THE EFFECT OF MOBILE PHONE BRANDING ON
CONSUMER BUYING BEHAVIOR: A CASE STUDY OF
USIU-AFRICA STUDENTS

BY

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UNITED STATES INTERNATIONAL UNIVERSITY-AFRICA

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A Research Project Report Submitted to the Chandaria School of Business in Partial Fulfillment of the Requirement for the Degree of Masters in Business Administration (MBA)

UNITED STATES INTERNATIONAL UNIVERSITY-AFRICA

SUMMER 2017
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 Africa for Academic Credit.

Signed: __________________________  Date: __________________________

Faith Kendi Mugambi (ID. 625425)

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

Signed: __________________________  Date: __________________________

Dr. Peter Kiriri

Signed: __________________________  Date: __________________________

Dean, Chandaria School of Business
ABSTRACT

The general objective of this study was to analyze the effect of mobile phones branding on consumer buying behavior. This study was guided by the following specific objectives: to identify the effect of brand awareness, brand loyalty and brand image on consumer buying behavior.

The target population under the study were the students of the United States International University- Africa. A descriptive research design was used in this study, that is, this research design involved the observation and description of the behavior of a subject without influencing the outcome of the respondent in any way. The study adopted a stratified sampling technique. A sample of 138 respondents was selected from the stratus and 129 questionnaires were filled and returned hence representing a response rate of 93.48%. This technique was used to obtain responses from the specified schools. Data collection tool that was used to collect the relevant information needed for analysis were the questionnaires. To ensure effective and efficient data analysis process, the data was coded, sorted and analyzed using descriptive analysis where frequencies, percentages and inferential where correlation tables and regression table were generated and interpreted. The Statistical Package for Social Sciences (SPSS) was used for analysis. Presentation of data was in form of tables and figures.

On the relationship between brand loyalty and consumer buying behaviour, the vast majority of respondents will be motivated to switch to other brands in the market; respondent will buy a brand because one of their friend has recommended it to them and respondent will always buy their phone brand even if another brand comes along with a better offer were found to be highly significant.

Finally on the relationship between brand image and consumer buying behaviour. The study established that: Whether information on the label influences respondent's choice of a brand; if products of good quality influences respondents purchase decisions; and whether a good innovative brand name influences respondent's choice of a mobile phone were the highly significant factors. A positive significant correlation was obtained among the factors sought in this section.
The study concluded that indeed branding is very important in understanding the consumer buying behavior. It concluded that promotions and ensuring that consumer had all the relevant information at all times about their brands was very key in influencing their choice of mobile phone brand. Loyalty ensures consumers will keep buying your products hence the need for marketers to ensure that the mobile phones that they were giving to the consumers had all the features they needed. The study also concluded that a good brand image that consumers relate to also influenced their buying behavior. Pricing and product package were some of the factors consumers looked at when choosing a mobile phone to buy.

The study recommends that the management of these university to use avenues such as television programs as it is a good source of information about mobile brands. In addition firms should learn and integrate new brand awareness platforms that are emerging due to advanced technology and increased networking like internet marketing, multilevel marketing and ad-funded applications and software. With the dynamic telephone industry firms should invest in research and design as well as innovation to ensure that their phone brand completely satisfy the clients. This study finally recommends that further studies be carried out on a similar study in other private and public universities in order to increase the reliable results.
ACKNOWLEDGEMENTS

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### ABBREVIATIONS

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<tr>
<td>ANOVA</td>
<td>Analysis of Variances</td>
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<tr>
<td>BCG</td>
<td>Boston Consulting Group</td>
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<tr>
<td>CRM</td>
<td>Customer Relationship Management</td>
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<td>FMCG</td>
<td>Fast Moving Consumer Goods</td>
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<td>SPSS</td>
<td>Statistical Package for Social Sciences</td>
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<tr>
<td>UNICEF</td>
<td>United Nations Children’s Fund</td>
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CHAPTER ONE

1.0 INTRODUCTION

1.1 Background of the Study

Branding was not an area of interest for a long time in so many companies until the market was full of similar products and nothing to tell them apart. Consumers would just go for what seemed familiar to them or what was cheaper. Customers did not understand the essence of branding and what this meant for them. Therefore, companies had to emphasize on their brands so marketers were tasked with the responsibility of conducting research to establish the importance of branding (Fran & Handelshogskolan, 2011). Through this, marketers were able to segment their markets based on what consumers liked. Fran et al., (2011) further state that more studies were carried out and they revealed loyalty to be another area to focus. Brand loyalty as defined by Ghani and Ishak (2013) is the consumer’s preference to buy a particular brand in any category. Loyalty also proves a consumer’s commitment.

Branding stared gaining popularity especially in the early 1960s and impacted lifestyles and culture. General Motors was a popular company that was known for mass production and marketing because most of their customers could afford their cars. However, this strategy worked for them for a while but due to the ignorance of the changes in consumer lifestyles, they suffered major losses (Fran & Handelshogskolan, 2011). The marketers had not taken into account other aspects that were affecting the consumer buying behavior.

The survival of most of the companies in today’s challenging market is highly dependent on their ability to satisfy their customers (Udo-Imeh, 2015). Companies should know who their customers are if they want to satisfy them. There is stiff competition in the market, both locally and globally and marketers have to come up with ways on how to stay competitive. This has to be done to ensure that they gain a big market share and have the best brands in the market. Consumers have access to a lot of information about brands and this goes a long way in in making their decisions. To get and retain customers is also another challenge that organizations have to deal with. They need to know where these consumers are looking for information so as to ensure that they make it available to them. Billions of people around the world are on the internet everyday searching for information and this has
become a cornerstone for the economy globally (Barbat, Bughin, Corb, Chui, Manyika, Notteborhm & Said, 2011). One way to get and retain these customers is to ensure that branding has been done right.

One industry that has been affected by the changes in consumers’ behavior is the telecommunication industry. In the past telephones were just a means of communication and passing information. Due to technological advancements, this is no longer true. Zulj (2015) points out that mobile phones can now have a variety of used; communication with families, business arrangements as well as emergency calls.

Companies in this industry have to ensure they are keeping up with the latest technology to stay ahead of competition. However, this is merely not enough to get consumers. Companies must also understand how consumers behave and what they look for in a brand. Marketing strategies should be put in place to give information about your brand and what it represents. Jung (2014), has analyzed Samsung’s strategies as customer-focused, well designed to suit consumers’ needs and strong design philosophies that suit the lifestyles of their consumers.

In the markets that have very sophisticated customers who are highly informed, the mobile phone providers are experiencing a lot of pressure to make products that fit what consumers want. All manufacturers should therefore improve the quality of the products that they offer and ensure that they satisfy their consumers in order to get a sustainable competitive advantage as a well as brand loyalty. Consequently, these eventually builds a brand’s reputation that they can ride on to get more customers (Kharemwa, 2009). Another way of getting this competitive advantage is through product innovation. Products and services should be aimed at satisfying consumers otherwise they will not be purchased. This could be the goal of an organization, but if market research is not conducted to identify what consumers want, their attitude towards these new improved products will affect their purchasing behavior. Vodafone has added new applications to the mobile phone such as mobile payments and locations monitors (Vodafone Annual Report, 2013).

Understanding a consumer is very important. Africa is still developing with some countries developing faster than others which explains the differences in the customers. These
consumers have become very knowledgeable due to the exposure to the internet, conscious of the brands and they are also willing to spend more time and money to get good quality (BCG Report, 2014). Marketers planning to sell their products in this market should find out more about Africa demographics and the attitudes of consumers. In this report, the consumers have been identified as optimistic, sophisticated, smart and selective. A marketer who ignores such consumers’ attitudes will be at a disadvantage to penetrate this market.

Since their introduction, mobile phones have communications easier within countries and also outside borders. Aker and Mbiti (2010) concludes that mobile phones have allowed individuals and firms to obtain information quickly which has led to benefits such as improved economy and communication. These are trends that marketers need to look out for if they want to know where consumers get their information from. In Nigeria, a higher population that has access to mobile phones is in most universities that are located in the cities or towns which offers a major market for most of their products and this is a factor that is ignored by marketers (Udo-Imeh, 2015); a missed opportunity by markets to reach their full potential in getting a big market share. On the other hand, South Africa has become quite a hub for the mobile business. It has the highest mobile phone penetration rate which makes it very attractive for mobile development initiatives (Han, 2012). It has the highest number of youths who are the first adopters of mobile technology and own a cell phone [United Nations International Children’s Emergency Fund (UNICEF), 2012]. All these are some of the demographics factors to look out for when analyzing the consumer behavior.

In Kenya, at least 77% of university students spend 1-3 minutes on their phones making calls or texting (Ronoh, 2012). This has become a trend with the students because they want to keep up with the latest technology and be in the know how. All consumers have reason as why they chose one brand over another. Why Unilever and not Biesdorf, or why shop in Nakumatt and not Tuskys? Why buy Samsung phones and not Apple? These questions should be answered so that the organizations can produce that consumers prefer. Consumer behavior is dynamic and sophisticated which makes it very important for decision makers to understand it so as to make the right marketing mix strategies (Bowen, Kotler & Makens, 2014). No organization will achieve their objective if they do not sell what customers want.
Bowen et.al further explain that cultural, social, personal and psychological factors are some of the reasons that influence consumer behavior.

For marketers to understand why consumers choose one brand over another, they need to understand the consumer buying behavior and how they make their choices. Samsung, for instance, carried out a research that was able to reveal some of the factors that affect consumer buying behavior. According to a brochure labelled, ‘Samsung in Retail’ that was published in 2014, they identified; advances in technology, in-store experience and technosavvy as some of the reasons that influence how consumers behave. This buying behavior is also influenced by cultural, social and personal factors which are really beyond a marketer’s control (Brosekhan & Velayutham, 2016). All these are factors that should be captured while marketers conduct their market research. Lunenburg (2010) assumes that consumers make their decisions rationally which means that consumers are certain of what they want. Atefi, Jalali, Jeddi, Haghi and Pouresia, 2013 have outlined the decision making process in the following way; need identification, data collection, assessing the available options, making the purchase and the post purchase behavior.

USIU-Africa is one of the oldest private Universities in East Africa. It is an independent, non-Profit University (Academic Catalog 2016-2017, 2017). It is widely known as one of the best universities that offers international education providing its’ students a chance to compete widely and globally. The catalog also adds that USIU-Africa strives to instill critical thinking skills and all the programs offered have outcomes such as; high order thinking, literacy, leadership and ethics, community service and development as well as global understanding and multicultural perspective among others. USIU-Africa students tend to range between the ages of 16 years and the younger millennials who form a good target population to sample. With time, these millennials will have great purchasing power because of the education that they will have and have a very big influence on the market due to their numbers (Gailewicz, 2014).

In addition to boasting of global recognition, USIU-Africa has a very diverse culture. It currently has over 65 nationalities represented (Academic Catalog 2016-2017, 2017). This environment provides students and members of staff an opportunity to engage and learn from each and travel to many countries without having to actually leave the country. Student and faculty can all learn from these experiences because it provides both academic and social opportunities for involvement with new ideas, people and experiences,
(Montgomery, 2013). These and other reasons like the age of the students and how conversant they are with changes in the markets and technology were a major contribution to choosing this target population for this study. Marketers need to take into account that decision making for this population has become very complex and it is very important especially since these students are exposed to the numerous retail outlets hence increasing the numbers of choices they have for the mobile phones. Al-Mamun, Muniady, Permarupan and Zainol (2014) point out that there are more sophisticated and complex products reducing the inter brand differences, elevating counterfeits therefore making it very overwhelming for consumers to choose.

1.2 Statement of Problem

Ahuja (2015) has researched extensively on how brands affect customers in the fashion industry and concluded that branding was amongst the first attributes that consumers look at when choosing a brand. Ebrahimabadi, Javilvand and Samiei (2011) also add that brand awareness, image and loyalty are some of the reasons customers will prefer a bank over another. It is very important for companies to ensure continuous research into reasons why consumers pick one brand over another so as minimize brand switching and loss of loyal customers. In his study, Musyoki (2012) insists on the importance of understanding consumer buying behavior as it reveals the deeper motivation behind brand choices. He further adds that social factors such as reference groups and families also affect consumer buying behavior. Consumer buying behavior continue to play a vital role in the marketing field. One of the things that marketers should look out for is brand loyalty. In his study on brand loyalty and consumer retention, Ndiritu (2015) notes that consumers would rather not purchase a product, if they do not find their favorite brand. This goes to show how important loyalty should be to markers.

The competition in the mobile phone industry has increased due to the big number of companies producing mobile phones so there is need for differentiation. One way of doing this is by having distinctive product features. The first thing which consumer’s base their brand preference or selection on is the product features (Amin & Furqan, 2017). Mobile phones brands should ensure that the features that their target market would want in a phone are all included. Other factors that can help in influencing this behavior is investing in promotional tools like social media marketing. Oketch (2014) adds that social media increases brand loyalty as well as brand relationship in the media industry but this is a
strategy that can be adopted in the mobile phone sector as well. These studies and more show that researches have not really researched on the younger customers who can be found in the universities. They comprise a huge population that marketers should understand in order to make products that make them loyal to their brands. In this study, the researcher concentrated on university students and what factors they consider when buying a mobile phone.

1.3 General Objective

To general objective was to analyze the effect of mobile phone branding on consumer buying behavior among university students.

1.4 Specific Objectives

This study was guided by the following specific objectives:

1.4.1 To identify the effect of brand awareness on consumer buying behavior
1.4.2 To analyze the effect of brand loyalty on consumer buying behavior
1.4.3 To determine the effect of brand image on consumer buying behavior

1.5 Significance of the Study

The study was of importance to the following groups and individual.

1.5.1 Marketers

Marketers benefited from this study since they were in charge of developing strategies to get more customer. They got a deeper understanding on why consumers behave the way they do and how they make decisions. All marketing professionals seeking to increase their brand awareness and grow their market share should learned more about consumer buying behavior.

1.5.2 Mobile Phone Companies

Competition has increased due to the new advancement in technology. Consumers no longer need to walk to a shop to buy a product because they can order and have a delivery without leaving the comfort of their premises. This study helped the mobile phone
companies know what consumers are looking for in a mobile phone; the features, price and accessibility. Through the findings, they realized what the market leaders have as competitive advantage and used this information to attract new customers because the product that they had was not what the customers wanted.

1.5.3 Scholars

The study was of interest to scholars and academicians who want to know more about consumer buying behavior ad what influences it. The results and findings from this study added to their list of studies in the marketing field.

1.6 Scope of the Study

The study focused on the consumer buying behavior in the mobile phone industry with particular focus on USIU-Africa students. The population was drawn from USIU-Africa undergraduate students. The geographical segmentation was not considered in this study because the study was done on campus. However, USIU-Africa students come from many regions across the country and outside its borders. The main reason for targeting the entire population was due to the fact that all these students own mobile phones and are exposed to the changes in the market and try to understand their buying behavior of mobile phones.

Besides this, the study faced limitations owing to the fact that not all questionnaires were returned. The researcher was administering the questionnaires while the students were in class. In some cases, the lectures would not allow the interruption, some students were not sure of their level of study and some were too busy in their studies to answer the questionnaires. To reduce on these errors, secondary was done to give a background on the consumer buying behavior and previous studies were used to develop the data collection tool. To try and reduce on the limitations faced, some students were allowed to take home the questionnaires and the researcher went ahead to explain the degree levels to the students. A letter of introduction that assured confidentiality was also used.
1.7 Definition of Terms

17.1 Brand Image

This refers to the perception of a product with which is reflection on the consumer’s memory of the product (Aisjah, Fianto, Hadiwidjojo & Solimum, 2014)

17.2 Consumer Buying Behavior

This comprises the study of individuals or groups on how they select, buy and dispose of goods and services to satisfy their needs or wants, (Thangasamy & Patikar, 2014)

17.3 Brand Awareness

Brand awareness is the ability of a customer to recall a brand’s information that can influence the purchasing a product (Jadoon, Khan & Tareen, 2016).

17.4 Brand Loyalty

Brand loyalty is the biased purchase expressed over time by some decision-making unit with respect to one or more alternative brands out of a set of brands (Nawaz & Usman, 2014).

17.5 Labelling

A label is any tag, mark or other descriptive matter that is written or attached to or included or accompanying any product (Azman & Sahak, 2013).

1.8 Chapter Summary

This chapter begins by giving an over overview of how the mobile phone company has grown from all over the world. It also discusses the changes in Kenya with the major players in the industry. Mobile phones have seen many changes that have enabled consumers not only to communicate but carry out financial transactions on the mobile phones. The focus has been university students who are the early adopters on technological changes.

Chapter contained the detailed analysis of the three research objectives that comprised the research questions and showed what has been done by other researchers. Chapter three
explained the population that was sampled, how the data was collected and the tool that was used. Chapter four focused on the findings of the study more specifically how the questionnaires were answered and how many were not returned. It also explained the demographics of the population such as the age, gender and degree levels as well as the descriptive of the variables and eventually the relationship between the independent and dependent variable. The final chapter which is chapter five covered the conclusions drawn from the study and the recommendations to the relevant stakeholders of this study.
CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Introduction

This chapter covered the research objectives that guided this study. The structure of the chapter was according to the variables mentioned in the previous chapter; brand awareness, brand loyalty and brand image. The main focus of this chapter was to understand the impact these three variables have on the consumer buying behavior and review other researchers’ point of view.

2.2 Brand Awareness and Consumer Buying Behavior

Many companies have come to appreciate the value of having a product that is well branded and consumers can associate with. They have also started to invest a lot in research so as to understand what their customers want and they have come up with a lot of written materials in terms of case studies on what consumers would look for in a brand. A lot has been written about brand equity, brand awareness, brand image and also what creates loyalty in a brand. A brand is a name or a word or that symbol that can be used to distinguish one product from another (Sawant, 2012). A brand gives the company a chance to be considered by the customers who in turns does repeat purchase. This means that companies should always strive to present the right product to the right customer. They further explain that branding is more than just giving a name to a product but it requires a lot of resources to sustain it. It is for this reason and others that require a company to understand the buying behavior of their customers and the how they make choices so that they can have a brand that relates to them.

Studies on branding would not be complete without understanding how consumers decide to pick one brand over another. A lot of research has also been done on the same which has led to some authors developing models. One that can be apply in this study is the Engel, Kollat and Blackwell model. This model describes a consumers’ decision process and how decisions are made when choosing from a list of alternatives, (Tan, 2010). As explained below, it states that it has five basic steps that a consumer will follow from when they feel they have a need until when they go and buy that product. Tan (2010) explains that the first
stage requires the consumer to identify their specific need and then obtain all the relevant information both from external and internal environment; the consumer then moves to evaluating all the alternative available to them and finally makes a decision. Eventually, the customer has to give feedback on the product performance. This is an important factor because markets can use this information to either improve the product or innovate a new one. All marketers should strive to understand this process to help in increasing brand awareness.

![Consumer Decision Making Process](image)

**Figure 2.1 Consumer Decision Making Process**

*Source: Tan (2010)*

Most companies and especially those in the mobile phone industry are now observing that consumers are becoming very choosy in the products that they buy. A consumer will buy a brand because they have a previous experience with it or because a friend has recommended it to them. Companies have to invest heavily in strategies that ensure that consumers know about their products and have as much information as possible. One of the way to do this is to invest in advertising. By investing in advertising, marketers aim to encourage consumers to choose their brands (Clark, Doraszelski & Dragaroka, 2009). They further stat that the consumers will always buy brands that are in their choice set and must be preferred over all other brands. A lot of research has been done on the effective ways of creating brand awareness and how to sustain it.
2.2.1 Promotions as a Way of Creating Brand Awareness

Brand awareness can be created through how a brand is presented to a consumer which stimulates a response from the consumer and help them in recalling, (Karam & Saydam, 2015). Companies that have been in their industry for long like Coca Cola are continuously investing in campaigns aimed at increasing awareness about their brands and other product diversification. A company that has forged a good relationship will penetrate the market very easily especially when they want to introduce a new product.

Promotions provide an avenue of creating brand awareness and informing customers of the new attributes of products or other related products from the same company. Good communication to the customers builds brand association and trust, (Ahmed, Ahmad & Haq, 2014). High level of innovation is required to have products that consumers need to reduce the risk of losing consumers to the competitors (Abratt, Bendixen, Mendez, O’Leary & Yurove, 2015). They further add that the rules of the sales promotions have changed with the market being flooded by different sales promotions campaigns. Business are investing heavily on their sales promotions with some of them spending 81 percent more on marketing than it was invested in 2007.

Too many promotions especially that focus on price deals lead to low brand equity because the consumers will focus on the price deals and not the utility provided by the brand, (Abratt, 2015). With the new advancements in technology, many avenues have emerged on how companies can increase awareness about their companies and their brands. Ismet, Meral and Tulay (2013) state that companies use brand logos, signage’s, letter heads and advertising to increase brand awareness as part of their external branding efforts. Presently, nearly all businesses are doing their awareness on print media and also utilizing sites in addition to online shopping (Karam and Saydam, 2015).

A consumer is only willing to have a relationship with a company depending on the perceived benefits, if they are of quality, value and satisfy the consumer (Abd-Et-Salam, El-Nahas and Shawky, 2013). This brand awareness should be sustained. Karmokar (2014) advises that a long-term plan is needed to keep the brand awareness continued and to be consistent with the brand image, value and the personality that it represents.
2.2.2 Internet as a New Way of Creating Brand Awareness

The internet has become another way of improving brand awareness. In its’ current form, it ideally a primary source of communication, information and entertainment, but it has increasingly become a vehicle for commercial transactions (Vukasovic, 2013). Nowadays, most people are on the internet which they can access on their computers, mobile phones and other gadgets that are internet enabled. Most companies are taking leverage on because it creates access to more customers widely and at all times to get relevant information about the brand. The internet is also creating a way of marketers to create awareness for their consumers and expand their customer base. Karam and Saydam (2015) also state that this is a channel for businesses to achieve their objectives because consumers are now using the internet to search, compare and buy their products. Nearly all businesses have now put up websites where consumers can get all this information.

Vukasovic (2013) further explains that the internet provides interactivity where a company establishes dialogue to interact with an individual customer which helps a company understand and relate with the customers. Social media has gained a lot of popularity through all the numerous ways available for companies to use; Twitter, Facebook, LinkedIn, Snap chat are some of the areas consumers can found. Social media has really captured the attention of many companies by providing a platform to sell their products. Communication has been improved between suppliers and companies, companies and their customers which has a huge impact on consumer choices. Companies should know how to manage communication in social media in order to improve brand awareness and positive image for a brand (Alhaddad, 2015). If a marketer has to choose a strategy, the social media should their first option. In their study, Azman and Shojaee (2013) concludes that social media should be used for the purposes of creating and enhancing brand awareness.

2.2.3 Other Means of Creating Brand Awareness

Every purchase decision that a consumer makes is a risk they take because they do not if the product will satisfy their needs or not even with all the available information. If you have not experienced a product before you will need to look for information on the benefits that it has to offer. However, there are those consumers who will go ahead and take the risk and buy a product despite the fact that they do not have any information about it and how it works. In most cases, consumers need to be very certain about what they are buying.
(Brosekhan & Velayutham, 2016). They further explain that risk averse customers can tolerate some risk and uncertainty about their purchases and the degree to which they are willing to take chances in experimenting new things. All this is dependent on how much information is out there about a brand and if consumers can relate to it. First time purchases can be hard for a consumer if they do not have any information about the brand.

Brand awareness can be created through many other ways so as to capture the interest of the consumer and motivate them to buy the brand. Marketers have to know how to strategize depending on whether it is a new product or it is an existing one and they need to remind consumers. Old brands use reinforcement strategies to add to their brand awareness whereas new products tend to use advertising and other promotional activities to create awareness for their products (Karam & Saydam, 2015). Marketers today have explored all the avenues to advertise their products ensuring that their reach their target markets. When a company decides to use advertising to reach their target market, then it should be very effective. Alhaddad (2015) states that adverts should be memorable, engage consumers and eventually compel them to buy the product. When a company introduces a new product, they should ensure that enough awareness has been created through all the advertisements avenue available.

Television sets have become widely spread which are providing another way to create awareness. According to a study done by Jensen and Oster (2008), it has been revealed that the growth of television in the developing world has grown tremendously. They also add that in the recent years satellite and television availability has increased dramatically especially in China that has seen a growth from 270,000 to 14million between 1991 and 2005. This revelation indicates that the shows being aired on the television can be viewed by millions every day. As a result marketers are now using product placement to gain visibility. Kuhn (2008) defines product placement as a form of marketing communication that may be paid for, where messages about goods are embedded into content such as films in television programs.

Product placement is a growing trend marketers have to been very keen when using this strategy. A consumer’s attention may not be necessarily on a show that they are currently viewing but due to a strategic brand placement, they are exposed to a brand that they were not previously aware of. The versatility of product placement allows a marketer to choose how they want to communicate the audience; audio-visual, a combination of conversation
as well as the presence of a physical product that is evidently exposed to the audience (Aydin & Soba, 2013). Regardless of whatever strategy that the marketer will choose, the ultimate goal is to set the product apart from the competition and encourage the consumer to buy it (Patton, 2014).

Companies seeking to international have a challenge when it comes to penetrating a new market. They need to strategize on how to create brand in the new market and remain competitive. Co-branding has been used by many international companies to enter new markets and create awareness. This has been mostly effective where a domestic brand has little value to a developing market therefore, co-branding creates demand for the new product (Aurand, Girap, Ma, Pickens & Schee, 2011). A company can continue to build its’ brand awareness through other non-personal means like co-branding and also sponsoring events. In a new market or an existing one, sponsorships can create be designed to surprise the market and create a buzz (Grimaldi, 2014). All these strategies have given marketers room to realize that consumers should be exposed to the products through all these avenues to allow them an opportunity to evaluate the products and know what suits their needs.

Other product attributes that a consumer looks at when choosing a brand to buy are as a result of how much information they have regarding products. Consumers devote a lot of time when they want to make a decision. When making subsequent purchases the consumer will focus on the products attribute such a quality, functionality, taste or fragrance (Koniewski, 2012). Only satisfied customers will have a repeat purchase. Consumers already in the market place high value on the brand image, class association of the brand, the price and overall awareness in the market relative to others (Karam & Saydam, 2015). Marketers should be on the lookout for these factor that enhance brand awareness.

2.3 Brand Loyalty and Consumer Buying Behavior

All companies in all areas try to please their customers as much as they can mostly through brand loyalty. Brand loyalty is that conscious or unconscious decision that a consumer expresses through the intention to repurchase a particular brand continually (Sidek & Yee, 2008). Customers who are satisfied with a brand will always go back for repeat purchase and also recommend the same brand to other customers. Behavior in customers is what builds loyalty. Loyal customers do not need to be reminded much about a brand. In fact
they reduce further marketing costs and efforts. Brand loyalty is one of the strategies that a company can use to create a competitive advantage with their competitors (Nawaz & Usman, 2014). Customer loyalty is attained when they have fulfillment which turns to strong interest in the brand by buying it at any expense (Karam & Saydam, 2015).

Ekiyor, Guzel, Kocoglu and Tengilimoglu (2015) state that if companies can create brand loyalty, they will not only surpass their competitors’ but they will also achieve their goals and objectives. Brand loyalty is one of the strategies that companies should put major focus on. They need to understand what customers look for in a brand and how it performs such that they keep buying that brand over and over again. Brand loyalty does not come from a single purchase but there are factors that influence it. Sidek and Yee (2008) defines brand name as familiar to customers otherwise they will not choose that brand. Leahy (2008) warns that repeat purchase is not an indicator of loyalty but it could be due to the inertia which indicates that a consumer buys that brand because of habit. This does not necessarily mean that the consumer has any ties to that brand.

More research has established that creating and maintaining brand loyalty is one of the major challenges that marketers are facing. They must discover the reasons why developing loyalty is important (Leahy, 2008) which is a competitive factor. Customer loyalty affects the interests of other groups associated with a company which can include the board, shareholders who are very interested with how a company is doing financially. The discovery that customer loyalty creates a positive word of mouth to build a wider customer base is of great interest to strategists (Nawaz & Usman, 2014).

2.3.1 Brand Features as a Way of Creating Loyalty

Ghodeswar (2008) explains a brand name as that personality that gives a product emotional and self-expressive benefits that help consumers to differentiate them. Secondly product quality is the characteristic that a product has to satisfy the needs of a consumer. The manufacturer should ensure that the product is of the right quality depending on the material that they will use as well as other physical features that a consumer will look at before purchasing a product. He further explains that, price is the most important thing that a consumer looks at before they buy a product. Loyal and satisfied customers will always be price tolerant despite the fact that other brands have the same product at a lower price. Lastly promotion is a very important strategy in building brand loyalty. Hence companies
use to communicate the benefits to the consumers which can establish perceptions in the consumers’ mind that will help them choose one brand over another.

2.3.2 Consumer Satisfaction as a Way of Creating Loyalty

Comprehensive literature has been written on what brand loyalty is and how it creates and maintains it. Aslam and Habib (2014) believe that a consumer’s satisfaction is based on what the consumer thinks of a brand, if that brand satisfies the needs of customers make it the most preferred brand leads to brand loyalty. Elements of branding not only benefits consumers but as well as organizations. Loyal consumers act as an entry barrier to competitors since convincing them to change to new brands require heavy investments and it takes time. Thus companies continue to enjoy their monopoly and protect their competitive advantage. Hence the level of brand awareness amongst customers also help in increasing the market share of a company which another way remaining competitive (Ekiyor, Guzel, Kokoglu & Tengilimoglu, 2015).

Pricing a product could also lead to increased brand loyalty is by how they price their products. Price has different meaning to customers. Low prices means affordable products to some customers whereas other will think that that product if of low quality. To loyal customers, price is an entirely different matter. It does not matter how high the prices will go, they will always purchase that product. If the perceived value they are getting from that product is higher than the costs, it is observed that customers will always buy that product, (Kharaim, 2011). Loyalty is also expressed by the willingness of a consumer to go an extra mile, incur an extra cost and put more effort to get that brand (Ferencic & Wolfing, 2013).

Satisfied consumers will talk of their experience with a product and influence other people to buy. Whatever a consumer decides to purchase, he or she will interact with it, whether big or small and all purchases come with an experience (Johnston & Kong, 2011). Marketers should utilize this opportunity to ensure whatever little interaction a customer has with their products leads to a purchase. Jacobsen, Lodorfos and Maheshwari (2014) observe that customer experience also leads to value creation which is a guarantee to a competitive advantage. In addition, Jacobsen et.al add state that experiences also lead to commitment to a brand. Committed consumers will work harder at maintaining the relationship between them and the brand.
The world has become very competitive and marketers need to keep up with the changing trends. The core focus of all organizations should be their customers who have not only become very sophisticated but also demanding since they make a company competitive. The only way a company can meet the needs of these consumers is to ensure they have the right product for the right market and through creating good relationships. Relationship marketing focuses on improving a company’s profitability through changing views by emphasizing on attracting new customers through effective communication (Abtin & Pouramiri, 2016). The advancement in technology have seen to it that consumers are constantly exposed to a lot information.

Customer satisfaction has to be a priority for any business that seeks to achieve its’ objectives hence the need to invest in Customer Relationship Management (CRM). CRM is the integration of human resources, business processes and technology so that a business can meet customer demand cheaply and more efficiently (Tao, 2014). Wali, Wright and Uduma (2015) have also examined the importance of Customer Relationship Management and concluded that it is very crucial to any firm that wants to be successful. This is because most customers will make a choice depending on the interaction that they have with the brand through personal experiences or through the company’s employees. Organizations should ensure that their customers have the right information about the products at all times. This may involve a contact person that consumers can reach in case they need clarifications or directions on how to use a product. Mollah (2014) emphasizes that for CRM to be effective there should be; trust, commitment, communication and promise fulfillment. Abtin and Pouramiri (2016) also add that good CRM builds strong relationships with customers creates satisfaction and trust that lead to customers loyalty. This has been explained by their model below;
Customer Loyalty

Figure 2.2 Customer Loyalty

Source: Abtin and Pouramiri (2016)

Brand loyalty is an area that all organizations should focus on. Consumers that are loyal tend to come back for repeat purchases and these should be retained. Consumers in the Fast Moving Consumer Goods (FMCG) have the highest levels of loyalty and price-consciousness (Advani and Kumar, 2005). They have the most choices and the goods are bought frequently and in most cases do not take a lot of time to make a purchase decision. Marketers have to put a lot of effort to ensure that consumers are not easily influenced to switch brands. Advani and Kumar also add that the loyal customers are more concerned with quality and not price, heavy spenders and are slightly more store loyal too. An area marketers should invest in too.

2.3.3 Consumer Relationship as a Way of Creating Loyalty

Another important aspect of brand loyalty is the bond that a consumer has with the product of the organization. Bonds are those reason that join two parties together which can lead to brand loyalty or the exit barriers that tie a consumer to the firm and maintain the relationship (Leahy, 2008; Fernandes & Lima 2015). The effectiveness of CRM can also be measured on the types of bonds that consumers will have with an organization. Leahy further adds that bonds are necessary if loyalty is to develop and that bonds are important
in strengthening any loyalty that may already exist to a brand. More research also argues that for organizations to attract and retain loyal customers these relationships should be very well maintained to avoid losing them to competitor. Fernandes and Lima (2015) have explored these types of bonds/relationships and they have classified them as economic bonds, social bonds, confidence bonds and emotional bonds. These levels on interactions between companies and their customers give each party a chance to create a strong relationship which bring about mutual benefits to both parties.

Further research into loyalty reveals that loyalty from customers can be explained in many ways. Akram, Hashmi, Khalid and Saeed (2014) have gone ahead and classified customer loyalty into four categories; hard-core loyal are those consumers who buy the same brand all the time, split loyal are loyal to only two or more brands at the same time, shifting loyal customers do not stick to the same brand but they switch from brand to brand and switchers are customers who are not loyal to any brand. These are important concepts about consumer behavior that contain relevant information about consumer behavior and markers should know this so as to do good target marketing.

Ensuring availability of products and ensuring that there is efficient in-store experience is also another way of capturing and retaining loyal customers, (Samsung, 2014). Studies also prove that companies that have enormous groups of loyal customers have a wider market share and good Returns on Investments (Nayebzadeh, Rabbani & Yektan, 2014). As mentioned earlier in the study, consumer satisfaction is very key to the success of every strategy that companies choose to market their products. This is why most companies in the mobile industry such as Samsung and Apple have been in the industry for long. Akram, Hashmi, Khalid and Saeed (2014) state that the customers are the king because they’re the most important assets of a company. Ensuring this satisfaction is attained companies must ensure that the products they are delivering are of high quality. In another opinion, we could also say that treating consumers’ right and getting feedback on their likes and dislikes of the product leads to satisfaction and loyalty (Muthama, 2015).

2.4 Brand Image and Consumer Buying Behavior

What is the first thing that a consumer will notice about a product? It could be the name, the package, the color and other things that attract a customer. All marketers have to be very careful when branding so as to attract as many customers and the right ones for their
brands. They also need to ensure that their consumers are happy at all times with the brand by ensuring it meets the needs of the consumers. A brand that has an image that appeals to consumers as of quality and always available will have a wider customer base as opposed to those brands that exhibit other negative features. Consumers are becoming sophisticated but they still want a brand that has the right image. Despite how they their lifestyle may change or how they process the information, brand image will always be the deciding factor for the consumer decisions (Zhang, 2015). There are so many factors to consider when trying to get the right image for your brand.

2.4.1 The Influence of the Dimensions (Shape and Design) on Consumer Choice

The Gestalt Principles, orchestrated by a group of psychologists from Germany during the early 1900s, brings into perspective a theory that attempts to explain human perception with regard to dimensions. Gestalt is a psychological term coined to mean ‘unified whole’ (Spokane Falls Community College, 2013). These principles, are meant to help understand human tendency toward order, patterns and hierarchy.

When it comes to the performance quality of any product, its shape, and design have a heavy bearing on it. This is fundamentally how the product appears on the shelf in a supermarket, an afterwards in a consumer’s home. The basic function of a phone that any consumer evaluates almost at a subconscious level is its ability to hold and protect the product through its life cycle (Deliya & Parmar, 2012; Shah, Ahmad & Ahmad, 2013; Solanki, 2014). Just like the graphical aspect of color and artwork, shape and design under the aspect of dimensions have been used almost interchangeably in past studies and the same shall be done here. Among the many visual cues within close range to a consumer is the shape or symmetrical nature of the product. It is not just important to the consumer, but is equally crucial as it crosses the supply chain when it comes to issues of staking and packing. The retailer needs to feel like the space used to display the product in the store is as minimal as possible and at the same time, attractive and eye catching (Kotler & Armstrong, 2010).

In the phone technology industry however, there seems to be a shift in the trend when it comes to the use of dimension. It is no longer about simple columns that are easy to align on a shelf in the name of ‘space-conservation’, but the extreme end of the spectrum is being experienced. Marketers have chosen to deconstruct shape into angles and features
previously unimaginable. The geometric structure and paneling has been taken to a level of deconstruction that is simply a sight to behold once one steps into a store. From the shapes of smashed industrial metal, diamonds and dolls, to designs that spell out brand logos and letters, phones have indeed come a long way from paneled packaging to deconstructed works of wonder (Hill, 2011).

Marketers have found out that the design and shape of products have to meet a sort of decorative need when in the possession of the consumer. The lighter the design, in this case, the more catchy to the consumer. Since, unlike food consumables, phone products have grown into more collectable products, even after the product itself has been exhausted. As such, it continues to carry the marketing role into a consumer’s home. It has become the future of brand identity, turning the entire process into a mark of exclusivity and further into a limited edition pieces (Rundh, 2009; Hill, 2011; Underwood, 2011). If a consumer feels that the thought put into designing the package of any particular product is done creatively, then it bears an influence on perceived quality. If the shape and design is extravagant, then the value placed on the item is worthwhile. Therefore, together with superior performance quality, package design that is artistically revealed has a positive impact on consumer purchase (Holmes & Paswan, 2012).

Design and shape are also viewed synonymously to the product such that when the shape appears lighter, then the consumer feels as though the quality of the product is much more than what it actually is. Consequently, if two similar products of matching quality are availed to a consumer, with one phone larger/lighter than another, it is possible that a consumer will select that which seems lighter as he relates that to value with respect to the price spent. This becomes a very important factor when designing the shape of any package since such consumer preference occurs almost without any thought (Rocchi & Stefani, 2006). To marketers, design is part and parcel of the initial communication between the brand and the consumer within the closest proximity. It is thus essentially crucial in its role as a communicator of the manufacturer’s strategy and promotional plan. For the consumer to fully experience the product, the design has to be functional and catchy. In this way, the consumer is satisfied at two levels; with the product itself and with the experience of interacting with the package (Miller, 2009).

Another school of thought introduces an interesting twist into the nature of the design and shape of a product; that of ‘closure’. Illustrated would be a sandwich that is presented
whole. The fact that its dimensions have not been altered means it has closure. If the sandwich is to be cut, then its level of closure has been compromised. The study behind this ascertained that consumers view on closure is directly related to their perception of size such that a ‘lighter’ phone is of a greater quality than one that seems altered. It is because subconsciously, there’s a thought that there is a missing piece in this ‘puzzle’. This approach goes against the extreme design as an appeal, saying that if a consumer perceives closure (which can only exist in a structured package design) as a complete product (Sevilla, 2012).

2.4.2 The Influence of Product Information (Labeling) on Consumer Buying Behavior

‘For a message to have an effect it must be believed’ (Sevilla, 2012). On any package, information will either be displayed on the package directly or included on the label. Such information ranges from the name of the product to the product composition list, manufacture and expiration dates, location of manufacture etc. It is crucial in the current time that information about a product is present on the package, and as such to serve the dual role of communicating product benefits and detriments in equal measure. America has viewed this with vigor and package information must disclose even warning signs so that the consumer is fully aware of the product attributes (Miller, 2009).

It has been argued that the closer the proximity of the message is to the consumer, the more believable it is since advertisements, and other promotional tools have been shown to have sense of distance between the consumer and the product. This not only applies within the sphere of marketing but acts as a basic psychological principle of proximity and message acceptability. This theory holds that the level of human acceptability of any information is increased once the communication medium is brought to a closer range. This therefore informs marketers on the information content to place on a product’s package as it draws a consumer closer to the product as compared to other forms of promotion like advertising (Sevilla, 2012). Logos have also been incorporated in labels, and corporate manufactures with strong logos and trademarks in the cosmetic industry use these to elbow past competition as they capitalize on consumer familiarity with their brands. Information on the label is thus vital in pushing a product in the market especially when used by renowned brands such as Calvin Klein, Gucci, Dior and Prada (Hill, 2011).
One approach when it comes to labeling is the basic functionality behind it such that a label should essentially have two parts; the front label that evokes consumer interest and bears the marketing function of attractiveness, and the back label that has the technical informational content of the product. The relationship between these two labels should essentially be harmonious, as in the Gestalt Law of Figure and Ground, as the consumer will not assess the two independently, but the back as a continuation of the front. That said, emphasis is further placed on the shape, size and position of the label as well as the nature of the inscription on it. Whether the information on the label tells a story of the product or simply has a catchy ring to it is vital in determining the level of consumer interest in the product. However, the foundation of it all is to ensure that the information displayed on the package or label is true and relevant, so that the consumer feels a sense of trustworthiness in the overall presentation of the product (Rocchi & Stefani, 2006; Sevilla, 2012).

The matter on communication of value that is vested on a label is worth looking into. A consumer responds positively to information that is well written and clear, since if the label looks well organized, then the consumer perceives higher care given to this particular product hence greater perceived quality. Another aspect mention in this study that looked into the perception of consumers on the value of wine packaging was the presence of a watermark on the label. There was an intrinsic feeling of exclusivity or that the item is rare and almost collectable. It all boils down to the content of the information and how it is presented (Rocchi & Stefani, 2006). The information selected to appear on a package should be done carefully, to ensure that a positive lingers in a consumer’s mind repeatedly. This repetitive nature is primarily for the purpose of product recollection, ensuring that the desired image is retained in the consumer’s mind constantly to evoke product choice. The underlying principles behind this are the Gestalt Laws of Closure and Continuation; stating the ability of the mind to complete and incomplete form and mentally perceive it as a whole, and the ability to gradually progress from one form to the next, respectively (Spokane Falls Community College, 2013).

Closure and continuation work hand in hand when it comes to information; giving the consumer a basis on which to build an image and generate expectations, preferably that the product is superior to the rest on the shelf (Konnikova, 2014). An important factor to note as this study is undertaken would be to understand the extent to which information (label) attracts consumer interest and stimulates choice.
2.5 Chapter Summary

This chapter has reviewed literature on the three specific research objectives that shall govern the scope of this study; the graphical aspect of a product package with regard to color and artwork, package dimensions as pertains shape and design, and finally information, which has been closely connected with labeling. The next chapter will describe the research design and methodology, outlining how data shall be sourced and analyzed for interpretation.
CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 Introduction

This chapter discussed the methodology of the study. This encompassed methods and procedures that assisted in identifying the sources of data, the sample design and techniques of data collection, data collection procedure and analysis.

3.2 Research Design

This study employed quantitative research method. This choice of the research design was driven by the study objective which is to gain a better understanding of the effect of branding on consumer buying behavior. Research had to be carried out to establish whether the strategies that communicate a brand to the customers influenced their choice of mobile phones. The basic need for research was the fact that it played a key role in solving various operational and planning problems of businesses and the industry, Kothari (2004). Williams (2007) also stresses the need to have a good research design because the frameworks and guidelines give an indication of what to include in the research, how to perform the research and what types of inferences are probable based on the data collected.

3.3 Population and Sampling Design

3.3.1 Population

According to Cooper and Schindler (2014), population is the elements which we wish to make some inferences whereas the population element is the individual participant or object on which the measurement is taken. The target population comprised of USIU-Africa undergraduate students with a total population of 4833 (Fact sheet, 2015).
TABLE 3.1 Population Distribution

<table>
<thead>
<tr>
<th>No table of figures entries found.</th>
<th>Ni</th>
<th>Proportions(p)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chandaria School of Business</td>
<td>2181</td>
<td>45.1%</td>
</tr>
<tr>
<td>School of Humanities and Social Sciences</td>
<td>1554</td>
<td>32.1%</td>
</tr>
<tr>
<td>School of Science and Technology</td>
<td>989</td>
<td>20.5%</td>
</tr>
<tr>
<td>School of Pharmacy and Health Sciences and Undecided</td>
<td>110</td>
<td>2.3%</td>
</tr>
<tr>
<td>Total (N)</td>
<td>4833</td>
<td>100%</td>
</tr>
</tbody>
</table>

Source: (USIU, 2015).

3.3.2 Sampling Design

As a researcher, you need to know what technique to use to know the procedure to follow to select the specific elements to samples hence the need for a sampling design. It refers to the technique or the procedure the researcher adopts in selecting the items for the sample. Kothari (2004).

3.3.2.1 Sampling Frame

Sampling frame includes the list of people who can be sampled (Trent, 2016). The sampling frame for this study came from USIU-Africa Undergraduate students, from the freshmen to the highest level of the degree who are the seniors.

3.3.2.2 Sampling Technique

The technique used in this study was probability sampling. Probability sampling is that design that gives each individual equal chance of being picked up from the group, (Kothari, 2004). The population was then divided into strata (sub-groups) based on mutually exclusive criteria. The strata were Chandaria School of Business, School of Humanities and Social Sciences, School of Sciences and Technology and School of Pharmacy and Health Sciences. There was also consideration for students who had not declared their majors. Random samples were then taken from each strata. Teddlie and Yu (2009) also add that stratified sampling gives an actual representative of the population on all characteristics they are interested in.
Simple random sampling was then done to establish how many of the student in each of the stratum would be needed to answer the questionnaires. Kothari explains that random sampling from a finite population refers to that method of sample selection which gives each possible sample combination an equal opportunity of being included in the sample. This way, all units of the sampling frame had equal chances of participating in the study by answering questionnaires that were administered. The sample achieved was then distributed in each of the strata.

3.3.2.3 Sample Size

The optimum sample size is an essential component of any research. If the sample is too small, it may fail to answer the research question and if the sample size is too large the study will be more costly and more difficult.

Cochran (1977), explains how to get a sample size is by this formula; \( n_0 = \left( \frac{t}{d} \right)^2 \frac{p(1-p)}{\varepsilon^2} \)

Where;

\( N_0 = \) sample size
\( t = \) alpha level, e.g. 1.96 for (0.25 in each tail) a 95% confidence level
\( p = \) estimated proportion of an attribute that is present in the population
\( q = 1 - p \)
\( d = \) the acceptable margin error for proportion being estimated

\( n_0 = (1.96)^2 \times (0.1) \times (0.9) / (0.05)^2 \)

\( n_0 = 138 \)

The table below shows the sample distribution;
### TABLE 3. 2 Sample Size Distribution

<table>
<thead>
<tr>
<th>Respondents</th>
<th>Population</th>
<th>Proportions(p)</th>
<th>Size(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chandaria School of Business</td>
<td>2181</td>
<td>45.1%</td>
<td>62</td>
</tr>
<tr>
<td>School of Humanities and Social Sciences</td>
<td>1554</td>
<td>32.1%</td>
<td>44</td>
</tr>
<tr>
<td>School of Science and Technology</td>
<td>989</td>
<td>20.5%</td>
<td>28</td>
</tr>
<tr>
<td>School of Pharmacy and Health Sciences and Undecided</td>
<td>110</td>
<td>2.3%</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>4833</strong></td>
<td><strong>100%</strong></td>
<td><strong>138</strong></td>
</tr>
</tbody>
</table>

#### 3.4 Data Collection Methods

Data collection is the gathering of data that may range from a simple observation at one location to a grandiose survey of a multinational corporation at sites in different parts of the world (Mugenda & Mugenda, 2003). The methods that were used to collect data were the use of a questionnaire. Questionnaires are a way of offering an objective means of collecting information about people’s beliefs attitudes and behaviors, (Boynton and Greenhalgh, 2004). These were given to the students who filled them to give information on how they choose a brand to buy from given the number of brands of mobile phones in the market.

Questionnaires were chosen because they are the best tools to capture the relevant information needed for this study. The questionnaire did not take too long to administer since the researcher supervised the entire process. The questions were closed which provided room for consistency and comparison, the respondents were also not required to write their names which assured them of anonymity. The questionnaire did not contain any open-ended questions.

The questionnaire was divided into four sections. Section A contained of general questions aimed at getting information such as age, gender, school, level of degree. The reason for this was to get all schools and nationalities represented. Section B, C and D were aimed at answering the three questions and Section E had questions about the dependent variable. The was a scale, 1-5 that guided respondents where 1-Strongly Agree, 2- Agree, 3- Neutral, 4- Disagree, 5- Strongly Disagree. More instructions like ‘tick where appropriate’ were also provided. By directly administering the questions to the respondents, the researcher was
able to seek clarification on grey areas and avoid non response that may arise where questionnaires are employed.

3.5 Research Procedures

The researcher personally distributed the questionnaires. As part of the research procedure, a letter of introduction was attached to the questionnaires explaining the purpose of the study and the expected benefits to the respondents. This assured them of confidentiality on the information that they provided. The researcher then conducted a pilot test of 15 questionnaires. This captured any important information that may have been left out and any difficult questions were also revised. After this, the questionnaires were then distributed in their respective classes and students were allowed enough time to read and understand the questionnaire before they filled it. To ensure that there was high response rate, some students were allowed to take away the questionnaires and return after a day.

The researcher was able to reduce errors like biasness by personal administering of the questionnaires and showed attributes like professionalism and patience which encouraged the respondents to answer the questions truthfully. There was room to seek for clarification where needed. The questions were based on the information collected based on literature review to ensure that all objectives were answered.

3.6 Data Analysis Methods

Both qualitative and quantitative data was collected in this study. Quantitative data are those data that is assessed on a numerical scale. Descriptive and inferential method was used for analyzing the data. Coefficient of Variation (CV), Frequency and cross tabulation analysis was used to establish the significance of the findings. Also used was correlation analysis to determine whether there existed a relationship between the various factors under the study, results was presented in figures and tables for easier understanding.

3.7 Chapter Summary

This chapter looked at how the target population was divided and how data was collected. The target population was USIU-Africa students and stratified sampling was used to establish a sampling frame. The data was collected using open ended questionnaires and
data was collected on 138 students who were a good representation of the entire population. The chapter also explained in detail how the data was analyzed and how it was presented for interpretation. The next chapter, chapter four captured the methods of data analysis such as descriptive statistics as well as tables derived from the use of SPSS. Chapter four also discussed the relationship of the variables and finally showed the relationship of the objectives and consumer buying behavior.
CHAPTER FOUR

4.0 RESULTS AND FINDINGS

4.1 Introduction

The focus of this chapter was on data analysis, presentation and interpretation of the results of the research. The demographic findings are presented first followed by the findings aimed at assessing the effects of branding on consumer buying behavior in the mobile industry: A case study of USIU-A students.

4.1.1 Response Rate

The researcher distributed 138 questionnaires and 129 questionnaires were filled and returned representing a 93.48% response rate. This is illustrated in Figure 4.1 below.

![Response Rate Chart]

Figure 4.1 Response Rate

4.2 General Information

The researcher deemed it necessary to establish the demographic data of the respondents. The information included gender, school of participant, age bracket, and program level.
4.2.1 Gender of Respondent

On gender representation of the respondents, about 59.7% accounted for female whereas about 40.3% accounted for male as shown in Figure 4.1.

![Gender Representation](image)

**Figure 4.2 Gender Representation**

4.2.2 Respondent’s School

Respondents were asked to state their school, the statistics showed that 20.2% were from the school of business, the majority 50.4% were from the school of humanity and social sciences, 19.4% were from the school of pharmacy and health sciences, whereas 9.3% were from the school of science and technology. 0.8% of the respondents did not indicate their school as shown in Figure 4.3.
4.2.3 Age Bracket of Respondent

Figure 4.4 shows the distribution of the age representation of the respondents that took part in this study. From the figure, the majority of the respondents were between the age of 16 and 25 years, accounting for 79.7%, followed by 13.8% of the age group between 26 and 35 years, 4.3% represented those with age between 36 and 45 years and finally 2.2% for those with age above 45 years.
4.2.4 Program level of respondents

Pertaining the program level of respondents, 19.6% were freshmen, 31.2% were sophomores, 33.3% were juniors and 15.9% were seniors as shown in figure 4.5.

![Program Level of Respondents](image)

**Figure 4.5 Program Level of Respondents**

4.3 Brand Awareness and Consumer Buying Behavior

The information sought here was on the relationship between brand awareness and consumer buying behaviour. The study used coefficient of variation (C.V) to determine the significance of the factors on this objective. The factors were categorized into three categories as the highly significant factors, moderately significant factors and the lowly significant factors. From the study, the lower the coefficient of variation value, the higher the level of significance. Table 4.1 shows the highly significant factors.

4.3.1 Highly Significant Factors

Table 4.1 shows the highly significant factors on relationship between brand awareness and consumer buying behaviour. The study established that the following factors under brand awareness and consumer buying behaviour were highly significant to the study. These factors were: Respondent can differ their favourite brand from an imitated one; respondent has all information they need about their preferred brand; respondent can recognize the slogan/label of their favourite mobile phone brand; and finally respondents always recalls their brand while purchasing a phone.
Table 4.1 Highly Significant Factors

<table>
<thead>
<tr>
<th></th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>CV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Respondent can differ their favorite brand from an imitated one</td>
<td>2.74</td>
<td>1.159</td>
<td>.011</td>
</tr>
<tr>
<td>Respondent has all information they need about their preferred brand</td>
<td>3.04</td>
<td>1.180</td>
<td>.071</td>
</tr>
<tr>
<td>Respondent can recognize the slogan/label of their favorite mobile phone brand</td>
<td>2.62</td>
<td>1.363</td>
<td>.270</td>
</tr>
<tr>
<td>Respondents always recalls their brand while purchasing a phone</td>
<td>2.00</td>
<td>.778</td>
<td>.0000</td>
</tr>
</tbody>
</table>

4.3.2 Moderately Significant Factors

In this section, the moderately significant factors on relationship between brand awareness and consumer buying behaviour. In this study, it is well established that: Promotional tools always increase respondent's brand awareness and if respondents gets all the information they need about their mobile phone from referrals were the moderately significant factors as shown in Table 4.2.

Table 4.2 Moderately Significant Factors

<table>
<thead>
<tr>
<th></th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>CV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promotional tools always increase respondent's brand awareness</td>
<td>2.51</td>
<td>1.347</td>
<td>0.667</td>
</tr>
<tr>
<td>If respondents gets all the information they need about their mobile phone from referrals</td>
<td>2.88</td>
<td>1.249</td>
<td>0.454</td>
</tr>
</tbody>
</table>

4.3.3 Low Significant Factors

In this section, the low significant factors on relationship between technology and the choice of growth strategies was sought. In this study, it is well established that; If television programs are a good source of information about mobile brands to be the low significant factors as shown in Table 4.3.
Table 4.3 Low Significant Factors

<table>
<thead>
<tr>
<th>If television programs are a good source of information about mobile brands</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>CV</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.46</td>
<td>.897</td>
<td>.810</td>
<td></td>
</tr>
</tbody>
</table>

4.3.4 Cross Tabulation of Gender and Television programs

The study sought information on the cross tabulation of gender and whether television programs are a good source of information about mobile brands. The study established that 7.8% of the male strongly agreed, 47.1% agreed whereas 25.5% remained neutral and 13.7% and 5.9% disagree and strongly disagreed respectively. On the other hand, 9.5% of the female respondents strongly agreed 52.4% agreed, 32.1% remained neutral, 3.6% disagreed and 2.4% strongly disagreed as shown in Table 4.4.

Table 4.4 Cross Tabulation of Gender and Television programs

<table>
<thead>
<tr>
<th>Gender of Respondent</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>4</td>
<td>24</td>
<td>13</td>
<td>7</td>
<td>3</td>
<td>51</td>
</tr>
<tr>
<td></td>
<td>7.8%</td>
<td>47.1%</td>
<td>25.5%</td>
<td>13.7%</td>
<td>5.9%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Female</td>
<td>8</td>
<td>44</td>
<td>27</td>
<td>3</td>
<td>2</td>
<td>84</td>
</tr>
<tr>
<td></td>
<td>9.5%</td>
<td>52.4%</td>
<td>32.1%</td>
<td>3.6%</td>
<td>2.4%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Total</td>
<td>12</td>
<td>68</td>
<td>40</td>
<td>10</td>
<td>5</td>
<td>135</td>
</tr>
<tr>
<td></td>
<td>8.9%</td>
<td>50.4%</td>
<td>29.6%</td>
<td>7.4%</td>
<td>3.7%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

4.3.5 Cross Tabulation of School and Respondent’s Trust of Brand

Cross tabulation of school the respondents belong to and Respondent will trust and buy a brand that they purchase regularly and one they have not had bad experience with. Table 4.5 shows the responses to this statement. In the table, majority of the respondents in School of Business (over 58%) agreed, over 54% of respondents from school of Humanity and Social Science agreed and finally School of Pharmacy had 58% in agreement.
Table 4.5 Cross Tabulation of School and Respondent’s Trust of Brand

<table>
<thead>
<tr>
<th>Respondent's School</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>School of Business</td>
<td>12</td>
<td>2</td>
<td>7</td>
<td>5</td>
<td>5</td>
<td>31</td>
</tr>
<tr>
<td></td>
<td>38.7%</td>
<td>6.5%</td>
<td>22.6%</td>
<td>16.1%</td>
<td>16.1%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Humanity and Social Sciences</td>
<td>14</td>
<td>12</td>
<td>21</td>
<td>12</td>
<td>11</td>
<td>70</td>
</tr>
<tr>
<td></td>
<td>20.0%</td>
<td>17.1%</td>
<td>30.0%</td>
<td>17.1%</td>
<td>15.7%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Science and Technology</td>
<td>2</td>
<td>2</td>
<td>4</td>
<td>2</td>
<td>2</td>
<td>12</td>
</tr>
<tr>
<td></td>
<td>16.7%</td>
<td>16.7%</td>
<td>33.3%</td>
<td>16.7%</td>
<td>16.7%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Pharmacy and Health Sciences</td>
<td>4</td>
<td>5</td>
<td>7</td>
<td>2</td>
<td>7</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td>16.0%</td>
<td>20.0%</td>
<td>28.0%</td>
<td>8.0%</td>
<td>28.0%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Total</td>
<td>32</td>
<td>21</td>
<td>39</td>
<td>21</td>
<td>25</td>
<td>138</td>
</tr>
<tr>
<td></td>
<td>23.2%</td>
<td>15.2%</td>
<td>28.3%</td>
<td>15.2%</td>
<td>18.1%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

4.3.6 Cross Tabulation of Age Bracket and Promotional Tools

Table 4.6 shows the cross tabulation between age bracket and whether promotional tools always increase respondent's brand awareness. From the table, the study make known that the age group is divided into 16-25 years, 26-35 years, 36-45 years and finally above 45 years. The table shows that 25.5% of the respondents between the age bracket of 16 and 25 years strongly agreed, 33.6% agreed, 16.4% remained neutral 11.8% disagreed and 10.9% strongly disagreed. Those with the age bracket between 26 and 35 years had 23.5% and 35.3% strongly agreeing and agreeing respectively, 17.6% remained neutral and disagreed and strongly disagreed accounted for 11.8% for each. Those with the age bracket between 36 and 45 years had 40% agreeing and 60% remaining neutral. Over 45 years have 100% respondents remaining neutral.
Table 4.6 Cross Tabulation of Age Bracket and Promotional Tools

<table>
<thead>
<tr>
<th>Age Bracket of Respondent</th>
<th>Promotional tools always increase respondent's brand awareness</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Strongly Agree</td>
<td>Agree</td>
<td>Neutral</td>
<td>Disagree</td>
<td>Strongly Disagree</td>
<td></td>
</tr>
<tr>
<td>16-25 years</td>
<td>28</td>
<td>37</td>
<td>18</td>
<td>8</td>
<td>19</td>
<td>110</td>
</tr>
<tr>
<td></td>
<td>25.5%</td>
<td>33.6%</td>
<td>16.4%</td>
<td>7.3%</td>
<td>17.3%</td>
<td>100.0%</td>
</tr>
<tr>
<td>26-35 years</td>
<td>6</td>
<td>4</td>
<td>4</td>
<td>2</td>
<td>1</td>
<td>17</td>
</tr>
<tr>
<td></td>
<td>35.3%</td>
<td>23.5%</td>
<td>23.5%</td>
<td>11.8%</td>
<td>5.9%</td>
<td>100.0%</td>
</tr>
<tr>
<td>36-45 years</td>
<td>1</td>
<td>3</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>20.0%</td>
<td>60.0%</td>
<td>20.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Above 45 years</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>0.0%</td>
<td>66.7%</td>
<td>0.0%</td>
<td>33.3%</td>
<td>0.0%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Total</td>
<td>35</td>
<td>46</td>
<td>23</td>
<td>11</td>
<td>20</td>
<td>135</td>
</tr>
<tr>
<td></td>
<td>25.9%</td>
<td>34.1%</td>
<td>17.0%</td>
<td>8.1%</td>
<td>14.8%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

4.3.7 Correlation of Brand Awareness and Consumer Buying Behavior

Table 4.7 shows the relationship between brand awareness and consumer buying behavior. The table shows that respondents always recalls their brand while purchasing a phone and consumer buying behavior at \(r=0.409^{**} \cdot p<0.01, N=129\), promotional tools always increase respondent's brand awareness at \(r=0.465^{**}p<0.01, N=129\), respondent can differ their favorite brand from an imitated one at \(r=0.348^{**}P<0.01, N=128\) and respondent can recognize the slogan/label of their favorite mobile phone brand at \(r=0.348^{**}P<0.01, N=129\).
Table 4.7 Correlation of Brand Awareness and Consumer Buying Behavior

<table>
<thead>
<tr>
<th></th>
<th>Brand Awareness and consumer buying behavior</th>
<th>Pearson Correlation</th>
<th>Sig. (2-tailed)</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Respondents always recalls their brand while purchasing a phone</td>
<td>Respondents always recalls their brand while purchasing a phone</td>
<td>.409**</td>
<td>.000</td>
<td>129</td>
</tr>
<tr>
<td>Promotional tools always increase respondent's brand awareness</td>
<td>Promotional tools always increase respondent's brand awareness</td>
<td>.465**</td>
<td>.000</td>
<td>129</td>
</tr>
<tr>
<td>Respondent can differ their favorite brand from an imitated one</td>
<td>Respondent can differ their favorite brand from an imitated one</td>
<td>.348**</td>
<td>.000</td>
<td>128</td>
</tr>
<tr>
<td>Respondent can recognize the slogan/label of their favorite mobile phone brand</td>
<td>Respondent can recognize the slogan/label of their favorite mobile phone brand</td>
<td>.234**</td>
<td>.006</td>
<td>129</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 Brand Loyalty on Consumer Buying Behavior

The information sought here was on the relationship between brand loyalty and consumer buying behaviour. The study used coefficient of variation (C.V) to determine the significance of the factors on this objective. The factors were categorized into three categories as the highly significant factors, moderately significant factors and the lowly significant factors. From the study, the lower the coefficient of variation value, the higher the level of significance. Table 4.8 shows the highly significant factors.

4.4.1 Highly Significant Factors

Table 4.8 shows the highly significant factors on relationship between brand loyalty and consumer buying behaviour. The study established that the following factors under brand loyalty and consumer buying behaviour were highly significant to the study. These factors were: whether respondent will be motivated to switch to other brands in the market; respondent will buy a brand because one of their friend has recommended it to them and respondent will always buy their phone brand even if another brand comes along with a better offer.
Table 4. 8 Highly Significant Factors

<table>
<thead>
<tr>
<th>Factor</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>CV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Whether respondent will be motivated to switch to other brands in the market</td>
<td>2.90</td>
<td>1.369</td>
<td>.040</td>
</tr>
<tr>
<td>Respondent will always buy their phone brand even if another brand comes along with a better offer</td>
<td>2.54</td>
<td>1.172</td>
<td>.128</td>
</tr>
<tr>
<td>Respondent will buy a brand because one of their friend has recommended it to them</td>
<td>2.99</td>
<td>1.091</td>
<td>.357</td>
</tr>
</tbody>
</table>

4.4.2 Moderately Significant Factors

In this section, the moderately significant factors on relationship between brand awareness and consumer buying behaviour. In this study, it is well established that: Respondent will buy a brand because one of their friend has recommended it to them; if a slight change in the price will affect respondent's choice of mobile phone brand; if respondent will recommend their phone brand to other people because they are satisfied; respondent is loyal on the basis of the quality of a mobile phone and respondent will trust and buy a brand that they purchase regularly and one they have not had bad experience with were the moderately significant factors as shown in Table 4..9.

Table 4. 9 Moderately Significant Factors

<table>
<thead>
<tr>
<th>Factor</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>CV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Respondent will buy a brand because one of their friend has recommended it to them</td>
<td>2.99</td>
<td>1.091</td>
<td>0.357</td>
</tr>
<tr>
<td>If a slight change in the price will affect respondent's choice of mobile phone brand</td>
<td>2.57</td>
<td>1.318</td>
<td>0.42</td>
</tr>
<tr>
<td>If respondent will recommend their phone brand to other people because they are satisfied</td>
<td>2.56</td>
<td>1.273</td>
<td>0.472</td>
</tr>
<tr>
<td>Respondent is loyal on the basis of the quality of a mobile phone</td>
<td>2.46</td>
<td>1.245</td>
<td>0.556</td>
</tr>
<tr>
<td>Respondent will trust and buy a brand that they purchase regularly and one they have not had bad experience with</td>
<td>2.54</td>
<td>1.221</td>
<td>0.61</td>
</tr>
</tbody>
</table>
4.4.3 Cross Tabulation of Gender and Respondent’s Loyalty

The study sought information on the cross tabulation of gender and whether respondent is loyal on the basis of the quality of a mobile phone. The study established that 19.6% of the male strongly agreed, 25.5% agreed whereas 35.3% remained neutral and 5.9% and 13.7% disagree and strongly disagreed respectively. On the other hand, 34.5% of the female respondents strongly agreed 21.4% agreed, 33.3% remained neutral, 2.4% disagreed and 8.3% strongly disagreed as shown in Table 4.10.

Table 4.10 Cross Tabulation of Gender and Respondent’s Loyalty

<table>
<thead>
<tr>
<th>Gender of Respondent</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>10</td>
<td>13</td>
<td>18</td>
<td>3</td>
<td>7</td>
<td>51</td>
</tr>
<tr>
<td></td>
<td>19.6%</td>
<td>25.5%</td>
<td>35.3%</td>
<td>5.9%</td>
<td>13.7%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Female</td>
<td>29</td>
<td>18</td>
<td>28</td>
<td>2</td>
<td>7</td>
<td>84</td>
</tr>
<tr>
<td></td>
<td>34.5%</td>
<td>21.4%</td>
<td>33.3%</td>
<td>2.4%</td>
<td>8.3%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Total</td>
<td>39</td>
<td>31</td>
<td>46</td>
<td>5</td>
<td>14</td>
<td>135</td>
</tr>
<tr>
<td></td>
<td>28.9%</td>
<td>23.0%</td>
<td>34.1%</td>
<td>3.7%</td>
<td>10.4%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

4.4.4 Cross Tabulation of School and Respondent’s Trust of Brand

Cross tabulation of school the respondents belong to and Respondent will trust and buy a brand that they purchase regularly and one they have not had bad experience with. Table 4.11 shows the responses to this statement. In the table, majority of the respondents in School of Business (over 58%) agreed, over 54% of respondents from school of Humanity and Social Science agreed and finally School of Pharmacy had 58% in agreement.
**Table 4. 11 Cross Tabulation of School and Respondent’s Trust of Brand**

<table>
<thead>
<tr>
<th>Respondent’s School</th>
<th>School of Business</th>
<th>Humanity and Social Sciences</th>
<th>Science and Technology</th>
<th>Pharmacy and Health Sciences</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Strongly Agree</td>
<td>Agree</td>
<td>Neutral</td>
<td>Disagree</td>
<td>Strongly Disagree</td>
</tr>
<tr>
<td>Respondent will trust and buy a brand that they purchase regularly and one they have not had bad experience with</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Respondent will trust and buy a brand that they purchase regularly and one they have not had bad experience with</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>School of Business</td>
<td>6</td>
<td>12</td>
<td>8</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>19.4%</td>
<td>38.7%</td>
<td>25.8%</td>
<td>6.5%</td>
<td>9.7%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Humanity and Social Sciences</td>
<td>15</td>
<td>23</td>
<td>19</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>21.4%</td>
<td>32.9%</td>
<td>27.1%</td>
<td>8.6%</td>
<td>10.0%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Science and Technology</td>
<td>3</td>
<td>5</td>
<td>3</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>25.0%</td>
<td>41.7%</td>
<td>25.0%</td>
<td>0.0%</td>
<td>8.3%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Pharmacy and Health Sciences</td>
<td>5</td>
<td>7</td>
<td>6</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>20.0%</td>
<td>28.0%</td>
<td>24.0%</td>
<td>12.0%</td>
<td>16.0%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Total</td>
<td>29</td>
<td>47</td>
<td>36</td>
<td>11</td>
<td>15</td>
</tr>
<tr>
<td>21.0%</td>
<td>34.1%</td>
<td>26.1%</td>
<td>8.0%</td>
<td>10.9%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

**4.4.5 Cross Tabulation of Age Bracket and Branding Switching**

Table 4.12 shows the cross tabulation between age bracket and whether respondents would be motivated to switch to other brands in the market. From the table, the study make known that the age group is divided into 16-25 years, 26-35 years, 36-45 years and finally above 45 years. The table shows that 27.3% of the respondents between the age bracket of 16 and 25 years strongly agreed, another 27.3% agreed, 22.7% remained neutral 11.8% disagreed and 10.9% strongly disagreed. Those with the age bracket between 26 and 35 years had 23.5% and 35.3% strongly agreeing and agreeing respectively, 17.6% remained neutral and disagreed and strongly disagreed accounted for 11.8% for each. Those with the age bracket between 36 and 45 years had 40% agreeing and 60% remaining neutral. Over 45 years have 100% respondents remaining neutral.
### Table 4. 12 Cross Tabulation of Age Bracket and Switching Brands

<table>
<thead>
<tr>
<th>Age Bracket of Respondent</th>
<th>If respondent will recommend their phone brand to other people because they are satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Strongly Agree</td>
</tr>
<tr>
<td>16-25 years</td>
<td>30</td>
</tr>
<tr>
<td></td>
<td>27.3%</td>
</tr>
<tr>
<td>26-35 years</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>23.5%</td>
</tr>
<tr>
<td>36-45 years</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>0.0%</td>
</tr>
<tr>
<td>Above 45 years</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>0.0%</td>
</tr>
<tr>
<td>Total</td>
<td>34</td>
</tr>
<tr>
<td></td>
<td>25.2%</td>
</tr>
</tbody>
</table>

### 4.4.6 Correlation of Brand Loyalty and Consumer Buying Behavior

Table 4.13 shows the relationship between brand loyalty and consumer buying behavior. The table shows that a slight change in the price will affect respondent's choice of mobile phone brand and consumer buying behavior at \( r=0.186^{**} \ P<0.01, N=129 \), respondent will trust and buy a brand that they purchase regularly and one they have not had bad experience with at \( r=0.685^{**} p<0.01, N=129 \), respondent will always buy their phone brand even if another brand comes along with a better offer at \( r=0.281^{**} P<0.01, N=129 \), respondent will recommend their phone brand to other people because they are satisfied at \( r=0.734^{**} P<0.01, N=129 \) and respondent will always use their phone brand because they are completely satisfied with it at \( r=0.551^{**} P<0.01, N=124 \).
Table 4.13 Correlation of Brand Loyalty and Consumer Buying Behavior

<table>
<thead>
<tr>
<th></th>
<th>Brand loyalty and consumer buying behavior</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Pearson Correlation</td>
</tr>
<tr>
<td>If a slight change in the price will affect respondent's choice of mobile phone brand</td>
<td>.186*</td>
</tr>
<tr>
<td>Respondent will trust and buy a brand that they purchase regularly and one they have not had bad experience with</td>
<td>.685**</td>
</tr>
<tr>
<td>Respondent will always use their phone brand because they are completely satisfied with it</td>
<td>.281**</td>
</tr>
<tr>
<td></td>
<td>.734**</td>
</tr>
<tr>
<td></td>
<td>.551**</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 Brand Image on Consumer Buying Behavior

The information sought here was on the relationship between brand image and consumer buying behaviour. The study used coefficient of variation (C.V) to determine the significance of the factors on this objective. The factors were categorized into three categories as the highly significant factors, moderately significant factors and the lowly significant factors. From the study, the lower the coefficient of variation value, the higher the level of significance.

4.5.1 Highly Significant Factors

Table 4.14 shows the highly significant factors on relationship between brand image and consumer buying behaviour was sought. The study established that the following factors under brand image and consumer buying behaviour were highly significant to the study. These factors were: Whether information on the label influences respondent's choice of a brand; if products of good quality influences respondents purchase decisions; and whether a good innovative brand name influences respondent's choice of a mobile phone.
Table 4. 14 Highly Significant Factors

<table>
<thead>
<tr>
<th></th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>CV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Whether information on the label influences respondent's choice of a brand</td>
<td>2.53</td>
<td>1.291</td>
<td>.002</td>
</tr>
<tr>
<td>If products of good quality influences respondents purchase decisions</td>
<td>2.18</td>
<td>1.415</td>
<td>.006</td>
</tr>
<tr>
<td>Whether a good innovative brand name influences respondent's choice of a mobile phone</td>
<td>2.20</td>
<td>1.297</td>
<td>.042</td>
</tr>
</tbody>
</table>

4.3.2 Moderately Significant Factors

In this section, the moderately significant factors on relationship between brand image and consumer buying behaviour was sought. In this study, it is well established that: Whether quality perception influences respondent's brand choice; respondent will buy products that have attractive packages; and whether respondent will buy products that have added features were the moderately significant factors as shown in Table 4.15.

Table 4. 15 Moderately Significant Factors

<table>
<thead>
<tr>
<th></th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>CV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Whether quality perception influences respondent's brand choice</td>
<td>2.62</td>
<td>1.577</td>
<td>.429</td>
</tr>
<tr>
<td>Respondent will buy products that have attractive packages</td>
<td>2.44</td>
<td>1.220</td>
<td>.589</td>
</tr>
<tr>
<td>Whether respondent will buy products that have added features</td>
<td>2.38</td>
<td>1.406</td>
<td>.665</td>
</tr>
</tbody>
</table>

4.5.3 Low Significant Factors

In this section, the low significant factors on relationship between brand image and consumer buying behaviour was sought. In this study, it is well established that; If a famous brand name influences respondent's choice in buying a mobile phone and if respondent will buy a product with an informative whole label were the low significant factors as shown in Table 4.16.
### Table 4. 16 Low Significant Factors

<table>
<thead>
<tr>
<th></th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>CV</th>
</tr>
</thead>
<tbody>
<tr>
<td>If a famous brand name influences respondent's choice in buying a mobile phone</td>
<td>2.46</td>
<td>1.335</td>
<td>0.704</td>
</tr>
<tr>
<td>If respondent will buy a product with an informative whole label</td>
<td>2.28</td>
<td>1.22</td>
<td>0.811</td>
</tr>
</tbody>
</table>

#### 4.5.4 Cross Tabulation of Gender and Switching Brands
The study sought information on the cross tabulation of gender and whether respondents would be motivated to switch to other brands in the market. The study established that 9.8% of the male strongly agreed, 19.6% agreed whereas 21.6% remained neutral and 29.4% and 19.6% disagree and strongly disagreed respectively. On the other hand, 31% of the female respondents strongly agreed 17.9% agreed, 19% remained neutral, 22.6% disagreed and 9.5% strongly disagreed as shown in Table 4.17.

### Table 4. 17 Cross Tabulation of Gender and Switching Brands

<table>
<thead>
<tr>
<th>Gender of Respondent</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>5</td>
<td>10</td>
<td>11</td>
<td>15</td>
<td>10</td>
<td>51</td>
</tr>
<tr>
<td></td>
<td>9.8%</td>
<td>19.6%</td>
<td>21.6%</td>
<td>29.4%</td>
<td>19.6%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Female</td>
<td>26</td>
<td>15</td>
<td>16</td>
<td>19</td>
<td>8</td>
<td>84</td>
</tr>
<tr>
<td></td>
<td>31.0%</td>
<td>17.9%</td>
<td>19.0%</td>
<td>22.6%</td>
<td>9.5%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Total</td>
<td>31</td>
<td>25</td>
<td>27</td>
<td>34</td>
<td>18</td>
<td>135</td>
</tr>
<tr>
<td></td>
<td>23.0%</td>
<td>18.5%</td>
<td>20.0%</td>
<td>25.2%</td>
<td>13.3%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

#### 4.5.5 Cross Tabulation of Age Bracket and Famous Brands
Table 4.18 shows the cross tabulation between age bracket and if a famous brand name influences respondent's choice in buying a mobile phone. From the table, the study make known that the age group is divided into 16-25 years, 26-35 years, 36-45 years and finally above 45 years. The table shows that 30.9% of the respondents between the age bracket of 16 and 25 years strongly agreed, another 27.3% agreed, 23.6% remained neutral 5.5% disagreed and 12.7% strongly disagreed. Those with the age bracket between 26 and 35 years had 17.6% and 29.4% strongly agreeing and agreeing respectively, 23.5% remained
neutral and strongly disagreed accounted for 29.4%. Those with the age bracket between 36 and 45 years had 20% and 80% strongly agreeing and agreeing respectively. Over 45 years have 66.7% and 33.3% of respondents agreeing and strongly disagreeing respectively.

Table 4. 18 Cross Tabulation of Age Bracket and Famous Brands

<table>
<thead>
<tr>
<th>Age Bracket of Respondent</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>16-25 years</td>
<td>34</td>
<td>30</td>
<td>26</td>
<td>6</td>
<td>14</td>
<td>110</td>
</tr>
<tr>
<td></td>
<td>30.9%</td>
<td>27.3%</td>
<td>23.6%</td>
<td>5.5%</td>
<td>12.7%</td>
<td>100.0%</td>
</tr>
<tr>
<td>26-35 years</td>
<td>3</td>
<td>5</td>
<td>4</td>
<td>0</td>
<td>5</td>
<td>17</td>
</tr>
<tr>
<td></td>
<td>17.6%</td>
<td>29.4%</td>
<td>23.5%</td>
<td>0.0%</td>
<td>29.4%</td>
<td>100.0%</td>
</tr>
<tr>
<td>36-45 years</td>
<td>1</td>
<td>4</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>20.0%</td>
<td>80.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Above 45 years</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>0.0%</td>
<td>66.7%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>33.3%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Total</td>
<td>38</td>
<td>41</td>
<td>30</td>
<td>6</td>
<td>20</td>
<td>129</td>
</tr>
<tr>
<td></td>
<td>28.1%</td>
<td>30.4%</td>
<td>22.2%</td>
<td>4.4%</td>
<td>14.8%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

4.5.6 Cross Tabulation of School and Quality Products

Cross tabulation of school the respondents belong to and Respondent will trust and buy a brand that they purchase regularly and one they have not had bad experience with. Table 4.19 shows the responses to this statement. In the table, majority of the freshmen respondents (over 81%) agreed, over 64% of respondents of sophomore agreed, over 67% of junior agreed and finally senior had over 72% in agreement.
Table 4. 19 Cross Tabulation of School and Quality Products

<table>
<thead>
<tr>
<th>Program Level of Respondent</th>
<th>If products of good quality influences respondents purchase decisions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Strongly Agree</td>
</tr>
<tr>
<td>Freshman</td>
<td>12</td>
</tr>
<tr>
<td>Sophomore</td>
<td>15</td>
</tr>
<tr>
<td>Junior</td>
<td>22</td>
</tr>
<tr>
<td>Senior</td>
<td>13</td>
</tr>
<tr>
<td>Total</td>
<td>62</td>
</tr>
</tbody>
</table>

4.5.7 Correlation of Brand Image and Consumer Buying Behavior

Table 4.20 shows the relationship between brand loyalty and consumer buying behavior. The table shows that famous brand name influences respondent's choice in buying a mobile phone and consumer buying behavior at (r=0.578***, p<0.01, N=129), products of good quality influences respondents purchase decisions at (r=0. 401**, p<0.01, N=129), Respondent will buy products that have attractive packages at (r=0. 317**, p<0.01, N=129), respondent will buy products that have added features at (r=0. 394**, p<0.01, N=129) and information on the label influences respondent's choice of a brand with it at (r=0. 306**P<0.01, N=129).
Table 4. 20 Correlation of Brand Image and Consumer Buying Behavior

<table>
<thead>
<tr>
<th></th>
<th>Brand Awareness and consumer buying behavior</th>
<th></th>
<th></th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Pearson Correlation</td>
<td>Sig. (2-tailed)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>famous brand name influences respondent's choice in buying a mobile phone</td>
<td>.578**</td>
<td>.000</td>
<td>129</td>
<td></td>
</tr>
<tr>
<td>products of good quality influences respondents purchase decisions</td>
<td>.401**</td>
<td>.000</td>
<td>129</td>
<td></td>
</tr>
<tr>
<td>Respondent will buy products that have attractive packages</td>
<td>.317**</td>
<td>.000</td>
<td>129</td>
<td></td>
</tr>
<tr>
<td>respondent will buy products that have added features</td>
<td>.394**</td>
<td>.000</td>
<td>129</td>
<td></td>
</tr>
<tr>
<td>information on the label influences respondent's choice of a brand</td>
<td>.306**</td>
<td>.000</td>
<td>129</td>
<td></td>
</tr>
</tbody>
</table>

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

4.5.8 ANOVA on Brand Awareness, Loyalty, Image and Consumer Buying Behavior

This section was analyzed using the ANOVA to determine if there was a significant difference between independent variable and the dependent variable. The analysis of variance showed that the main effect of independent (brand awareness, brand loyalty and brand image) on the dependent (consumer buying behavior) was found, F (1.908) = 3.564. The ANOVA produced an f-statistic of 1.908 while the p-value was 0.064 as shown in Table 4.21.

Table 4. 21 ANOVA

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regression</td>
<td>3.564</td>
<td>8</td>
<td>.445</td>
<td>1.908</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>29.881</td>
<td>118</td>
<td>.233</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>33.445</td>
<td>128</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: consumer buying behaviour
b. Predictors: (Constant): Brand Image, Brand Awareness and Brand Loyalty

4.5.9 Regression Analysis

In Table 4.22, the regression coefficients model analysis shows that independent (brand awareness, brand loyalty and brand image) statistically predict dependent (consumer buying behavior). The results of the regression show an R-square value of 0.107 and adjusted to 0.051. The coefficient of determination established that independent variables
(brand awareness, brand loyalty and brand image) brought about 10.7% variations in the dependent (consumer buying behavior). The coefficient of determination (R2) showed a strong positive relationship as the value of R2 was equal to 0.1 (R2 < 0.1). Therefore, the model summary explains the strength of the relationship (r=.482) and prediction of 10.7% consumer buying behavior was based on independent variables (brand awareness, brand loyalty and brand image) while the remaining 89.3% of performance are caused by other variables.

### Table 4.22 Regression Analysis

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.326^a</td>
<td>.107</td>
<td>.051</td>
<td>.483</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant): Brand Image, Brand Awareness and Brand Loyalty

### 4.6 Chapter Summary

This chapter presented the results and findings, the respondent’s demography was covered as well as the three objectives. The descriptive statistics of the variables was done as well as inferential where KMO and Bartlett's Test, Total Variable Explained, Reliability Statistics and Correlation Matrix was done to compare the relationship between the variables. Chapter five will bring forth the discussions, conclusions and will also make recommendations for the study.
CHAPTER FIVE

5.0 DISCUSSIONS, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter presented the key findings, conclusions drawn from the findings and gave recommendations. It also focused on

5.2 Summary

The general objective of this study was to analyze the effect of branding on consumer buying behavior. This study was guided by the following specific objectives: to identify the effect of brand awareness, brand loyalty and brand image on consumer buying behavior.

The study was descriptive in nature and the total population consisted of 4,833 students from USIU- Africa. Stratified random sampling and simple random sampling techniques were applied resulting in a sample of 138 students. The researcher distributed 138 questionnaires and 129 were filled and returned hence representing a response rate of 93.48%. Primary data was the sole source of data by administering questionnaires. The descriptive statistics of the variables was done as well as reliability of the tool, Total Variable Explained, and Correlation Matrix to compare the relationship between the variables. The findings were presented in figures and tables.

The first objective was to establish if brand awareness influenced consumer buying behavior and the findings revealed that on average respondents agreed that brand awareness influence buying behavior. It was established that promotional tools always increase respondent's brand awareness and use of television programs was considered a good source of information about mobile brands. It was also noted that respondent had most information about their mobile phone brand and almost half admitted that they could recognize the slogan/label of their favorite mobile phone brand. A huge portion also admitted that they got all the information from referrals. On the other hand, a few agreed that they always recalled their brand while purchasing a phone and had all the information they need about their preferred brand.

The second objective was to establish if brand loyalty influenced consumer buying behavior and it was established that on average majority of the respondents agree that brand
loyalty influence buying behavior. It was also noted that respondent loyalty was based on the quality of a mobile phone, change in the price and they will trust and buy a brand that they purchase regularly and one they have no had bad experience with. Most respondents also agreed that they always buy their phone brand even if another brand comes along with a better offer. Majority also agreed that they will recommend their phone brand to other people because they are satisfied and they are able to buy a brand because one of their friend has recommended it. The findings also revealed that respondents considered particular phone brand because they are completely satisfied with it, however, respondent were motivated to switch to other brands in the market.

The third objective was to establish if brand image influenced consumer buying behavior. The study established that on average majority of the respondents agree that brand image influence buying behavior. It was also noted that majority agreed that a good innovative brand name and products of good quality influence the purchase decisions made. Similarly, a quality perception also played a role in influencing the brand choice. It was also agreed that consumers buy products that have attractive packages, added features and product whose labels were informative and the information on the label influences choice of a brand.

5.3 Discussion

5.3.1 Effect of Brand Awareness on Consumer Buying Behavior

The findings revealed that respondents agreed that brand awareness influence buying behavior. It was established that majority of the respondents agrees that promotional tools always increase brand awareness. This has been supported by other studies such as Clark, Doraszelski & Dragaroka (2009) who noted that companies have to invest heavily in strategies that ensure that consumers know about their products and have as much information as possible. One of the way to do this is to invest in advertising. By investing in advertising, marketers aim to encourage consumers to choose their brands.

The findings also revealed that use of television programs was a good source of information about mobile brands. Indeed such promotions have provided an avenue of creating brand awareness and informing customers of the new attributes of products or other related products from the same company. Television sets have become widely spread which are
providing another way to create awareness. According to a study done by Jensen and Oster 
(2008), it has been revealed that the growth of television in the developing world has grown 
tremendously. They also add that in the recent years satellite and television availability has 
increased dramatically especially in China that has seen a growth from 270,000 to 

It was also established that most of the respondents had information about their mobile 
phone brand. Ismet, Meral and Tulay (2013) state that companies use brand logos, 
signage’s, letter heads and advertising to increase brand awareness as part of their external 
branding efforts. Presently, nearly all businesses are doing their awareness on print media 
and also utilizing sites in addition to online shopping (Karam and Saydam, 2015).

The finding also show that most respondent can recognize the slogan/label of their favorite 
mobile phone brand. Karam & Saydam (2015) noted that brand awareness can be created 
through how a brand is presented to a consumer which stimulates a response from the 
consumer and help them in recalling. Companies that have been in their industry for long 
like Coca Cola are continuously investing in campaigns aimed at increasing awareness 
about their brands and other product diversification. A company that has forged a good 
relationship will penetrate the market very easily especially when they want to introduce a 
new product. Karmokar (2014) advises that a long-term plan is needed to keep the brand 
awareness continued and to be consistent with the brand image, value and the personality 
that it represents.

It was also established that respondents always recalls their brand while purchasing a phone 
and they have all information they need about their preferred brand. Consumer make risky 
decisions by buying products that they have not experienced before. If you have not 
experienced a product before you will need to look for information on the benefits that it 
has to offer.

ANOVA was used to determine if there was a significant relationship between the 
independent variables and dependent variable. Karam and Saydam (2015) noted that brand 
awareness can be created through many other ways so as to capture the interest of the 
consumer and motivate them to buy the brand. Marketers have to know how to strategize 
depending on whether it is a new product or it is an existing one and they need to remind 
consumers. Karam and Saydam added that old brands use reinforcement strategies to add
to their brand awareness whereas new products tend to use advertising and other promotional activities to create awareness for their products. A company can continue to build its’ brand awareness through other non-personal means like co-branding and also sponsoring events. In a new market or an existing one, sponsorships can create be designed to surprise the market and create a buzz (Grimaldi, 2014).

5.3.2 Effect of Brand Loyalty on Consumer Buying Behavior

The study established that on average majority of the respondents agree that brand loyalty influence buying behavior. Brand loyalty is that conscious or unconscious decision that a consumer expresses through the intention to repurchase a particular brand continually (Sidek & Yee, 2008). Brand loyalty is one of the strategies that a company can use to create a competitive advantage with their competitors (Nawaz & Usman, 2014). Customer loyalty is attained when they have fulfillment which turns to strong interest in the brand by buying it at any expense (Karam & Saydam, 2015). It was also noted that respondent loyalty was based on the quality of a mobile phone. Aslam and Habib (2014) believe that a consumer’s satisfaction is based on what the consumer thinks of a brand, if that brand satisfies the needs of customers make it the most preferred brand leads to brand loyalty. Elements of branding not only benefits consumers but as well as organizations. Ekiyor, Guzel, Kocoglu and Tengilimoglu (2015) state that if can companies can create brand loyalty, they will not only surpass their competitors’ but they will also achieve their goals and objectives.

The findings also revealed that change in the price affect respondent's choice of mobile phone brand. Kharaim (2011) established that price has different meaning to customers. Low prices means affordable products to some customers whereas other will think that that product if of low quality. To loyal customers, price is an entirely different matter. It does not matter how high the prices will go, they will always purchase that product. Ferencic and Wolfling (2013) also stated that if the perceived value they are getting from that product is higher than the costs, it is observed that customers will always buy that product. Loyalty is also expressed by the willingness of a consumer to go an extra mile, incur an extra cost, and put more effort to get that brand.

The findings also revealed that respondent will trust and buy a brand that they purchase regularly and one they have not had bad experience with. Sidek and Yee (2008) noted that all companies in all areas try to please their customers as much as they can mostly through
brand loyalty. Customers who are satisfied with a brand will always go back for repeat purchase and also recommend the same brand to other customers. Leahy (2008) adds that behavior in customers is what builds loyalty. Loyal customers do not need to be reminded much about a brand. In fact they reduce further marketing costs and efforts. Nawaz and Usman (2014) highlighted that brand loyalty is one of the strategies that companies should put major focus on. They need to understand what customers look for in a brand and how it performs such that they keep buying that brand over and over again.

Most respondents agreed that they always buy their phone brand even if another brand comes along with a better offer. Ghodeswar (2008) explains that a brand name as that personality that gives a product emotional and self-expressive benefits that help consumers to differentiate them. He further explains that, price is the most important thing that a consumer looks at before they buy a product. Loyal and satisfied customers will always be price tolerant despite the fact that other brands have the same product at a lower price. On the contrary, Leahy (2008) warns that repeat purchase is not an indicator of loyalty but it could be due to the inertia which indicates that a consumer buys that brand because of habit. This does not necessarily mean that the consumer has any ties to that brand.

The study established that most of the respondents recommended their phone brand to other people because they are satisfied. Johnston and Kong (2011) noted that satisfied consumers will talk of their experience with a product and influence other people to buy. Whatever a consumer decides to purchase, he or she will interact with it, whether big, or small and all purchases come with an experience. According to Keller (1998) brand image also constitute a consumers’ perceptions and associations to the brand. Esch. Et al. (2006) highlighted that brand image cannot exist on its own entirely without brand awareness, and this has been because a brand is well established in the consumer’s conscience, it is easier to create association and attachment. Such associations are formed from the brand attributes, brand benefits, and brand attitudes.

5.3.3 Effect of Brand Image on Consumer Buying Behavior

The study established that on average majority of the respondents agree that brand image influence buying behavior. It was also noted that majority agreed that a good innovative brand name influences the choice of a mobile phone. Deliya and Parmar (2012); Shah, Ahmad & Ahmad (2013); and Solanki (2014) noted that when it comes to the performance
quality of any product, its shape, and design have a heavy bearing on it. This is fundamentally how the product appears on the shelf in a supermarket, an afterwards in a consumer’s home. The basic function of a phone that any consumer evaluates almost at a subconscious level is its ability to hold and protect the product through its life cycle.

It was established from the study that products of good quality influence my purchase decisions. Rundh (2009) established that marketers have found out that the design and shape of products have to meet a sort of decorative need when in the possession of the consumer. The lighter the design, in this case, the more catchy to the consumer. Since, unlike food consumables, phone products have grown into more collectable products, even after the product itself has been exhausted. Hill (2011) also added that as such, it continues to carry the marketing role into a consumer’s home. It has become the future of brand identity, turning the entire process into a mark of exclusivity and further into a limited edition pieces.

It was also agreed that consumers buy products that have attractive packages. According to Holmes and Paswan (2012) if a consumer feels that thought put into designing the package of any particular product is done creatively, then it bears an influence on perceived quality. If the shape and design is extravagant, then the value placed on the item is worthwhile. Therefore, together with superior performance quality, package design that is artistically revealed has a positive impact on consumer purchase.

Rocchi and Stefani (2006) noted that the design and shape are also viewed synonymously to the product such that when the shape appears lighter, then the consumer feels as though the quality of the product is much more than what it actually is. Consequently, if two similar products of matching quality are availed to a consumer, with one phone larger/lighter than another, it is possible that a consumer will select that which seems lighter as he relates that to value with respect to the price spent. This becomes a very important factor when designing the shape of any package since such consumer preference occurs almost without any thought.

It was also noted that consumers sought for phones with added features. Similarly, Hill (2011) noted that in the phone technology industry however, there seems to be a shift in the trend when it comes to the use of dimension. It is no longer about simple columns that are easy to align on a shelf in the name of ‘space-conservation’, but the extreme end of the
spectrum is being experienced. Miller (2009) notes that marketers have chosen to deconstruct shape into angles and features previously unimaginable. The geometric structure and paneling has been taken to a level of deconstruction that is simply a sight to behold once one steps into a store. From the shapes of smashed industrial metal, diamonds and dolls, to designs that spell out brand logos and letters, phones have indeed come a long way from paneled packaging to deconstructed works of wonder.

The findings also established that respondents look for product whose label is informative and the information on the label influences choice of a brand. Sevilla (2012) highlighted that on any package, information will either be displayed on the package directly or included on the label. Such information ranges from the name of the product to the product composition list, manufacture and expiration dates, location of manufacture etc. Miller (2009) added that it is crucial in the current time that information about a product is present on the package, and as such to serve the dual role of communicating product benefits and detriments in equal measure. America has viewed this with vigor and package information must disclose even warning signs so that the consumer is fully aware of the product attributes.

5.4 Conclusion

5.4.1 Effect of Brand Awareness on Consumer Buying Behavior

From the study, it is established that use of promotional tools always increase respondent's brand awareness and firms should strive to use of television programs in promoting their mobile brands. This goes a long way in ensuring that information reaches a wider market hence creating a bigger market share for the company and ensuring that they retain their customers. It is also concluded that information about mobile phone brand is available to the consumers and they are also able to recognize the slogan/label of their favorite mobile phone brand. Brand recall always ensures that your brand is well positioned in the minds of the consumers and that gives the brand a competitive advantage.

5.4.2 Effect of Brand Loyalty on Consumer Buying Behavior

Brand loyalty influence consumer buying behavior and loyalty for a particular brand is based on the quality of a mobile phone, change in the price and consumer experience with
the product. Most consumers stay loyal to their phone brand even if another brand comes along with a better offer. It was also noted that use of referrals influence the buying behavior because customer believe in other people’s experiences and use them as reference when buying products. Loyalty is not easy to retain especially due to numerous mobile phones brands in the market and there is a need for marketers to remain vigilant in protecting those customers who are loyal to their brands.

5.4.3 Effect of Brand Image on Consumer Buying Behavior

Brand image influences buying behavior and this is attributed to having a good innovative brand name and good quality. When a consumer is shopping the first thing they will notice about a product is the name and if they can actually relate to it. A precise short name that is easy to say out loud will stick in their minds as opposed to a long one. Consumers’ perception about quality also play a role in influencing the brand choice. Price can be used a measure of quality. A product that is highly priced indicates good quality as opposed to a low priced one. It can also be concluded that products that have attractive packages and other added features like big internal memory space, high quality cameras or have a fast processor, the more appealing they will be to consumers.

5.5 Recommendation

5.5.1 Recommendations for improvement

5.5.1.1 Effect of Brand Awareness on Consumer Buying Behavior

Mobile phone companies should utilize more promotional tools in order to increase respondent’s brand awareness. The firms are also encouraged to use avenues such as television programs as it is a good source of information about mobile brands. In addition firms should learn and integrate new brand awareness platforms that are emerging due to advanced technology and increased networking like internet marketing, multilevel marketing and ad-funded applications and software. There is also a need to inform consumers about the security features to look out for in a brand before committing to make a purchase. The firm also need to ensure customer complaints are well handled to reduce negative feedback from referrals. They can invest in the new software that capture
consumers’ complaints and how they were handled so as to create a database on how well their consumers are being managed.

5.5.1.2 Effect of Brand Loyalty on Consumer Buying Behavior

It is inferred that brand loyalty for mobile phones is based on the quality of a mobile phone and change in the price. The companies should ensure therefore that they maintain quality products at reasonable prices to retain their loyal clients. With the dynamic telephone industry firms should invest in research and design as well as innovation to ensure that their phone brand completely satisfy the clients.

5.5.1.3 Effect of Brand Image on Consumer Buying Behavior

It can be inferred from the study that firms should strive to have a good innovative brand name and products of good quality in order to better influence the purchase decisions made. They should do continuous rebranding in terms of new packages, new product shapes and sizes as well diversification in order to keep their customers interested. Firms also need to invest in labels that are informative so as to influences choice of a brand. With the positive correlation between brand Image, awareness and loyalty the organization should give equal consideration for these activities.

5.5.2 Recommendations for Further Studies

The study sought to establish factors affecting consumer buying behavior based on awareness, loyalty and Image. It is therefore recommended that other studies be undertaken to determine buying behavior using another variable, as a result, this will ensure more reliability and accuracy of the results findings.

The study was carried out at United States International University-Africa therefore implying that the results of this study are dependent on the culture, perceptions and beliefs of the university. It is therefore suggested that a similar study be conducted in other private and public universities in order to increase the reliable results.
REFERENCES


APPENDIX I: LETTER OF CONSENT

FAITH KENDI MUGAMBI

UNITED STATES INTERNATIONAL

UNIVERSITY-AFRICA (USIU-A)

P.O. BOX 14634-00800,

Nairobi,

Kenya

Dear Respondent,

I am a USIU student carrying out research on the; partial fulfillment for the degree of Masters in Business Administration (MBA) program EFFECT OF BRANDING ON CONSUMER BUYING BEHAVIOR IN THE MOBILE INDUSTRY: A CASE STUDY OF USIU STUDENTS.

The research will use questionnaires which you are requested to complete and return. The findings of this study will provide valuable information and comparisons of different branding strategies that are used by mobile phone companies to influence the buying behavior of their customers. The data obtained in this study will be analyzed and results and findings of the study will be made available on request. This is an academic research and confidentiality is highly emphasized. To achieve this, your name will not appear anywhere in the questionnaire and data collected will be collectively analyzed. Kindly spare some time to complete the questionnaire. It will only take five minutes to fill it.

Thank you in advance,

Yours sincerely,

Faith Kendi Mugambi
APPENDIX II: QUESTIONNAIRE

SECTION A

DEMOGRAPHIC DATA

Please indicate your answer by placing a tick (√) where appropriate

1) Kindly indicate your gender: a) Male [ ] b) Female [ ]

2) Please indicate your school: a) School of Business [ ] b) Humanity and Social Sciences [ ]
   c) Science and Technology [ ] d) Pharmacy and Health Sciences [ ]

3) Age bracket: a) 16-25 [ ] b) 26-35 [ ] c) 36-45 [ ] d) Above 45 [ ]

4) What is your program level: a) Freshman [ ] b) sophomore [ ] c) Junior [ ] d) Senior [ ]

SECTION B: BRAND AWARENESS AND CONSUMER BUYING BEHAVIOR

1. Based on the rating scale of 1-5, where 1- Strongly Agree 2- Agree 3. Neutral 4.Disagree and 5 – Strongly Disagree, rate the following statements on mobile branding and consumer buying behavior by ticking (√) the appropriate one.

<table>
<thead>
<tr>
<th>BRAND AWARENESS</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA1  Television programs are good source of information about mobile brands</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>BA2  I always recall my brand while purchasing a phone</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>BA3  Promotional tools increase my brand awareness</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>BA4  I have all the information I need about my preferred brand</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>BA5  I get all the information I need about my mobile phone from referrals</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>BA6  I can differentiate my favorite brand from an imitated one</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>BA7  I can recognize the slogan/label of my favorite mobile phone brand</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>BA8  I get most of my information about my mobile phone brand</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>
SECTION C: BRAND LOYALTY AND THE CONSUMER BUYING BEHAVIOR

1. Based on the rating scale of 1-5, where 1- Strongly Agree 2- Agree 3. Neutral 4.Disagree and 5 – Strongly Disagree, rate the following statements on mobile branding and consumer buying behavior by ticking (√) the appropriate one.

<table>
<thead>
<tr>
<th>BRAND LOYALTY</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>BL 1 I am loyal on the basis of the quality of a mobile phone</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>BL2 A slight change in the price will affect my choice of mobile phone brand</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>BL3 I will trust and buy a brand that I purchase regularly and one I have not</td>
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<td></td>
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<tr>
<td>bad experience with</td>
<td></td>
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<td></td>
<td></td>
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</tr>
<tr>
<td>BL4 I will always buy my phone brand, even if another one comes along with a</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>better offer</td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BL5 I will recommend my brand to other people because I am satisfied</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>BL6 I will buy a brand because one of my friends has recommended it to me</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>BL7 I will always use my phone brand because I am completely satisfied with it.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>BL8 I would be motivated to switch to other brands in the market</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
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</table>

SECTION D: BRAND IMAGE AND CONSUMER BUYING BEHAVIOR

1. Based on the rating scale of 1-5, where 1- Strongly Agree 2- Agree 3. Neutral 4.Disagree and 5 – Strongly Disagree, rate the following statements on mobile branding and consumer buying behavior by ticking (√) the appropriate one.

<table>
<thead>
<tr>
<th>BRAND IMAGE</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>BI1 A good innovative brand name influences my choice of a mobile phone</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>BI2 A famous brand name influences my choice in buying a mobile phone</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>BI3 Products of good quality influence my purchase decisions</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>BI4 Quality perception will influence my brand choice</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>BI5 I will buy products that have attractive packages</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>BI6 I will buy products that have added features</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>BI7 I will buy a product whose label is informative</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>BI8 The information on the label influences my choice of a brand</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>
SECTION E: CONSUMER BUYING BEHAVIOR

1. Based on the rating scale of 1-5, where 1- Strongly Agree 2- Agree 3. Neutral 4.Disagree and 5 – Strongly Disagree, rate the following statements on consumer buying behavior by ticking (√) the appropriate one.

<table>
<thead>
<tr>
<th>CONSUMER BUYING BEHAVIOURS</th>
<th>1</th>
<th>2</th>
<th>3</th>
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<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>CB1 Family members influences my buying pattern</td>
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</tr>
<tr>
<td>CB2 Available Income influences my buying pattern</td>
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<tr>
<td>CB3 The well-known brand name for the product influences my buying pattern</td>
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<tr>
<td>CB4 The quality of the product influences my buying pattern</td>
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<tr>
<td>CB5 My satisfaction of a previous product from a certain brand influences my buying pattern</td>
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<tr>
<td>CB6 My position within the society influences my buying pattern</td>
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</table>