indicated that the company reminds the target customers about its brand and 15% of the respondents agreed that Sameer Africa creates a long term brand loyalty to the customers. This means that Sameer Africa has spent considerable amount of time and effort in brand awareness.

It is known that customers in a business don’t just buy products or services. The findings revealed that 39% of the respondents agreed that the salespersons of Sameer Africa were well-trained. In addition, 28% of the respondents agreed that the salespersons of Sameer Africa are willing to help and 22% of the respondents agreed that the salespersons of Sameer Africa are friendly and courteous. The training of the sales personnel, their willingness to help, friendliness and courtesy form part of the many intangible things which go with the selling of the company’s brand that range from the product or service friendliness, good will, a caring attitude, and a whole range of other behaviours and emotions which go to create the package. This means that the organization cared about the needs of individual consumers. Similarly, Helgeson and Supphellen (2004) agree that meeting customers’ needs is part of brand management that brings about good customer relationship and brand loyalty.

The interior décor of the company store may create a strong brand preference. The findings showed that most of the respondents 26% were influenced to buy Sameer brands because the services that they offer are efficient for example wheel balancing, tyre fitting and tyre care advice. In addition, 24% of the respondents agreed that the interior display of Sameer Africa was attractive. Similarly, Misumi (2003) argues that the brand’s user imagery is shaped by direct influences or the set of physical characteristics associated with the company’s infrastructure and the brand’s endorsers. Further, 22% of the respondents agreed that Sameer brands have a good store location while 21% of the respondents agreed that the company had sufficient outlets. Similarly, Kay (2006) argues that having a wide distribution network enables customers recognize or recall a brand.

5.4 Conclusions
5.4.1 Factors influencing Brand Loyalty on the Consumer Purchase of Tyre Products
Providing a wide range of tyre products is an important factor for the company in terms of creating brand loyalty. This gives Sameer Africa an opportunity to enhance and sustain its distinctiveness among competitors. The reliability and durability of Sameer Africa products
allows unique synergies for the brand to be developed and represented. The uniqueness of Sameer Africa brands are the overall impression of the company. Sameer brand has enabled the company to differentiate itself from the competitors. This has attracted customers because of the company’s strong corporate brand recognition and trust. Loyalty and trust to the brand leads to the long-term customer relationships.

5.4.2 Influence of Price on the Consumer Purchase of Tyre Products
Price was a dynamic factor influencing the purchase of tyre products from Sameer Africa. This presented a competitive advantage to the company in terms of attracting new customers through differentiation pricing strategy. Pricing was more critical where the competitors were selling the same products and services. In fact, cheaper imports may not have caused the customers to buy other products or services from the competitors. Loyal customers played an important role in buying more and by paying premium prices for Sameer Africa brands. Though, the price was a very challenging task for the company to retain existing customers as well as bring in new customers towards their brands and creating loyalty in them. But overall, customer satisfaction was an important factor which affected customer loyalty and buying behaviour of the company’s brand.

5.4.3 Influence of Promotion on the Purchase of Tyre Products
The brand cognizance depended on the unique promotional mix adopted by Sameer Africa. The combined promotional mix offered better and smart ways of creating brand identity. The combinations of various communication activities led to the awareness for the brands. The company’s websites were used to advertise Sameer Africa brand as well as road shows that provided wider communication of Sameer Africa brands. This enabled the company to establish a brand identity in the market. The sales personnel were also an important weapon for strengthening the brand of the company. This led to the brand resonating throughout the organization. This means that Sameer Africa has spent considerable amount of time and effort in brand awareness to influence the customers purchase their products and services. The interior décor of the company store has also created a strong brand preference together with the wide distribution network that has aided customers’ brand recognition.
5.5 Recommendations

5.5.1 Recommendation for Improvement

5.5.1.1 Influence of Brand Loyalty on the Consumer Purchase of Tyre Products
The study recommends that Sameer Africa should produce a wide variety range to suite all consumer needs at all times. Through this the company will be able to enjoy a greater stake in the tyre industry, since it has been able to build a large market and developed a good reputation with its customers, the level of brand loyalty will grow.

5.5.1.2 Influence of Price on the Consumer Purchase of Tyre Products
The study recommends that prices of Sameer Africa products should remain stable and that incentives such as discounts should be adopted. The pricing strategy should be reviewed from time to time to counter competition from other entities. Pricing differentiation should be used to attract new and retain old customers.

5.5.1.3 Influence of Promotion on the Purchase of Tyre Products
The study recommends that extensive and unique promotional mix should be used in order to increase sales of the company’s products, new and modern advertising techniques should be adopted to reach out to many customers this includes the social media platforms, where the company will be able to interact and get direct feedback from customers. Through this a great brand identity will developed to all customers.

5.5.2 Recommendation for Further Studies
Since the study investigated the factors that influence the patronage of Sameer Africa products in Nairobi County, the study suggests that further research can be done on other competitors and importers of tyre products for example Auto Express Ltd. It is highly recommended for future researchers to expand the span of attributes that affects brand loyalty, as well as study more products and services in order to get an in depth and more clear picture about real relationship between the different product or service attributes and brand loyalty.
REFERENCES


Hennig-Thurau, W., Gwinner, C. & Gremler, V. (2002). An empirical investigation of the extent of usage of brand personality in brand positioning in the lubricants market. Theses Submitted to the University of Nairobi, Kenya.


APPENDICES

APPENDIX A: LETTER OF INTRODUCTION

To Whom It May Concern

Dear Sir/Madam,

We are pleased to inform you that the bearer of this letter is a graduate student at United States International University pursuing a degree of Masters in Business Administration (MBA). As partial fulfillment of my degree, I am conducting a research on the Factors that influence the Patronage of Sameer Africa products the case study of Sameer Africa Limited in Kenya.

Please note that any information you give will be treated with confidentiality and at no instance will it be used for any other purpose other than for this project. Your assistance will be highly appreciated. I look forward to your prompt response.

Yours Faithfully,

Susan Thagichu

(Researcher)
APPENDIX B: QUESTIONNAIRE

Section A: Demographic Profile

1. Sex:
   a) Male [ ]
   b) Female [ ]

2. Age:
   a) Under 20 years [ ]
   b) 21-30 years [ ]
   c) 31-40 years [ ]
   d) 41-50 years [ ]
   e) Above 51 years [ ]

3. Marital Status:
   a) Single [ ]
   b) Married [ ]
   c) Widowed [ ]
   d) Separated [ ]
   e) Divorced [ ]

4. Education Level:
   a) High School [ ]
   b) Polytechnic [ ]
   c) University or College Degree [ ]
   d) Masters Level [ ]
   e) PhD [ ]
   f) Other __________________________

5. Gross Monthly Income:
   a) Less than Ksh. 20,000 [ ]
   b) Ksh.20,001 - Ksh.40,000 [ ]
   c) Ksh40,001 - Ksh.60,000 [ ]
   d) Ksh.60,001 - Ksh.80,000 [ ]
   e) Ksh.80,001 - Ksh.100,000 [ ]
   f) Ksh.100,001 - Ksh.120,000 [ ]
   g) Above Ksh.120,001 [ ]

Section B

6. What influences you to buy Sameer Africa brands?
   a) Sameer brands offer a wide range of tyre products [ ]
   b) Different types of Sameer brands are available in any shop [ ]
   c) Sameer brands are reliable [ ]
   d) Sameer Africa brands are of good quality [ ]
7. What are the unique features of Sameer Africa Brands?
   a) Sameer Africa Brands are reliable  
   b) Sameer Africa Brands are durable  
   c) Sameer Africa Brands are tough on African roads  

8. What values do you associate with Sameer Africa Brands?
   a) Sameer Africa Brand creates an impressive image in my mind  
   b) Sameer Africa Brand creates a sense of belonging  
   c) Sameer Africa Brand provides value for my money  
   d) Sameer Africa brands create positive impression of durability to me  

8. How do you perceive Sameer Africa Brand awareness?
   a) Sameer Africa brands provide an emotional attachment  
   b) Sameer Africa brands are my first choice  
   c) Sameer Africa advertisement is enough to know about the brand  
   d) Sameer Africa brand awareness develop loyalty and trust  
   e) There constant benefits are associated with the Brands that is after sale service and tyre care advice  
   f) Sameer Africa brands always delivered promised quality of service  

9. How is Sameer Africa brand association?
   a) Very unique brand image compared to other brands for example its treads  
   b) It is durable hence value for my money  
   c) It creates a sense of loyalty and belonging as it is made for the African roads  

10. How loyal are you to Sameer Africa products?
    a) When buying tyres, I would consider Sameer Africa Brands as my first choice  
    b) I will keep on buying Sameer Africa brands as long as it provides with satisfaction  
    c) I am still willing to buy Sameer Africa brands even if its price is a little higher than that of its competitors  
    d) I would love to recommend Sameer Africa Brands to my friends  
    e) Even if another brand has the same features as Sameer products, I would I prefer to buy Sameer Africa brands  
    f) Sameer Africa brands are more than a product to me
11. How does the price influence your decision to purchase Sameer Africa brands?
   a) Am attracted by the low prices of Sameer Africa brands compared to other brands in the same category [   ]
   b) The discounts offered by Sameer Africa influence my purchase of the brand [   ]
   c) Am attracted to buy Sameer Africa brands on special offers [   ]
   d) The services offered are more important than the brand [   ]
   e) I am satisfied with the price of Sameer Africa brands [   ]

12. Why do you choose to purchase Sameer Africa brands?
   a) Company name (Brand) [   ]
   b) Great services and quality [   ]
   c) Loyalty and trust [   ]
   d) Price [   ]

13. What are some of the methods of promotional mix strategies adopted by Sameer Africa to promote its brand?
   a) Advertising in electronic and print media [   ]
   b) PR and publicity [   ]
   c) Personal selling [   ]
   d) Sales promotion [   ]
   e) Direct marketing [   ]
   f) Tele marketing [   ]
   g) Word of mouth [   ]
   h) Road shows [   ]
   i) Combination of all of them [   ]

14. Which Sameer Africa promotions methods influence your decision to purchase their products?
   a) The sales personnel influence the purchase of Sameer brands [   ]
   b) Sameer Africa website gives information of its products [   ]
   c) Road shows and great offers by Sameer Africa [   ]
   d) Sameer Africa billboard advertisements and print media [   ]
e) Sameer tyre centers that give great customer care

15. What do you think of Sameer Africa promotional strategy?
   a) They remind target customers about the brand and its products
   b) They create awareness on the performance of their products
   c) They create a long term brand loyalty to the customer

16. What do you think of Sameer Africa promotional personnel?
   a) The salespersons of Sameer Africa are well-trained
   b) The salespersons of Sameer Africa are willing to help
   c) The salespersons of Sameer Africa are friendly and courteous
   d) The salespersons of Sameer Africa have neat appearance.

17. What do you think of Sameer Africa outlet environment?
   a) Sameer brands have a good store location.
   b) Sameer Africa has sufficient outlets.
   c) The interior display of Sameer Africa is attractive.
   d) The services they offer are efficient for example wheel balancing, Tyre fitting and tyre care advice