THE EFFECT OF BRAND EQUITY AND CONSUMER PURCHASING INTENTION IN FAST MOVING CONSUMER GOODS: A CASE STUDY OF COCA COLA KENYA

BY

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UNITED STATES INTERNATIONAL UNIVERSITY-AFRICA

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

UNITED STATES INTERNATIONAL UNIVERSITY – AFRICA

SPRING 2018
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 that United States International University in Nairobi for academic credit.

Signed_______________________________________ Date__________________________

Wangwe Nabubwaya Cynthia (ID 628037)

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

Signed_______________________________________ Date__________________________

Dr. Joseph Ngugi Kamau

Signed_______________________________________ Date__________________________

Dean, Chandaria School of Business
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ABSTRACT

The general objective of this study was to determine the effect of brand equity components on consumer purchasing intention in Fast-Moving Consumer Goods firms focusing on Coca Cola Kenya. The study was based on three specific objectives of the study including: to establish the relationship between brand association to consumer Purchase intention; to examine the effect of brand awareness to consumer purchase intention and to examine the effect of brand loyalty to consumer purchase intention.

This study adopted descriptive research design and focused on a target population of 7,010 including 6512 students, 300 staff and 298 faculties at United States International University-Africa. Stratified random sampling technique was used to choose a particular sample for this research and using Yamane formula a sample size 719 faculty, staff and students at USIU-Africa was used in this study. Questionnaires were used to collect data for this research and the data collected was coded and entered into Statistical Package for Social Sciences (SPSS) for analysis using inferential and descriptive statistics and the findings presented in figures and tables and figures.

The study examined the influence of experiential marketing on brand loyalty of Coca Cola Kenya. The study found that brand loyalty gives the company enough time to respond to competitive moves by competitors. The study confirms that interaction with consumers has shaped attitudes towards the Coca Cola’s brand. The study found that the company has loyal customers thus spends less on marketing their products. Experiential marketing was found to be a guerilla tactic to keep advertising costs low. Coca Cola Kenya has a competitive edge as a result of low cost of production. The company has also before and after sale advertisements to always remind customers of the value of their purchase. The study found that experiential marketing events allow the company to interact with consumers at a more personal level.

The study concludes that Coca Cola Kenya uses unintentional participation procedures in exposing new brands. According to the study, brand awareness changes the perception of consumers about a brand in a positive way. The study also concludes that there is strong brand association as customers perceive brands to be of high quality and that interaction with
consumers has shaped attitudes towards the company’s brand. The study recommends the use of experiential marketing as it creates brand awareness that changes the perception of consumers about a brand in a positive way. The study also recommends organizations to conduct customer research to understand their brand and competitors. From the study, it is strongly recommended that organizations should enhance brand loyalty as it gives companies enough time to respond to competitive moves by competitors.
ACKNOWLEDGEMENTS

Firstly, I would like to thank the Almighty God for giving me the grace, patience and zeal to carry this project to completion.

Secondly, I would like to express my special thanks and gratitude to my supervisor, Dr Joseph Ngugi, for his guidance and support during the implementation process of this project. Without his superior knowledge and experience, this project would have been wanting in quality and outcome. I appreciate.

Finally, I would also like to thank my mother for the support she gave me. I love you.
DEDICATION

I dedicate this research report to my family.
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CHAPTER ONE

1.0 INTRODUCTION

1.1 Background of the Study

In today’s cluttered retail environment, consumers are overwhelmed with choice. The average UK supermarket carries approximately 45,000 SKUs (stock keeping units). The average shopper buys around 50 items in 50 minutes. Consumers must therefore weigh up around 900 items each minute. However, consumers are not even able to attend to all of the items on display, let alone weigh up all of the available options; they must decide what to buy in the blink of an eye (Sorensen, 2009). In order to make such fast decisions, consumers need to use mental shortcuts, or heuristics, to guide their choices. Certain cues present in the environment guide shoppers’ attention and aid their decision making in store. Often consumers are not conscious of the cues or the mental shortcuts they have used to arrive at a decision (Baba, 2014).

Branding is an integral part in any marketing strategy. For many companies, their competitive prospects largely depend on the brands that they hold in their portfolio. The centrality of marketing activities largely relies on sound development and implementation of marketing strategies which includes building and maintaining brands. Strong brands act as a signal of quality, they also increase leverage with channel partners, attract pricing premium over competitors and improve customer loyalty and retention (Sorensen, 2009). Even with strong brands, the business environment is time and again affected by both internal and external factors. While internal factors can be moderated by the companies, external changes force businesses, firms and industries to make certain adjustments. These factors may be political, economic, social, technological, environmental and legislative - they are dynamic and thus result to changes in the market and businesses globally.

The study of branding has been based on different theoretical mechanisms and perspectives. According to Sorensen (2009), “consumer, psychology, economics or biology” are the main streams of academic research used in conceptualization of brand equity. Several brand equity researches have relied on numerous concepts and principles from these three approaches in
developing models of consumer related decisions. Some of the models include Brand Asset Valuato
rt (BAV) model, Consumer-Based Brand Equity (CBBE) model and Five Asset model of brand equity.

In Kenya digital television broadcast operates under two categories namely: Free to Air (FTA), in which viewers can watch local TV programs for free; and Pay TV where viewership attracts a monthly subscription. The Pay TV market is dominated by three major brands; DSTV, Startimes and Zuku. There are also other emerging pay TV service providers such as Azam TV among others. The advent of digital migration resulted in stiff competition and vigorous marketing strategies amongst Pay TV service providers, in bid to retain customers, attract more and stand out as the best brands (Sorensen, 2009).

Perhaps the most powerful mental shortcut available to the consumer is branding. Branding on packaging allows us to quickly and efficiently select from a huge array of products. Specifically, branding draws consumers’ attention to certain products; it allows them to recognize familiar products and serves as a cue for retrieving stored information from memory about those products. Understanding this important role of branding in decision making is the broad aim of the current research (Sorensen, 2009). Ogbuji, and Onah (2011) asserts that for consumers to make fast decisions, they need to use mental shortcuts or heuristics which will guide them in their choices. These cues which are present in the environment will guide the shopper’s attention and aid their decision making while in the store.

Shehzad (2014) states that one of the most popular and potentially important marketing concepts to arise in the 1980s was brand equity. However, its emergence has had both a positive and negative impact on marketers. Shehzad (2014) suggests that on the positive side, brand equity has elevated the importance of the brand in the marketing strategy and provided focus for managerial decisions and research activity. On the negative side, the concept has been defined in several different ways and for several different purposes. No common viewpoint has emerged about how to conceptualize and measure brand equity.

Shehzad (2014) implies that brand equity enables the customer to make distinctions between their preferred brand and others, and this influences how he or she responds to marketing of
the brand. According to Shehzad (2014) brand equity is a set of components that add to, or subtract from, the value provided by a product or service to both the firm and its customers. These assets include brand awareness, brand association, perceived quality and brand loyalty. To manage brands properly, Andai emphasizes that marketers need to clearly comprehend the value and aspects of their brands in terms of what makes them tick and what they are worth as well as how they will measure and conduct valuation of brand equity at customer, product and financial levels (Andai, 2016). Pahwa (2017) highlighted that most brand equity studies have been done for two main reasons; one being the financial aspect, and the other for strategy motivation and improvement of marketing productivity. Thus, the need for marketers to gain a better understanding of brand equity in terms of consumer behavior.

Consumer behavior is demonstrated when individuals search, purchase, use and evaluate goods and services (Andai, 2016). Survival of firms largely relies on-in depth understanding of the consumer. Given the current competitive business environment, manufacturers have been forced to produce goods with the customer needs in mind. They also consider the process involved in consumer decision-making. In the marketing context, the term ‘consumer buying’ means the purchasing act as well as activities that go along with the pre-purchase and post purchase activities (Andai, 2016). A deeper knowledge of consumer behavior helps marketers understand why and how consumers buy certain brands and how their environment shapes those decisions. In addition to the consumer decision-making process, a marketer also needs to understand the dynamics that affect the way individuals and groups buy goods and services.

Competitive prospects of companies largely depend on the brands they hold in their portfolio. As a result, building and maintaining brands is key as strong brands act as a signal of quality and increase the leverage with channel partners, attracting premium pricing over competitors and improving customer loyalty and retention (Andai, 2016). Pahwa (2017) adds that as a result of competition, more weight is being put on the brand than on product features as consumer buying habits have changed. This has made brand an improtant asset of the company making marketers to include strategies to build a strong positive brand equity.

According to Shehzad (2014) brand is an important tool to uplift the economy of any country in this present age where the buying behavior of people can be changed with the help of brand
name and equity. Bansah (2015) indicates that brand equity gets the attention of consumers leading to them making buying decisions. Joshi (2013) adds that when a seller provides quality products to its customers they become loyal to a brand and make repurchase decisions all provided through brand equity. Pahwa (2017) define brand equity as value of a brand as a separate asset, the aggregate of assests and liabilities attached to a brand name and symbol resulting in the relationship customers have with the brand in terms of feelings and actions towards the brand. The assests are intangible and are reflected in terms of market share prices, profitability, prices and demand in the financial books.

Brand equity fulfills the promise of business to their customers and maintains the relationship by depending on brand awareness, perceived quality, strong brand associations, loyalty and other patents such as channel relationships and trademarks. Gunawardane (2015) adds that this are components that examined toward purchasing decision. It is also a significant success factor for companies that help in differentiating products and competitors influencing decisions of customers to brands. As a result, Rindell (2008) indicate that there is a lot of financial and time investment by companies to study the behavior of consumers towards a brand that is considered as a key asset for business influencing customer purchasing decisions.

According to Elliott and Wattanasuwan (2008) in the contemporary world, we live in a symbol-rich environment and the meanings attached to any situation or object is determined by the interpretations of these symbols on products and brand images. This are used by consumers as they search for identity through consumption. Baba (2014) adds that brand image is important when customers make purchase decision and their decisions are also influenced by awareness and loyalty of brand. As a result, companies have an uphill task of ensuring that their brand remains relevant in consideration of their customers by repetitive advertising and fulfilling customer expectations (Akhtara, Qurat-Ul-AIN, Siddiqi, Ashraf & Latif 2016).

As a result of globalization, branding and brand equity has become a useful tool, to which academicians are giving an increasing attention in order to establish how to develop a global brand that is appealing to all users. The reasons for this interest is as a result of increased cross border population mobility and electronic mobility which have contributed to faster transfer of ideas and a global convergence in consumer tastes and values. According to Aaker and
Joachimsthaler (2000) having a global brand will enhance the positioning, advertising strategy, personality, look, and feel and coordinated marketing strategy in respects to the specific country. Reviewing the top 10 global brands, Aaker and Joachimsthaler (2000) identified seven common features: strength in home market; geographical balance; addressing similar consumer needs worldwide; consistent positioning; country of origin; product category focus, and corporate name. From consumers’ perspective, it is important that the brand be marketed in multiple countries and generally be recognized as global in these countries.

According to Alden, Steenkamp, and Batra (1999) the appeal of global brands arises from different but not mutually exclusive sources which consist of higher perceived quality, higher prestige, and the psychological benefits of perceived global brand presence. From a manufacturer’s point of view, the drivers of global branding are economies of scale, growing consumer segments with similar needs and tastes, risks of time-consuming local modifications, and emerging consumer preferences for brands with global image. Global branding, however, might also be a trap for managers if not handled carefully.

In this context, Aaker (2004) draws attention to three basic points. First, economies of scale may be elusive because of existing cultural differences between foreign markets. Second, top management may face difficulties in forming a successful global brand team. Third, global brands cannot be imposed on all foreign markets in a standard way because of the image differences across these countries. From the foregoing discussions on the importance of branding, marketers and producers alike are developing increasing interest in this strategy. The branded bottled water industry in Kenya is not an exception to this increasing adoption of branding as a strategy for winning the heart of consumers. However, a lot still more research is required to establish whether branding is the major factor influencing consumer choice.

Upon examining over 20,000 shopping representatives, the consumers who selected various books from 33 retailers over 69 days, Alden, Steenkamp, and Batra, (1999) found that even though each retailer offered homogenous products, brand was an important determinant of the consumer’s choice. They went further to state that, the three most heavily branded retailers held a $1.72 price advantage over more generic retailers in head-to-head price comparisons. In furtherance of their research, they discovered that consumers used brand as a surrogate for
retailer integrity in non-contractible characteristics of the products and service packages, such as shipping reliability.

Even though brand equity assists to instill confidence in consumers, if all elements are not adhered to, the product can bring unnecessary attention and distaste among consumers. One notable brand is Dasani mineral water by Coca Cola which has gained very few admirers in the market even though its flagship brand Coca Cola is the parent company. This is due to the negative publicity resulting due to the insignificant mineral content in their product led consumers to choose alternative products in the market (Yoon & Kim, 2000). The company, from the outset, seriously underestimated the response of its bottled water competitors as it aimed to come marching in on their market share. The Natural Mineral Water Association (EFBW, 2012) lodged a complaint against it and the news damaged Dasani’s reputation across Europe and America, which has spread to other continents as well (Yoon & Kim, 2000). Dasani had to rely on the marketing muscle of Coca Cola flagship brand, through its distribution networks, and channel relationships, to survive in the European market.

1.2 Statement of the Problem

Despite a lot of media publicity on fast moving consumer goods and services, consumers are always faced with uncertainty when making a choice. Furthermore, in the Kenyan context, perceived quality, brand awareness, brand loyalty and proprietary brand assets remains rudimentary (Nyambura, 2009). In the literature on product branding, significant attention has been paid to brand equity in the business value context, but relatively little attention has been paid to the application of the concept of brand equity to the consumers in retail marketing context, especially in Kenya (Nyangechi, 2011).

The effectiveness of a product in the market can be attributed to brand maintenance that will help a manufacturing company to sustain itself in the marketplace. The eventual failure of a company to build effective brand equity will actually lead to its failure in achieving the desired organizational goals since brand equity plays an important role in maintaining customer loyalty and organizational performance in the market place. Possession of a brand is not enough for a company to have strong brand effectiveness because brand equity has a great influence on consumer choice of a brand (Keller, 2014).
Moreover, there is limited research regarding brand equity influence on consumer choice where most researchers have focused on the relationship between branding and firm performance using brand awareness and image as a moderating effect. Researchers such as Aaker, (2011) and Keller (2002) state that consumer choice is influenced by four dimensions of brand equity including: brand awareness, proprietary brand assets, perceived quality and brand loyalty. Well observed is that most producers strongly believe that branding has a very high influence on consumer choice (Ogbuji, & Onah, 2011). Since many elements constitute branding, one is not sure if these elements play equal roles in influencing choice or if some play a greater role than others.

Research documented in Kenya has also failed to establish the importance of the dimensions of brand equity and their influence on consumer choice. Nyambura (2011) for example, focused on branding in the banking service industry, thus the results were limited to one financial institution. Furthermore, the study was based on a financial shareholder’s perspective of brand equity; Nyangechi (2011) on the other hand, focused on the role of perception in the buying behaviour of consumers as a result of brand equity. This study was limited to perception of consumers in elements of brand equity, which ultimately focused on the consumer’s motivation for buying from a cognitive value rather than actual participation of consumption patterns and choice. As such, the Kenyan studies of brand equity have failed to address the relative importance of each brand equity variable on consumer choice and the moderating role of the industry context in influencing brand equity and consumer choice.

The issue that exists is that there is little evidence of whether a brand equity strategy that is based on a holistic approach to specific industry, which may be used to assist in execution to influence consumer choice and subsequent sales volume, has been conducted in Kenya. As such research into these phenomena shed more light in order for marketing executives to recognize the need for a multiple-stakeholder focus and provide more evidence on how adopting brand equity with moderating factors such as industry context in business approach can enhance the company’s image, and therefore enhance consumer choice.
1.3 General Objective

The general objective of this study was to determine the effect of brand equity components on consumer purchasing intention in Fast-Moving Consumer Goods with a focus on Coca Cola Kenya.

1.4 Specific Objectives

1.4.1 To establish the relationship between Brand Association and Consumer Purchase intention.
1.4.2 To examine the effect of Brand Awareness on Consumer Purchase Intention.
1.4.3 To find out how Brand loyalty affect Consumer Purchase Intention.

1.5 Significance of the Study

1.5.1 Useful Information to Marketers

The outcome of this study should result in useful information to the marketing managers to make branding decisions for continual improvement in market performance and that of products. They were able to understand what consumers want and in turn give feedback for their companies to better their products. This was company to maintain long term competitive advantage and commercial performance.

1.5.2 Coca Cola Company

The study help Coca Cola East Africa management know what influences their consumers and maintain the standards and even make them better for brand equity and hence retain/improve consumer purchase intention.

1.5.3 Policy Makers

For the Retail Market Regulation Authorities of Kenya and policy makers, the study provides information that can be used to formulate policies to support FMCG industry in Kenya through the provision of information that can be used to formulate policies that protect consumers,
stakeholders, distributors and manufactures of consumer goods specifically in respect to competition.

1.5.4 Academicians and Researchers

To researchers and academicians, the study adds to the body of knowledge on Brand Awareness, Brand Association, Quality Perception and Brand loyalty as dimensions of Brand Equity influencing the consumer purchasing decisions. The study provides a base upon which other studies can refer to thus informing future research in this area.

1.6 Scope of the Study

The study was based in Kenya focused on Coca Cola Kenya consumers in Nairobi focusing on a university to be able to capture the youth and older generation. The study focused on respondents drawn from the students, faculty and staff a United States University-Africa in Nairobi. Data was collected in January 2018 using questionnaires as the data collection method. Foreseen barriers that may occur include the lack of willingness from the respondents to provide feedback due to time. Some of other anticipated limitations include non-response by the respondents who could be absent during the drop and pick of questionnaires. Attempt to mitigate this limitation was made through securing new appointments and by substituting those respondents that are absent with others in the same organization who have the desired information.

1.7 Definition of Terms
1.7.1 Branding

A brand is defined as a sign, name, symbol, design or a combination of these which differentiate an entity from the competitors’ (Griffin, 2008). A brand therefore adds emotional differentiation to the rational product features and benefits and therewith slows down, stops or prolongs commoditization of a product.
1.7.2 Brand Equity

This is the collection of brand properties and debts that increase or reduce the value of a product or service a company makes to its customers (Aaker, 2011). This consists of four dimensions; brand association, perceived quality, brand loyalty and brand awareness.

1.7.3 Brand Awareness

This is the ability of a buyer to recall or recognize a certain category of a product (Aaker, 2011).

1.7.4 Brand Association

This is defined as the meaning of a brand for the consumer which is also a source of product positioning and differentiation for the companies in the marketplace that increase the chance for product purchase (Shah, Adeel, Hanif, & Khan, 2016).

1.7.5 Brand Loyalty

Brand loyalty is defined as the attachment a customer has to a brand. It can also be defined as the commitment to consume a preferred product or services in future despite situational factors or marketing efforts (Oliver, 2007).

1.7.6 Consumer Purchase Intention

This is defined as the possibility of consumers planning or willing to purchase a product or brand also referred as an indicator of consumer behavior (Wu, Yeh, & Hsiao, 2011).

1.8 Chapter Summary

Chapter one gives brief insight of Brand Equity into the aspect of consumer purchasing intention employed by Fast Moving Consumer Goods companies for market competitiveness. It highlights the objectives of the study to determine the existence of the dimensions of Brand Equity employed by the firms, the effect of Brand Equity on Consumer Purchase intention. The study is significant study because it results in useful information to the marketing managers to make branding decisions for continual improvement in market performance, to
policy makers; the Coca Cola company itself, researchers and academicians. The next chapter covers in detail the literature in the field of study based on the specific objective highlighted in chapter one. Chapter three generally identify significant aspects of collecting, collating, analyzing and presenting research data. It includes process of identifying the population of study, the sample frame, the sample size (in this case, census population), data collection instrument, data analysis and presentation in a logical sequence.
CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Introduction

This chapter tackles literature review on the effects of brand equity components on consumer purchasing intention in fast moving consumer goods (FMCG) focusing on the specific objectives of the study highlighted in chapter one including the relationship between brand association and consumer purchase intention, Effect of Brand Awareness to Consumer Purchase Intention and Effect of Brand loyalty to Consumer Purchase Intention. This chapter was concluding with a chapter summary.

2.2 Relationship between Brand Association and Consumer Purchase Intention.

Satvati, Rabie and Raso (2016) indicates that brand association presents the value of a brand that is based on the associations to which it is linked. For example, Ronald McDonald has created a feeling about a brand that has been attributed to. According to Aaker and Joachimsthaler (2000) association with areas of application such as aspirin and heart attack can be a reason for purchase which attracts consumers. He further indicated that strong associations of a brand are basis for expansion of a brand. Aaker (2011) indicates that brand association reproduces the distinctiveness of the brand giving value to the consumers by providing reasons for consumers to choose and purchase a brand making optimistic attitudes and feelings among consumers. According to Keller (2003) brand association entail information nodes that are related to brand nodes holding meaning of the brand to consumers. Keller indicate that brand associations are sorted in three categories including the benefits, attitudes and attributes.

According to Aaker (2011) brand associations are the category of a brand's assets and liabilities that contain "linked" into memory of consumers. Brand associations are very important for customers and for marketers. Marketers use brand associations to differentiate, position, to expand brands, to produce positive attitudes and feelings of customers toward brands, and also to suggest benefits of purchasing a brand and using a specific brand. On other hand Consumers use brand associations to assist process, organize process and regain related information according to brand in their memory and use this information in making purchase decisions. At
the same time as several researches are conducted to explore specific elements of brand associations Keller (2003) but the same time no research has been conducted that united these elements in the similar study to measure how these elements are interconnected. Brand association is very important to marketers because once it create association between consumer and brand it gives long run benefit to the company and thus concluded that brand association has significant and positive relationship with the customer purchase intention (Naeem, Muhammad, & Saeed, 2015).

2.2.1 Brand Association in Consumer Buyer Behavior

A brand association is anything connected to a brand by memory. Aaker (2011) believes that the underlying value of a brand name is often based upon specific associations linked to it, whether positive or negative. According to Keller (2003) brand associations can be created by linking the brand to a node or information in the memory that conveys meaning to consumers. Consumers’ favorable brand beliefs will influence their purchase intentions and choice of the brand.

Cognitive psychologists believe that memory is extremely durable, so when information is stored, it decades very slowly (Naeem, Muhammad, & Saeed, 2015). Still being available in memory, does not have to imply being accessible and retrieved, not without strong associations and retrieval cues (Aaker, 2010). Therefore, the larger the number of cues linked to a piece of information, the greater the likelihood that the information can be recalled. Additionally, Mohan stated that brand associations could be influenced by information on objective attributes such as price and physical traits. Previous research has also shown that the differentiation, favorability and the strength of associations are important parts of brand knowledge, and this in turn is an essential source of customer-based brand equity (Keller, 2013).

2.2.2 Dimensions of Brand Associations

According to Bruwer and Buller (2005) propose measuring brand functions through the dimensions of guarantee, personal identification, social identification and status. The guarantee function is based on the appraisal that the brand is reliable, efficiently carries out its
performance qualities and meets the generated expectations. Similarly, it is fitting to associate this function with the perception that the brand is linked to products with a suitable level of performance and is concerned about conveniently satisfying consumer needs, contributing variety and innovation (Naeem, Muhammad, & Saeed, 2015).

The personal identification function is related to the fact that consumers can identify themselves with some brands and develop feelings of affinity towards them. In the literature on brand influence, a basic theory refers to the congruence between the consumer's behavior, his self-image and the product image. Aaker (2011) state that this theory is based on the idea that individuals can enrich their self-image through the images of the brands they buy and use. In this way, the theory upholds that the greater the consistency between the brand image and the consumer's self-image, the better the consumer's evaluation of a brand and the greater his intention to buy it.

According to Aaker (2011) the social identification function is based on the brand's ability to act as a communication instrument allowing the consumer manifesting the desire to be integrated, or on the contrary, to dissociate himself from the groups of individuals that make up his closest social environment (those people with whom he currently interacts or aspires to do so). Consumers interested in this function will positively value those brands that enjoy a good reputation among the groups with which they belong to or aspire to form part of.

The status function expresses the feelings of admiration and prestige that the consumer may experience upon using the brand. In this way, the status function, just like the social identification function, is revealed thanks to the need of individuals to communicate certain impressions to people in their social environment. However, the difference between the two functions lies in the fact that the social identification function is related to the desire to be accepted by and feel member of certain groups. On the other hand, Aaker (2011) suggests the status function corresponds to the individual's desire to achieve prestige and recognition from others, without this necessarily meaning that the brand is representative of their social group. Therefore, the status could even impede the individual's identification with certain social groups.
According to Bruwer and Buller (2005) the impact of brand functions on consumer response constitutes an extremely necessary subject when analyzing the worth, the brand has for the firm. The competitive benefits that result from a positive brand image can be categorized into three basic components. Firstly, advantages associated with current performance and profitability, that is, the brand's ability to demand higher margins and volume, more inelastic consumer response to price increases, increased marketing communication effectiveness and greater trade co-operation (Bruwer & Buller, 2005). Secondly, advantages related to longevity of profits and brand loyalty, less vulnerability to competitive marketing actions, less vulnerability to marketing crises. Finally, advantages associated with growth potential and possible licensing opportunities, generation of positive word-of-mouth, brand's ability to introduce new products as brand extensions.

Previous research revealed that brand associations have a positive influence on consumer choice, preferences and intention of purchase of brands in terms of their willingness to pay a price premium, embrace brand extensions and advocate to others. Therefore, it is also intriguing to analyze the individual effects of each of the various dimensions, which in turn, will enable marketers to guide brand decisions more suitably, through identifying which associations ought to be strong so as to realize the required consumer response (Bruwer & Buller, 2005).

2.2.3 Brand Personality

According to Bruwer and Buller (2005) brand personality is very instrumental for consumers and marketing, because it can create a procedure to differentiate among various brands and is a key determinant for consumer purchase intention. This helps consumers make a decision if to make a purchase when the product features are difficult to assess. Aaker (2011) defines brand personality as a set of human characteristics which consumers ascribe to including dimensions such as; sincerity meaning the integrity and reality of a brand, excitement referring to how exciting and adventurous a brand is; brand competence including the sustainability and smartness of a brand; sophistication referring to the attraction and elegance of the brand and ruggedness referring to resistance and power of the brand.
Temporal (2010) indicate that brand personality is useful for marketers and customers, because it can establish a link with the customer creating a mechanism to be distinctive among brands; it also acts as a determinant key for customers' intentions (Bruwer & Buller, 2005). As Aaker (2011) also indicates, brand personality is a main variable in consumers' purchase decisions and is an important concept in brand distinction and association which has a significant effect on the consumers' purchase decisions. In creating a brand personality, the most important factor probably is a close relationship between brand personality and consumer personality. However, when brand personality is in accordance with the consumer's desire, then consumer's intention and association for buying brand will increase. Mengxia (2007) found out that brand personality effects on the customer preferences, loyalty and purchase intention. He used a comparative approach using 230 Chinese customers' ideas about two brands (Nike and Sony) and demonstrated that brand personality has a positive and significant effect on the purchase intention.

Moreover, recent researches confirmed the significant effect of brand personality on the purchase intention (Wang, Yang, & Liu, 2009; Akin, 2011; Toldos-Romero & Orozco-Gómez, 2015). For example, Akin (2011) in a study Predicting Consumers' Behavioral Intentions with Perceptions of Brand Personality: A Study in Cell Phone Markets, he found that brand personality dimensions of competence, excitement, traditionalism and masculinity have significant and direct effects on consumers' behavioral intention, and the effects of competence and excitement are more than the other two dimensions. The findings of Toldos-Romero and Orozco-Gómez (2015) focusing on 400 undergraduates' students in Mexico using questionnaires between two groups of users and non-users of brand and multiple regression analysis revealed that brand personality and its dimensions are significant predictors for purchase intention and brand personality effect is higher among the users of the brand compared to the non-users. Hence, although many factors influence on the consumer intentions and conditions, brand personality is the first factor that should be considered by researchers.

### 2.2.4 Celebrity Association

According to Olenski (2016) celebrity association is a new concept in marketing known as celebrity endorsement theory. This is based on a simple logic where people idolize celebrities
and when such famous people are seen in advertisements promoting new products, audiences are prompted to buy that product, either subliminally or directly. However, Cotraviwat, (2015) indicates that, celebrity endorsements need to be approached carefully manipulated thoroughly and utilized effectively in order to reap the full benefits. When looking for a celebrity to represent a brand, it's important to know what the expectations of having that celebrity endorsement are.

Davidge (2015) indicates that, celebrities make good salespeople and when they endorse a product, they gain immediate credibility and consumers start associating themselves with the product as a result of affection of the celebrity. For long standing businesses or products, a celebrity’s involvement reinforces the relevance of the products. The key to using celebrity association is to stimulate emotional connections and reinforce a brand’s association. The celebrity must be relevant and familiar to the brand’s target audience as it leads to huge profits leading to immediate change in public perceptions (Davidge, 2015). Muchekesi (2016) indicates that using celebrities and presenting familiar faces is one of the fastest and easiest ways for companies to create brand associations in the minds of consumers. If a widely loved actor or a heroic sports figure endorses a product, that product gains immediate credibility.

2.2.5 Advertising
Advertising is a powerful way of communicating a brand’s functional and emotional benefits and values (de Chernatony, 2006). This increased the level of confidence in brands by consumers and generates brand association (Boulding, Eunkyu, & Richard, 1994). Keller (2007) adds that favorable, strong and unique brand associations are created by advertising through its ability to create, modify or reinforce associations with each new contact. Hence, the higher the advertising spend of a brand, the stronger and more numerous will be the associations in the consumer’s mind.

Different forms of advertising such as prank vertising, viral videos, installations, and live events create experiences for customers through the media. These campaigns are conversation starters, and allows target group to be a part of that dialogue. Many brands are investing into this type of interaction with customers in order to provide many opportunities to imaginatively include different digital aspects into the campaigns including television, radio and social media.
(Davidge, 2015). Social network sites (SNSs), allow television viewers to enjoy the communal experience of group viewing without being physically together. Viewers are sharing their viewing experiences real-time through computer mediated communication, which creates a pseudo-communal viewing experience even though they are not collocated (Wohn & Kyung Na, 2011).

Chris (2015) states that Radio is an integrated part of daily life for avid listeners, whether they put it on to start the day, while driving in the car or keep it on in the background during their work day. Traditional radio commercials are aired countless times throughout the day be it to promote an event a station is presenting or paid advertising from local businesses. It is not the most effective way to build the station’s brand and audience, and traditional marketing also does little to engage with listeners. Advertising therefore, elevates a company’s reach and impact in the market. According to Davidge (2015) the media landscape today is jumbled with constant messages and tactics claiming to be the next big thing in marketing. Some end up being passing fads and others prove to be useful ways to connect with existing and potential fans. Advertising allows for endless creativity and connects brands with fans in exciting and immersive ways.

2.2.6 Competition

Through customer research, a company is able to understand their brand and that of their competitors. This also helps organizations identify their former customers, existing and prospective customers, Intermediaries and industry experts (Ghodeswar, 2008). As a result, a sense of perceptions and associations consumers hold is tapped through the vast data set made up of millions of consumer searches about brands and their competitors. According to Ansett (2010) customer research identifies that all brands hold associated meanings in the minds of the market place and well considered brands establish a competitive brand proposition/strategies with layers of meaning to both differentiate themselves from their competitors and to connect with their audience.

Ansett (2010) indicate that brand marketers have strong beliefs about what their brands stands for and they spend money, time and significant effort to define a key value proposition they hope will lead to marketplace success. As a result, companies are able to improve their brands
based on the feedback they receive from the market creating new unique brand design for all their communications in order to create a consistent association with the layers of meaning in the hearts and minds of the customers.

**2.3 Effect of Brand Awareness to Consumer Purchase Intention**

Zavattaro, Daspit and Adams (2015) indicates that brand awareness is a way of consumers speak about a brand and affects the consumer behavior towards the marketing of a product. Davidge (2015) adds that brand awareness takes place when consumers have a deep and specific image of the product in mind and achieve brand knowledge through direct experiences of other consumers who have interacted with the product or service, and indirect experiences such as advertising and marketing.

Naeem, Muhammad and Saeed (2015) indicates that consumers have the knowledge about the survival and accessibility of a company’s products or services looking at the distinct features which distinguish for example a merchandise from its competitors. This may include a company’s logo or taglines that are part of brand awareness influencing consumer purchase intention. Companies form their brand image after identifying their target market this results to broad brand awareness that leads to strong, favorable and unique brand awareness of consumer. According to Naeem, Muhammad and Saeed (2015) brand awareness has an important relationship with consumer buying intention as a consumer’s knowledge about a product can evaluate a product before purchase. Follows and Jobber, (2010) adds that consumers can purchase a product based on the awareness he/she has about the product indicating that there is a positive relationship between brand awareness and consumer purchase intention.

According to Macdonald and Sharp (2010) brand awareness is also developed through repetitive advertisement pinches on customer’s consideration sets, and makes them aware about the brand hence whenever customer sees that brand, he/she can easily recognize it. Percy and Rossiter (2002) indicates that brand awareness heps consumers recognize the brand in the product category influencing them to make purchase decision.
2.3.1 Brand Image

Aaker (2011) indicates that brand awareness create brand image into customer’s mind. Malik and Naeem (2012) states that unique perception of customers about a brand is called brand image that is defined as the linkage into customer minds or memory of the product. This is defined as the perception about the brand in customer’s mind associated with brand. This could be knowledge, association or any image in the memory of the customer that can be described as the image customers relate to the product in real life. If customers have strong brand awareness then they will also have strong relation with the brand image, these associations could be based on the physical or non-physical attributes. Brand image is also considered as the perception of a brand that represent trade and fit into target market. Aaker indicates that companies can create awareness of their products or services by hiring specific personalities for specific product/services in advertisement impacting on consumer purchase intention. Advertising is a promotional tool than can create an image of a product/service appealing to targeted audience (Saeed, 2004). Naeem, Muhammad and Saeed (2015) adds that here is a positive significant relationship between brand awareness and brand image.

Lee, Lee and Wo (2011) indicates that brand image has a strong relationship with the influence on competitors’ products selection as a result its relation to consumer purchase intention. It creates a positive image in the mind of customers identifying the wants of customers in competition with other brands increasing probability of customers purchase intention. Sondho, Omar and Wahid, (2007) adds that brand image is the selected attribution of a product of any brand which customer resumes in its mind and later on it creates a distinct image of that brand in its mind. This is done through attributes such as brand values, packaging, price, color, benefits and style.

Lin and Lin (2007) adds that consumers purchase intention is affected by the image of the brand increasing the likelihood of the purchase intention. If consumers have greater perceived value of brand, then customers will prefer the product on other products that have greater purchase intention for the product. Brand image is one of the very important aspects of the customers purchase intention influenced by the advertisement and this will create the actual
image of the product in the minds of the customers, brand image have moderate and significant relationship with the purchase intention (Tariq, Nawaz, Nawaz, & Butt, 2013).

2.3.2 Brand Exposure

Gole (2009) states that once companies have identified their target audience brands should be exposed using various strategies such as experiential marketing. This helps client’s concentrate on the choice of brands that are of interest. As indicated by Zajonc (1968) Mere Exposure Theory portrays brand presentation association with brand mindfulness expressing that people build up a need for individuals or things that are better known to them. The hypothesis is utilized to portray the correspondence sways in sort of low data condition (Grimes, 2008; Matthes, Schemer & Wirth, 2007).

Through presentation of items in promoting instances, a mental and scholarly strategy that makes a good impression is produced on individuals' psyches because of the nature with the item. This shapes non-consumer behavior through cognitive mechanisms shaping non-conscious behavior (Fitzsimons, Chartrand, & Fitzsimons, 2008). Unintentional participation procedures occur in most of marketing events to reveal a brand, exposing brands to enhance brand awareness the purchasing intention of customers and their attitudes towards brands (Cianfrone, Zhang, Trail, & Lutz, 2008).

According to Gibson (2015), social media is one way companies can promote their brands through various marketing campaigns enabling brands to get exposed and go viral. Gibson (2015) states that through social media, Red Bull Statos had 8 million watch it lives, Heineken’s “Departure Roulette” and KLM Airline’s puppy powered video went viral creating a unique experience for customers connecting people on an emotional level. Through this case studies Gibson (2015) concluded that, brand exposure can also draw people into the experience digitally making social media a very important platform for brand exposure.

2.3.3 Customer Engagement

Haven et al.,(2007) States that marketing gives abilities to contributors to make brand mindfulness where for instance an individual client who may not buy the brand a considerable
measure but rather rates and makes remarks of a brand that can impact other potential and existing purchasers to purchase a brand. Customer engagement is referred as the essence of any cultured marketing organization strategy defined as the relation between customers and brands. According to Haven et al., (2007) Customer engagement is another point of view in brand mindfulness which can be described by online networking or one on one encounters known as engagement.

Customer engagement can be characterized with a brand as a blend of passionate and scholarly collaborations described by client's logical and brand-related perspective (Hollebeek, 2011). This engagement contains components that individuals are involved with brands after some time through promotional occasions including association, connection closeness, and impact (Haven et al., 2007). Through customer engagement, customers are able to make purchases making statements that brands resonate with their lifestyles and identities.

Moorthi (2002) states that, customer engagement with brands allows for feedback in terms of the administration quality and clients fulfillment this helps companies know areas customers feel need to be improved (Aronne & Reis , 2009). These interactive sessions with customers bring a sense of involvement for customers in the ultimate brands produced by companies (Bhattacharya & Sen, 2003). According to Chan (2014), in this interactive sessions companies must ensure that their brands are humanized in the sense that customers’ feel that their views and preferences are understood and taken note of and that they can relate to a brand. Chan suggests that one way companies can make this possible is by using a quick survey that they give to their customers to give timely feedback about their services.

### 2.3.4 Consumers Knowledge on Brands

Lee, Lee and Wo (2011) majority of authors believe that consumers are the most educated and knowledgeable generation on existing marketing techniques, and as a result of this reality, they comprise of a generation with high technical knowledge of the products they buy, searching for more information and sources before actually making a purchasing decision. (Bhattacharya & Sen (2003) further argues that compared to other generations, consumers are a group difficult to reach since this knowledge gives them the assertiveness to question the truthfulness in advertising communications (Tariq, Nawaz, Nawaz, & Butt, 2013). This can be attributed
to the generation’s more active nature when it comes to the employment of technologies in their daily life, using smartphones and internet as ways to connect with brands and retailers. Social networks are the most exemplifying example of a generation defined by the ease and speed of relations at a distance and by the dissemination of content production and sharing.

Of importance to note is their utilization of digital media and the benefits of education in addition to the potential they display when confronted with new types of communication and new technologies. Therefore, it is easier for this generation to search and compare information, making it easier to seek out inconsistencies in brand messages. At the same time, it is conjointly easier to share information and make it reach consumers all around the world (Bhattacharya & Sen, 2003). Any inconsistencies can drastically decrease the trust this generation has on a brand (Lazarevic, 2012). Still, the engagement between consumers and the digital ecosystem does not end at social networks. They go online to purchase, get informed, be entertained as well as communicate. Their use of online media and digital marketing transforms these tools into effective ways of reaching this generation. Digital marketing can therefore be attributed to as being one of the most optimal ways to reach consumers.

2.3.5 Brands Knowledge on Consumers

According to Lee, Lee and Wo (2011) consumers are seen as realistic when it comes to consumption choices and are often looking for the option that adds the most value to their selections. Therefore, when studying this generation and its relations with brands, it becomes imperative to understand this generation’s role as active consumers not only when it comes to their choices but also because of their endorsement skills.

Another relevant quality of consumers and what they are as consumers is their concern with others opinion of them. This generation is more aware of the social consequences a bad purchase can have as well as the desire to sustain a stylish social image, which can be achieved through the consumption of specific brands (Tariq, Nawaz, Nawaz, & Butt, 2013). Consequently, brands are compelled to concentrate their efforts in developing a positive image that is aligned with consumers’ tastes, preferences and self-image. Therefore, to get the loyalty of these consumers, branding becomes crucial since consumers use brands as a means to satisfy
their need for self-expression and are perpetually looking for brands that are aligned with the image they desire to pass, sticking to the ones that do it better.

Based on the above literature, it is evident that brand awareness plays an important role in consumer decision-making process in general, and subsequently can be concluded to apply in the context of smartphone purchase. Lin and Lin (2007) discovered that it increases the likelihood of a brand being a member of the consideration set, that is, a collection of brands to choose from. Furthermore, it has been shown that consumers adopt a decision rule to buy familiar brands. Brand awareness can therefore be seen to affect decisions about brands in the consideration set. Lastly, it influences the formation and strength of brand associations. Fundamentally, high levels of brand awareness should increase the probability of brand choice, produce greater consumer and retailer loyalty, and decrease vulnerability to competitive marketing actions (Keller, 2003).

2.4 Effect of Brand Loyalty to Consumer Purchase Intention

Pedeliento, Andreini, Bergamaschi and Salo (2015) indicates that brand loyalty creates a sense of attachment between the consumer and the brand manufacturers. It depends on consumer’s brand recognition and awareness and its image that are important factors in brand loyalty. Zavattaro, Daspit and Adams (2015) adds that to ensure the success of a brand, companies must attract and retain loyal consumers to ensure the success of the brand and the product. According to Lin (2015), brand loyalty is evaluated by looking at the practical and emotional dimensions. The emotional dimensions represent the consumer’s preferences and willingness to a particular brand where the actual purchase behavior has not occurred yet. While practical loyalty represents the actual behavior of consumer’s purchase of a particular brand.

Brands, as a result of brand loyalty, are emerging as the company’s most valuable assets rendering organizations economic and strategic value (Moisescu, 2006). According to Durianto, Sugiarto and Joko (2004) brand loyalty is defined as the relation of the consumer with a brand describing the impossibility of a consumer to move into another brand product even if the product has changed attributes such as price. It is also defined as the scale of the consumer loyalty to the brand (Rangkuti, 2004). Brand loyalty also involves the customer’s tendency to have a consistently positive attitude toward a particular brand and purchasing it
repeatedly over time. Kotler (2002) defines brand loyalty as a behavioral response that is long-standing and denotes a commitment to the purchase of a brand after deciding among one or more brands. Brand loyalty arises when consumers develop strong desire to have a specific type of product or service and are willing to engage in a long-term business relationship with an enterprise that provides this product or service.

2.4.1 Brand Experience

The study revealed customer experience is paramount in ensuring brand loyalty. Biedenbach and Marell (2010) found that brand experience is not an emotional relationship concept. The experiences are conceptualized as sensations, feelings, cognitions, and behavioral responses evoked by brand-related stimuli that are part of a brand's design and identity, packaging, communications, and environments. Sahina, Zehirb and Kitapçib (2011) found that unlike customer enjoyment or satisfaction, brand experiences do not take place only after consumption; they take place whenever there is a direct or indirect interaction with the brand.

Additionally, a brand experience does not need to be surprising; it can be both expected and unexpected (Brakus, Schmitt and Zarantonello, 2009). Brand experience as a result of various stimuli may be positive or negative, short-term or long-term. Furthermore, brand experience can positively affect consumer satisfaction, brand loyalty as well as brand trust. According to Brakus, Schmitt and Zhang (2008) these brand associated stimuli may manifest as part of a brand's design and identity (e.g., name, logo, signage), packaging, and marketing communications (e.g., advertisements, brochures, Web sites) and in environments in which the brand is marketed or sold (e.g., stores, events). This brand related stimuli comprise the major source of subjective, internal consumer responses, which is referred as brand experience. Brand experience may be one of satisfaction, whereby satisfaction is necessary but not a sufficient or adequate component of loyalty (Agustin & Singh, 2005). Likewise, the experience one may have had with the product or service may be one that fosters sentiment of trust, whereby brand trust in this case means ‘the willingness of the average consumer to rely on the ability of the brand to perform its stated function’ (Chaudhuri & Holbrook, 2001).
Consumer and marketing research has shown that experiences occur when consumers search for products, when they shop for them and receive service, and when they consume them (Brakus, Schmitt, & Zhang, 2008). Product experiences occur when consumers interact with products, e.g., when consumers search for products, examine, and evaluate them. The product experience can be direct when there is physical contact with the product or indirect when a product is presented virtually or in an advertisement (Hoch, 2002). Additionally, shopping and service experiences occur when a consumer interacts with a store’s physical environment, its personnel, and its policies and practices (Kerin, Jain, & Howard, 1992). Finally, consumption experiences occur when consumers consume and use products. Consumption experiences are multi-dimensional (Hirschman & Holbrook, 1982). Even though experiences arise in a wide variety of settings and circumstances, most experiences occur directly when consumers shop, buy and consume products. Experiences may also occur indirectly, e.g., when consumers are exposed to advertising and marketing communications including Web sites (Brakus, et al., 2009).

Pedeliento, Andreini, Bergamaschi and Salo (2015) developed two models with two specific mediating variables namely brand and self-identity brand signal to identify the brand preferences of consumers. They found that consumers in both developed and developing countries prefer global brands owing to higher quality. This is in the view of the fact that if a brand is perceived as globally available, brand quality is thought to be internationally accepted. Therefore, consumers perceive higher quality of global brands. Additionally, Lin and Lin (2007) found that global brands even appeal more so to local consumers owing to higher perceived quality and prestige.

Consumers often judge the quality of a product based on a variety of informational cues, intrinsic or extrinsic, that they associate with the product. As defined by Lin and Lin (2007) cues that are intrinsic concern physical characteristics of the products itself, such as product’s performance, features, reliability, conformance, durability, serviceability and aesthetics. On the other hand, extrinsic attributes are the cues that are external to the product itself, such as price, brand name, brand image, company reputation, manufacturer’s image, retail store image and the country of origin. Therefore, the subjective judgment of quality may be affected by
personal product experiences, unique requests, and consumption situations, whereas the long-term experience with a brand makes consumers recognize the advantages and differentiation of the brand (Tariq, Nawaz, Nawaz, & Butt, 2013). Lin and Lin (2007) points out that perceived quality cannot necessarily be objectively determined, in part, because it is a perception and also because judgments about what is important to customers is involved, and customers differ in their personalities, needs and preferences.

Lin and Lin (2007) noted that researchers have distinguished between objective quality and perceived quality, to better understand the various ways in which quality is perceived. Objective quality is also known as mechanistic quality, where the features of a product on the market are examined through objective criteria. However, in this sense, the expression of ‘objective quality’ may be deceptive, as the appraising methods have shown to vary greatly. Some researchers view this mechanistic quality being as an example of technical superiority, or the total of specific product attributes. On the other hand, humanistic or perceived quality is subjectively examined by different audiences, being extremely dependent on issues such as extremely unsteady results.

Customers are not satisfied with buying products for functional benefits. Many researchers suggested that the pervasive influence is the emotional response in product consumption and shopping (Jung & Soo, 2012). Brakus et al., (2009) further state that brand experience is, in part, related but also conceptually distinct from other brand constructs. Brand experience differs, in particular, from evaluative, affective and associative constructs such as brand attitudes, brand involvement, brand attachment, customer delight and brand personality.

The need for marketing is borne out of three market developments. First of all, excess exposure to product publicity and advertising from traditional media channels forces communication to focus on new ways to achieve consumers’ attention and reach them with their messages (Mortimer, 2009). A second consideration is globalization and saturation of markets that has led to fierce competition for limited market share and increased level of competition. This is driven by the fact that functional product benefits are becoming interchangeable which makes it more difficult for companies to differentiate on functional product features (Fransen &
Lodder, 2010). Finally, consumers with more self-indulgent lifestyles are seeking consumption that recognizes their need of new and exciting experiences (Fransen & Lodder, 2010). Indeed, consumers still want to buy products for their functional attributes, quality and a positive brand image, but at the same time they also want to buy products that deliver experiences (Schmitt, 1999). The importance of marketing is founded on the consequence of many products reaching their maturity stage in the product life cycle and hence attaining market saturation, marketers have realized that products and services cannot be differentiated only through their quality and functional attributes (Whelan & Wohlfeil, 2006).

2.4.2 Product Quality

From the last two decades, quality is considered as the most integral part of any competitive marketing strategy (Ismail, Haron, Ibrahim & Isa, 2006). Researchers have proved that Companies that do not focus on giving value to the customers and respond late to consumers’ needs, the consumers are dissatisfied and their profits decrease due to consumers moving to other organizations where they get quality and their needs are addressed immediately (Ishaq, Bhutta, Hamayun, Danish & Hussain, 2014). It is also necessary for organizations to identify the dimensions of product quality in order to offer good product quality that meets customers’ perspective view. This is by going through the famous framework of conceptualization of product quality that was developed by Garvin in 1987 which is classified in eight dimensions including performance, features, reliability, conformance, durability, Serviceability, Aesthetics and Perceived quality. This framework is based on user-based approach with customers as the final judge.

The direct impact of product quality with repurchase intentions performance, customer loyalty and satisfaction have been identified by studies of Eskildsen, Kristensen, JørnJuhl, and Østergaard (2004) and Bastos, Augusto and Gallego (2008). It is evidenced that products with higher quality gain more acceptance that leads to satisfaction with wholesalers, retailers and organizations (Schellhase, Hardock & Ohlwein, 2000). Additionally, several studies providing strong empirical support about product quality was being an antecedent, with a positive relationship to overall customer satisfaction. Study of Bastos, Augusto and Gallego (2008) claimed that high product quality always leads to customer satisfaction that further engender
loyalty. Surprising results of Eskildsen, Kristensen, JørnJuhl, and Østergaard (2004) argued that core product quality is more strongly associated with satisfaction and loyalty as compared to service quality. The sub-aspects of core product quality including its attributes, issues and financial aspects were also positively associated with customer satisfaction and loyalty.

To efficiently manage perceived product quality, it is essential to consider the dimensions of it. Gallego (2008) suggests seven perceived product quality dimensions. The first is performance: the primary operating characteristics of the product. The second is features: the secondary components of products that supplement the product’s basic functioning. The third is conformance with specifications, that is, the absence of defects. The fourth is reliability: the consistency of performance from each purchase to the next. The fifth is durability: the measure of product life in terms of how long will the product last. The sixth is serviceability: it reflects the ability to service the product, or the speed, courtesy, and competence of repair. Finally, the seventh is “fit and finish”: refers to the look or feel of quality. It is considered vital as it is a dimension that consumers can judge. Gallego (2008) points out that the assumption is often that if the business is not capable of producing good “fit and finish” products, the products will in turn probably not offer any other, more important attributes of quality.

From the above literature, it can be concluded that perceived product quality can be significantly different from the actual manufacturing quality of products, such that, although the actual quality of products is good, it is possible that the products may be perceived negatively. Therefore, smartphone companies should not only ignore the concept of perceived quality concept but also ensure that the consumer perceptions of quality match actual quality.

2.4.3 Product Variety

Product variety is the number of different versions of a product offered by a firm at a single point in time. This arises by varying the attributes of a product from one to another. Due to variety, two basic categories of cost in the supply chain increases which include; the production costs and market mediation costs. As a result, customers will want to purchase from a firm that offer them a variety of products that they can choose from (Verlag, 2009). According to King (2005) consumer purchase behavior, consumer welfare and consumer loyalty is affected
by product variety. This is because it is believed that if consumers do not get the product they are looking for in a particular store, they will end up looking elsewhere in another shop.

Customer loyalty on the other hand can be described as the preference generated by a consumer to a specific product as a result of the satisfaction attained from the consumption of the product. Even though customer loyalty is from the customer’s side, it is made possible by the firm producing the good or the service (Gulmez, 2013). The practices include customer service, improved quality of the product as well as others in order to allow for the consumer to feel attached to the product. These practices increasingly influence customer loyalty hence will in turn influence the sales of the products the firm has since the consumers may wind up coming for more. A combination of product variety and customer loyalty may prove advantageous to a firm in terms of meeting the sales requirements they have in place. A firm that offers variety is more likely to have better sales than one without and the firm that engages in practices that consolidate customer loyalty will have better sales since they are able to retain their customers (Hammond, 2003).

2.4.4 Brand Name

According to Oliver (2007) customer's loyalty is defined by the repetitive behavior by customers to repurchase same brand-set regardless of marketing efforts that have the potential to cause switching behavior. Kohli and Thakor (2007) adds that a brand name involves an image or the process of development of a brand, which is expensive and a time consuming process but it is necessary to attract customers and influencing the consumer repurchase intentions by satisfying its needs. Schultz (2005) indicates that loyal customers like to speak about their brand and they often recommend those brands to their relatives and friends. In addition, Schultz pointed out that, loyalty can be in two dimensions including either purchase or attitudinal. Purchase loyalty helps to give better market share while attitudinal loyalty tends to set high prices.

Ballantyne, Warren and Nobbs (2006) indicates that, in today’s business environment, there is so much competition in the markets, and there are rapid changes in the product and entry of new product in the marketplace so consumers have wide product knowledge about the products and wide list of alternatives and opportunities. According to Yoon and Kim (2000), loyal
customers will pay extra price for the product that satisfy its needs and wants even if prices of the products increases. Anderson, Fornell, Sanal and Cheryl (2004) added that loyal consumers help an organization to increase its bargaining power regarding its partner and suppliers as a result, creating positive Word of Mouth regarding company and product and competitive (Dick & Basu, 1994)

2.5 Chapter summary

The chapter highlights literature review based on the research questions stated in Chapter one. This includes evaluating literature on brand association and consumer purchase intention including brand personality; celebrity association; advertising and competition as ways consumers make their purchase intention as a result of those associations. Brand awareness is also evaluated in the chapter looking at brand image; brand exposure and customer engagement as ways consumers become brand aware and make their purchase intentions. The chapter also evaluates brand loyalty looking at brand experience; product quality; product variety and brand name as ways that make consumers brand loyal and make purchase intentions. Research methodology that will be used in this research will be discussed in the next chapter.
CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 Introduction

This chapter presents the methodology of research that was adopted in this study including various methods and procedures. This include the research design, population and sampling design data collection methods research procedures and data analysis techniques. A chapter summary was concluding the chapter.

3.2 Research Design

Descriptive research design was adopted in this research. This design is a set of procedures and methods defined as the description of particular characteristics of a specific population of subjects (Gill & Johnson, 2010). This procedure involves gathering data, organizing, tabulating it and describing the data. The design collects data and tests a hypothesis/answers questions of the current status of the subject under study. The advantage of using this method in this research is the extensive use to describe the effect of brand equity components on consumer purchasing intention focusing on brand association, brand awareness and brand loyalty. This method was to ensure that accurate results of the findings of the research are obtained emphasizing on a full contextual analysis of the relationships that exists (Cooper & Schindler, 2008). In this study the dependent variable is consumer purchasing intention and the independent variables include brand equity components which include; brand awareness, association and loyalty.

3.3 Population and Sampling Design

3.3.1 Population

Population is defined as a group of a set of people, households or things that are under study (Cooper & Schindler, 2008). The total number of elements which one wishes to conduct inferences with the idea of selecting some elements to draw conclusions about an entire
population. The target population for this study was 7,010 including 6,512 students, 300 staff and 298 faculties at United States International University-Africa.

Table 3.2: Population Distribution

<table>
<thead>
<tr>
<th>Description</th>
<th>Population</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students</td>
<td>6,512</td>
<td>92</td>
</tr>
<tr>
<td>Staff</td>
<td>300</td>
<td>4</td>
</tr>
<tr>
<td>Faculty</td>
<td>298</td>
<td>4</td>
</tr>
<tr>
<td>Total</td>
<td>7,010</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: (Author, 2018)

3.3.2 Sampling Design

3.3.2.1 Sampling Frame

Selection of some elements as a representation of the whole population is defined as a sampling process of selecting some elements from the large population (Cooper & Schindler, 2008). Sampling enables increased speed of data collection, lower cost, accuracy of results, and availability of population elements. The sampling frame for this study was based on the list of students from the university registrar and the staff and faculty list provided by the director of human resource at the university.

3.3.2.2 Sampling Technique

Stratified random sampling technique was used to choose a particular sample for this research from the target population. According to Cooper and Schindler (2008), stratified sampling is a probability technique where the sample is constrained to include elements from each of the mutually exclusive segments of a population. Gill and Johnson (2010) explain stratification as the process of grouping members of the population into relatively homogenous sub groups before sampling. A sample is therefore taken from each stratum. This was appropriate for this study as it ensured incorporating every segment of the population. In this study sample students and faculty were selected from the School of Business, School of Humanities and Social Sciences and School of Science and Technology. The staff were selected from the academic
affairs department, student affairs, operations, institutional planning and development and finance department.

3.3.3 Sample Size

A sample size is a number of units (persons, animals, patients, and specified circumstances) in a population to be studied (Cooper & Schindler, 2014). This study proposes to use Yamane 1967 formula to arrive at the aggregate sample size. The Yamane 1967 formula is a common practice and the most popular that provides a simplified formula to calculate sample sizes. The formula has a 95% confidence level and p=5 (Yamane, 1967). The formula is as shown below;

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

Where \( n \) is the sample size, \( N \) is the population size and \( e \) is the level of precision

\[ n = \frac{7010}{1+7010(0.06x0.06)} = 267 \text{ respondents} \]

3.4 Data Collection Method

Questionnaires was used as a data collection method in this research. According to Rupesh (2010) questionnaires are very cost effective compared to interviews. Milne (1999) adds that questionnaires are advantageous to use in research as the responses are gathered in a standardized way; they are more objective than interviews; data can be collected within a short time and potentially information can be collected from a large portion of a group. According to Cooper and Schindler (2008), data comprise of facts such as perceptions, attitudes and behavior collected from respondents.

Primary data was obtained through questionnaires which are structured according to the research questions highlighted in chapter one. The questionnaires were divided into four sections. The first section deals with the general information and the study variables based on the specific objectives will be presented in section two to five of the questionnaire. The questionnaire contains open and close ended questions. The main advantage of using closed ended questions is that they are easier for respondents to analyze. They are also easy to handle
thus saving on time to be spent on the exercise. The close-ended questions are in the form of a 5-point Likert scale of 1-5 (1-strongly agree, 2-agree, 3-neutral, 4-disagree and 5-strongly disagree). In this research, data was also being collected using secondary data collection technique gathered from literature in journals and books related to this study by other scholars.

3.5 Research Procedures

A pilot test involving 5 respondents was conducted to measure the completeness, precision, accuracy and clarity of the questionnaires to ensure its reliability. According to Cooper and Schindler (2008), “the extent to which results are consistent over time and an accurate representation of the total population under study is referred to as reliability and if the results of a study can be reproduced under a similar methodology, then the research instrument is considered to be reliable”. The procedure that was used guarantee the degrees that the results obtained are repeatable and this stability is a clear indication of high degree of reliability.

According to Cooper and Schindler (2008), Validity was determining whether the research truly measures that which it is intended to measure or how truthful the research results are. In other words, does the research instrument allow you to hit "the bull’s eye" of your research object?” Therefore, the researcher ensure that the amount of respondents is efficient so as to minimize errors. Based on the pre-test, any amendments were done on the questionnaires before administering the final questionnaires. An introductory letter approved by the research office at the university was presented to human resource office and academic affairs office at the university to facilitate the data collection and upon approval, the questionnaires were administered to the staff, faculty and students at the university. Important to note is that ethical issues of confidentiality and privacy was emphasised on the introductory letter guaranteeing the organization and the respondents that this research is purely academic.

3.6 Data Analysis Methods

Data analysis is the process of analysing, cleaning, transforming and modelling data collected in a research. Data analysis methods to be used in the study included both qualitative and quantitative techniques. Qualitative technique refers to any kind of research that produces findings not arrived at by means of statistical procedures or other means of quantification while
quantitative research seeks insight through a less structured and more flexible approach (Hoepfl, 2015). The collected data for this research was edited and analyzed using Statistical Package for Social Sciences (SPSS) software using descriptive statistics. Descriptive analysis involves a process of transforming raw data to enable full interpretation of the data according to Cooper and Schindler (2008). In this study, descriptive statistics such as mean, frequencies and percentages was applied and inferential statistics such as regression and correlation used in this research. The results and findings will then have presented in the form of tables and figures. Regression analysis shown below, has also been used to analyse the data collected in order to know how the dependent variable interacts with the independent variables.

\[ Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 \]

The analysed data was presented in tables or charts for better interpretation.

### 3.7 Chapter Summary

This chapter highlights the various methods and procedures this research adopts in conducting the study in order to answer the research objectives of this research. The research design is descriptive in nature and data for this research was collected using questionnaires and analyzed using Statistical Package for Social Sciences (SPSS). The next chapter will present the analysis.
CHAPTER FOUR

4.0 RESULTS AND FINDINGS

4.1 Introduction

This chapter presents the findings of the study, data analysis and interpretation. The purpose of the study is to determine the effect of brand equity components on consumer purchasing intention in Fast-Moving Consumer Goods with a focus on Coca Cola Kenya, and was guided by the following research objectives: To establish the relationship between Brand Association and Consumer Purchase intention, to examine the effect of Brand Awareness on Consumer Purchase Intention and finally, to find out how Brand loyalty affects Consumer Purchase Intention.

4.1.1 Response Rate

The target population comprised of 267 respondents from both the students, staff and faculty. Table 4.1 indicates that out of the 267 questionnaires administered, 184 responded, which gave a response rate of 67%. According to Mugenda and Mugenda (2003) the statistically significant response rate for analysis should be at least 50%.

<table>
<thead>
<tr>
<th>Response rate</th>
<th>Sample size</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Returned questionnaires</td>
<td>184</td>
<td>67</td>
</tr>
<tr>
<td>Un-returned questionnaires</td>
<td>83</td>
<td>33</td>
</tr>
<tr>
<td>Total</td>
<td>267</td>
<td>100</td>
</tr>
</tbody>
</table>

4.2 General and Demographic Information

This section includes the general demographic information. Respondents were asked about their gender, age, and level of college education attained.
4.2.1 Gender

The study sought to establish the gender of the respondents. The findings were as indicated in Figure 4.1. From the figure, 67.4% of the respondents were male, while 32.6% were female. The above finding reveals that the respondents were both male and female though majority of the respondents were male.

![Gender](image)

**Figure 4.1 Gender of the Respondents.**

4.2.2 Number of years consuming Coca Cola Products

The study sought to establish the age of the respondents. The findings were as shown in Figure 4.2. The study established that 6.5% of the respondents consumed Coca Cola Products for less than 3 years, 43.5% of the respondents consumed Coca Cola Products between 4-6 years, 15.2% consumed Coca Cola Products for 7-10 years, while 34.8 % had consumed more than 10 years. The findings indicate that all the respondents were mature enough to give valid responses on the research study.
4.2.3 Level at the university

The respondents were asked to indicate the level at the university, the finding were indicated of Figure 4.3. The findings indicate that majority of the respondents 60.3% were students, 28.8% were staff, while 10.9% were faculty. The findings highlight that the respondents were well educated, thus they had vast information on brand equity components on Coca Cola products.
4.2.4 Buying Coca Cola Products

The study sought to find out what attracts consumers to buy Coca Cola products. Table 4.2 indicates that most of the respondents 65.2% buy Coca Cola products because of Brand Loyalty and were followed by the respondents (21.7%) Brand Awareness and the remaining 13% consume Coca Cola product due to Brand Association.

Table 4.2 What Attracts you to Buying Coca Cola Products

<table>
<thead>
<tr>
<th>What attracts you to buying Coca Cola products</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Association</td>
<td>24</td>
<td>13.0</td>
</tr>
<tr>
<td>Brand Awareness</td>
<td>40</td>
<td>21.7</td>
</tr>
<tr>
<td>Brand Loyalty</td>
<td>120</td>
<td>65.2</td>
</tr>
<tr>
<td>Total</td>
<td>184</td>
<td>100.0</td>
</tr>
</tbody>
</table>

4.2.5 Experience

The respondents were asked to indicate their experience with Coca Cola product, the finding were indicated of Figure 4.4. The findings indicate that majority of the respondents 37 % their experience were Above Average, 26.1% had average experience, 23% had excellent while 13% had below average experiences.
4.4 Descriptive Statistics of Variables

4.4.1 The Relationship between Brand Association and Consumer Purchase Intention

In this section, the study establishes the relationship between Brand Association and Consumer Purchase intention. The study aspects addressed included: The company products are distinct giving consumers reason to purchase more from them, Brand association is used in the company to differentiate, position, to expand brands, Brand personality creates a procedure to differentiate among various brands and is a key determinant for consumer purchase intention. The company’s brand ascribes to sincerity, excitement, competence; sophistication and ruggedness dimensions of brand personality. The consumers associate more with Coca Cola products due to celebrities endorsing the company products. Celebrities involvement reinforces the relevance of the company products. Advertising is a powerful way of communicating a brand’s functional and emotional benefits and values. Advertising elevates a company’s reach and impact in the market. The Coca Cola Products are always improving compared to their competitors and Coca Cola serves the needs of their customers compared to that of competitors. 

Table 4.3 The Relationship Between Brand Association and Consumer Purchase Intention.
<table>
<thead>
<tr>
<th>N</th>
<th>Sum</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td>184</td>
<td>544</td>
<td>2.96</td>
<td>1.271</td>
<td>1.61</td>
</tr>
<tr>
<td>184</td>
<td>536</td>
<td>2.91</td>
<td>1.083</td>
<td>1.17</td>
</tr>
<tr>
<td>184</td>
<td>836</td>
<td>4.54</td>
<td>.580</td>
<td>.337</td>
</tr>
<tr>
<td>184</td>
<td>836</td>
<td>4.54</td>
<td>.651</td>
<td>.424</td>
</tr>
<tr>
<td>184</td>
<td>732</td>
<td>3.98</td>
<td>1.228</td>
<td>1.50</td>
</tr>
<tr>
<td>184</td>
<td>652</td>
<td>3.54</td>
<td>1.140</td>
<td>1.29</td>
</tr>
<tr>
<td>184</td>
<td>848</td>
<td>4.61</td>
<td>.708</td>
<td>.502</td>
</tr>
<tr>
<td>184</td>
<td>792</td>
<td>4.30</td>
<td>.833</td>
<td>.694</td>
</tr>
<tr>
<td>184</td>
<td>816</td>
<td>4.43</td>
<td>.903</td>
<td>.815</td>
</tr>
<tr>
<td>184</td>
<td>836</td>
<td>4.54</td>
<td>.904</td>
<td>.818</td>
</tr>
</tbody>
</table>

### 4.4.2 Brand Awareness on Consumer Purchase Intention

The company’s products are distinct giving consumers reason to purchase more from them.

Brand association is used in the company to differentiate, position, to expand brands.

Brand personality creates a procedure to differentiate among various brands and is a key determinant for consumer purchase intention.

The company’s brand ascribes to sincerity, excitement, competence; sophistication and ruggedness dimensions of brand personality.

The consumers associate more with Coca Cola products due to celebrities endorsing the company products.

Celebrities’ involvement reinforces the relevance of the company products.

Advertising is a powerful way of communicating a brand’s functional and emotional benefits and values.

Advertising elevates a company’s reach and impact in the market.

The Coca Cola Products are always improving compared to their competitors.

Coca Cola Serves the needs of their customers compared to that of competitors.
The item mean scores ranged from 4.59 to 3.85. The lowest rating for Brand Awareness association was the item “The consumers are aware about the company products” with a mean of 3.85 (SD=0.911) and the highest score was for the item “Brand Awareness influences customer purchasing intention of the company products” with a mean of 4.59 (SD=0.770) as indicted in the table below. The item to total Std. Deviation ranged was acceptable.

**Table 4.4: Brand Awareness on Consumer Purchase Intention**

<table>
<thead>
<tr>
<th>N</th>
<th>Range</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td>184</td>
<td>3.85</td>
<td>4.59</td>
<td>0.057</td>
<td>0.770</td>
</tr>
<tr>
<td>184</td>
<td>4.41</td>
<td>4.59</td>
<td>0.052</td>
<td>0.711</td>
</tr>
<tr>
<td>184</td>
<td>4.17</td>
<td>4.59</td>
<td>0.066</td>
<td>0.895</td>
</tr>
<tr>
<td>184</td>
<td>4.37</td>
<td>4.59</td>
<td>0.045</td>
<td>0.604</td>
</tr>
<tr>
<td>184</td>
<td>4.20</td>
<td>4.59</td>
<td>0.073</td>
<td>0.994</td>
</tr>
<tr>
<td>184</td>
<td>3.98</td>
<td>4.59</td>
<td>0.082</td>
<td>1.116</td>
</tr>
</tbody>
</table>

**4.4.3 Brand Loyalty Affect Consumer Purchase Intention**
The item mean scores ranged from 3.63 to 4.54. The lowest rating for Brand loyalty affect Consumer Purchase Intention was the item “Coca Cola company has been successful due to their success in attracting and retaining loyal consumers” with a mean of 3.63 (SD=1.312) and the highest score was for the item “The company products are of high quality and have gained acceptance and satisfaction with customers” with a mean of 4.54 (SD=0.709).

Table 4.5: Brand Loyalty Affect Consumer Purchase Intention

<table>
<thead>
<tr>
<th>N</th>
<th>Range</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Statistic</td>
<td>Statistic</td>
<td>Statistic</td>
<td>Statistic</td>
</tr>
<tr>
<td>184</td>
<td>4</td>
<td>3.98</td>
<td>.073</td>
<td>.992</td>
</tr>
<tr>
<td>184</td>
<td>4</td>
<td>3.63</td>
<td>.097</td>
<td>1.312</td>
</tr>
<tr>
<td>184</td>
<td>4</td>
<td>3.67</td>
<td>.076</td>
<td>1.025</td>
</tr>
<tr>
<td>184</td>
<td>3</td>
<td>4.13</td>
<td>.057</td>
<td>.771</td>
</tr>
<tr>
<td>184</td>
<td>3</td>
<td>3.78</td>
<td>.057</td>
<td>.780</td>
</tr>
<tr>
<td>184</td>
<td>2</td>
<td>4.54</td>
<td>.048</td>
<td>.651</td>
</tr>
<tr>
<td>184</td>
<td>3</td>
<td>4.00</td>
<td>.072</td>
<td>.981</td>
</tr>
<tr>
<td>184</td>
<td>4</td>
<td>4.30</td>
<td>.069</td>
<td>.932</td>
</tr>
</tbody>
</table>

4.4.4 Consumer Purchase Intention
The research ought to find out the level of customer satisfaction in higher education institutions in Kenya. The results are shown in table 4.5. Majority 72% of the respondents agreed that “I easily notice the brands I use whenever I walk in to a supermarket”. 60% agree that I prefer buying a brand that I have more information about”.

Table 4.6 Consumer Purchase Intention

<table>
<thead>
<tr>
<th>code</th>
<th>Customer satisfaction</th>
<th>Strongly Disagree (%)</th>
<th>Disagree (%)</th>
<th>Neutral (%)</th>
<th>Agree (%)</th>
<th>Strongly Agree (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cp1</td>
<td>I easily notice the brands I use whenever I walk in to a supermarket</td>
<td>0</td>
<td>3</td>
<td>14</td>
<td>72</td>
<td>11</td>
</tr>
<tr>
<td>CP2</td>
<td>I prefer buying a brand that I have more information about</td>
<td>0</td>
<td>3</td>
<td>20</td>
<td>60</td>
<td>16</td>
</tr>
<tr>
<td>CP3</td>
<td>I buy brands that I have been using for quite a long time</td>
<td>0</td>
<td>3</td>
<td>19</td>
<td>61</td>
<td>17</td>
</tr>
</tbody>
</table>

4.5 Confirmatory Measurement Model

Confirmatory factor analysis (CFA) was used to evaluate the measurement model on multiple criteria such as internal reliability, convergent, and discriminant validity. Prior to this was the exploratory factor analysis (EFA) was conducted through key steps that included the computation of factor loading matrix, communalities and principal components analysis (PCA).

4.5.1 Exploratory Factor Analysis

Constructs were refined using exploratory factor analysis (EFA). To assess the factorability of the data, Kaiser Meyer-Olin (KMO) Measure of Sampling Adequacy, Bartlett’s Test of Sphericity and communalities was used. Table 4.7 indicated that KMO value was 0.878 which was above the threshold 0.6. The Bartlett’s test of Sphericity was significant (chi-square
=7118.12, DF=184, sig=0.00 <0.05) indicating that the data was appropriate for the factor analysis.

Table 4.7 KMO and Bartlett's Test

<table>
<thead>
<tr>
<th>KMO and Bartlett's Test</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kaiser-Meyer-Olkin Measure of Sampling Adequacy.</td>
<td>.878</td>
</tr>
<tr>
<td>Approx. Chi-Square</td>
<td>7118.152</td>
</tr>
<tr>
<td>Bartlett's Test of Sphericity</td>
<td></td>
</tr>
<tr>
<td>Df</td>
<td>184</td>
</tr>
<tr>
<td>Sig.</td>
<td>.000</td>
</tr>
</tbody>
</table>

4.5.2 Total Variance Explained

Factor analysis was assessed using Principal component analysis (PCA). Based on Kaiser’s criterion four factors, out of a total 20 factors were imputed. Table 4.8 indicated that the four factors had an Eigen value of greater than 1.0 and the factors were able to explain 85.101% of the total variance in the data.
### Table 4.8 Total Variance Explained

<table>
<thead>
<tr>
<th>Component</th>
<th>Initial Eigenvalues</th>
<th>Extraction Sums of Squared Loadings</th>
<th>Rotation Sums of Squared Loadings&lt;sup&gt;a&lt;/sup&gt;</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>% of Variance</td>
<td>Cumulative</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>%</td>
<td>Variance</td>
</tr>
<tr>
<td>Total</td>
<td>12.934</td>
<td>58.790</td>
<td>58.790</td>
</tr>
<tr>
<td>1</td>
<td>3.298</td>
<td>14.993</td>
<td>73.783</td>
</tr>
<tr>
<td>2</td>
<td>1.288</td>
<td>5.855</td>
<td>79.638</td>
</tr>
<tr>
<td>3</td>
<td>1.004</td>
<td>4.565</td>
<td>84.203</td>
</tr>
<tr>
<td>4</td>
<td>.647</td>
<td>2.939</td>
<td>87.142</td>
</tr>
<tr>
<td>5</td>
<td>.610</td>
<td>2.773</td>
<td>89.915</td>
</tr>
<tr>
<td>6</td>
<td>.467</td>
<td>2.125</td>
<td>92.040</td>
</tr>
<tr>
<td>7</td>
<td>.321</td>
<td>1.458</td>
<td>93.499</td>
</tr>
<tr>
<td>8</td>
<td>.292</td>
<td>1.325</td>
<td>94.824</td>
</tr>
<tr>
<td>9</td>
<td>.243</td>
<td>1.103</td>
<td>95.926</td>
</tr>
<tr>
<td>10</td>
<td>.209</td>
<td>.952</td>
<td>96.878</td>
</tr>
<tr>
<td>11</td>
<td>.174</td>
<td>.792</td>
<td>97.670</td>
</tr>
<tr>
<td>12</td>
<td>.158</td>
<td>.716</td>
<td>98.387</td>
</tr>
<tr>
<td>13</td>
<td>.099</td>
<td>.452</td>
<td>98.838</td>
</tr>
<tr>
<td>15</td>
<td>.060</td>
<td>.271</td>
<td>99.531</td>
</tr>
<tr>
<td>16</td>
<td>.048</td>
<td>.219</td>
<td>99.750</td>
</tr>
<tr>
<td>17</td>
<td>.022</td>
<td>.100</td>
<td>99.850</td>
</tr>
<tr>
<td>18</td>
<td>.015</td>
<td>.069</td>
<td>99.918</td>
</tr>
<tr>
<td>19</td>
<td>.010</td>
<td>.044</td>
<td>99.962</td>
</tr>
<tr>
<td>20</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Extraction Method: Principal Component Analysis.

<sup>a</sup> When components are correlated, sums of squared loadings cannot be added to obtain a total variance.
b.

4.5.3 Communality and Pattern Matrix

The variability of each observed variable that could be explained by the extracted factors were checked by extracting the communality values. The extracted communalities were found to be greater than 0.5 which indicated that the variables fitted well other variables in their factor. In this study, the pattern matrix coefficients ranged from 0.671 to 0.982 as indicated in table 4.9, thus showing variables are almost perfectly related to a factor pattern.
<table>
<thead>
<tr>
<th>Item</th>
<th>Brand Association</th>
<th>Brand Awareness</th>
<th>Brand Loyalty</th>
<th>Consumer Purchase</th>
<th>Communalities</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA1</td>
<td>.830</td>
<td></td>
<td></td>
<td></td>
<td>.877</td>
</tr>
<tr>
<td>BA2</td>
<td></td>
<td>.805</td>
<td></td>
<td></td>
<td>.883</td>
</tr>
<tr>
<td>BA3</td>
<td></td>
<td>.859</td>
<td></td>
<td></td>
<td>.824</td>
</tr>
<tr>
<td>BA4</td>
<td></td>
<td>.852</td>
<td></td>
<td></td>
<td>.869</td>
</tr>
<tr>
<td>BA5</td>
<td></td>
<td>.697</td>
<td></td>
<td></td>
<td>.756</td>
</tr>
<tr>
<td>BA9</td>
<td></td>
<td>.824</td>
<td></td>
<td></td>
<td>.813</td>
</tr>
<tr>
<td>BA10</td>
<td>.713</td>
<td></td>
<td></td>
<td></td>
<td>.816</td>
</tr>
<tr>
<td>BW1</td>
<td></td>
<td>.823</td>
<td></td>
<td></td>
<td>.856</td>
</tr>
<tr>
<td>BW2</td>
<td></td>
<td>.671</td>
<td></td>
<td></td>
<td>.675</td>
</tr>
<tr>
<td>BW3</td>
<td></td>
<td>.863</td>
<td></td>
<td></td>
<td>.813</td>
</tr>
<tr>
<td>BW4</td>
<td></td>
<td>.759</td>
<td></td>
<td></td>
<td>.812</td>
</tr>
<tr>
<td>BW5</td>
<td></td>
<td>.807</td>
<td></td>
<td></td>
<td>.734</td>
</tr>
<tr>
<td>BW6</td>
<td></td>
<td>.872</td>
<td></td>
<td></td>
<td>.848</td>
</tr>
<tr>
<td>BW8</td>
<td></td>
<td>.819</td>
<td></td>
<td></td>
<td>.875</td>
</tr>
<tr>
<td>BL1</td>
<td></td>
<td></td>
<td>.831</td>
<td></td>
<td>.923</td>
</tr>
<tr>
<td>BL2</td>
<td></td>
<td></td>
<td>.824</td>
<td></td>
<td>.884</td>
</tr>
<tr>
<td>BL3</td>
<td></td>
<td></td>
<td>.982</td>
<td></td>
<td>.975</td>
</tr>
<tr>
<td>BL4</td>
<td></td>
<td></td>
<td>.840</td>
<td></td>
<td>.919</td>
</tr>
<tr>
<td>CP1</td>
<td></td>
<td></td>
<td></td>
<td>.911</td>
<td>.800</td>
</tr>
<tr>
<td>CP3</td>
<td></td>
<td></td>
<td></td>
<td>.960</td>
<td>.939</td>
</tr>
<tr>
<td>CP4</td>
<td></td>
<td></td>
<td></td>
<td>.881</td>
<td>.825</td>
</tr>
</tbody>
</table>
a. Rotation converged in 6 iterations.

4.5.4 Confirmatory Factor Analysis.
Confirmatory factor analysis (CFA) was then performed using IBM AMOS software to assess the reliability and validity of the measures before using them in the research model.

The CFA fit statistics of the overall measurement model for study variables was then extracted. The CFA model fit the data adequately since the fit indices were within an acceptable range.

4.6 Construct Reliability

Construct reliability was assessed by computing the composite reliability and the Cronbach alpha of the constructs. The Cronbach alphas were all above the 0.6 threshold as specified for PLS analysis. Composite reliability of reflective items were all above the acceptable 0.7 threshold which means all the variables in the study exhibited construct reliability as indicated in table 4.10.

Table 4.9 Reliability of Constructs

<table>
<thead>
<tr>
<th>Construct</th>
<th>Number of items retained</th>
<th>Composite Reliability &gt; 0.7</th>
<th>Cronbach's Alpha &gt; 0.6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Association</td>
<td>4</td>
<td>0.973</td>
<td>0.971</td>
</tr>
<tr>
<td>Brand Awareness</td>
<td>8</td>
<td>0.957</td>
<td>0.952</td>
</tr>
<tr>
<td>Brand Loyalty</td>
<td>6</td>
<td>0.949</td>
<td>0.955</td>
</tr>
<tr>
<td>Consumer Purchase</td>
<td>4</td>
<td>0.919</td>
<td>0.923</td>
</tr>
</tbody>
</table>

4.7 Assessment of Normality

The normality of data distribution was assessed by examining its skewness and kurtosis. The results in Table 4.11 show that the variables are normally distributed with skewness and
kurtosis values ranging between -2.0 and + 2.0. This implies that the study items are normally distributed and hence further tests can be carried out on the data.

The Table 4.11 presents the results from two well-known tests of normality, namely the Kolmogorov-Smirnov Test and the Shapiro-Wilk Test.

**Table 4.11: Normality Test**

<table>
<thead>
<tr>
<th>Tests of Normality</th>
<th>Kolmogorov-Smirnov</th>
<th>Shapiro-Wilk</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Statistic</td>
<td>Sig. Statistic</td>
</tr>
<tr>
<td>Gender</td>
<td>0.338</td>
<td>0.000</td>
</tr>
<tr>
<td>Number of years consuming Coca Cola Products</td>
<td>0.251</td>
<td>0.000</td>
</tr>
<tr>
<td>What level are you at the University?</td>
<td>0.317</td>
<td>0.000</td>
</tr>
<tr>
<td>What attracts you to buying Coca Cola products?</td>
<td>0.323</td>
<td>0.000</td>
</tr>
<tr>
<td>How is/was the experience?</td>
<td>0.298</td>
<td>0.000</td>
</tr>
<tr>
<td>Brand Association</td>
<td>0.241</td>
<td>0.000</td>
</tr>
<tr>
<td>Brand awareness</td>
<td>0.274</td>
<td>0.000</td>
</tr>
<tr>
<td>Brand Loyalty</td>
<td>0.269</td>
<td>0.000</td>
</tr>
</tbody>
</table>

a. Lilliefors Significance Correction

From the study Shapiro-Wilk Test is more appropriate for small sample sizes more and maximum of 2000. For this reason, the study used the Shapiro-Wilk test as its numerical means of assessing normality. It can be clearly seen from the table that the items were normally distributed.

**4.7.1 Convergent Validity.**

Convergent validity was assessed using average variance extracted (AVE). Table 4.12 indicates that AVE of all constructs were above the 0.5 threshold indicating that the latent constructs account for at least fifty percent of the variance in the items. This indicates that the measurement scales exhibited adequate measurement validity (Andai, 2016).
4.7.2 Discriminant Validity.
In correlation matrix table 4.12, the diagonal elements in bold are the square root of the average variance extracted (AVE) of all the latent constructs. The discriminant validity is assumed if the diagonal elements are higher than other off-diagonal elements in their rows and columns. Discriminant validity was confirmed for the measurement model.

Table 4.12  Correlation Matrix

<table>
<thead>
<tr>
<th>Constructs</th>
<th>AVE</th>
<th>Brand Association</th>
<th>Brand Awareness</th>
<th>Brand Loyalty</th>
<th>Consumer Purchase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Association</td>
<td>0.910</td>
<td>0.947</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brand Awareness</td>
<td>0.738</td>
<td>0.760***</td>
<td>0.857</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brand Loyalty</td>
<td>0.779</td>
<td>0.704***</td>
<td>0.854***</td>
<td>0.883</td>
<td></td>
</tr>
<tr>
<td>Consumer Purchase</td>
<td>0.740</td>
<td>0.201**</td>
<td>0.312**</td>
<td>0.357**</td>
<td>0.860</td>
</tr>
</tbody>
</table>

*** P< 0.011, ** p < 0.051

4.7.3 Correlation Analysis
Table 4.11 indicates that there exist a positive and significant correlation coefficient between Intensity of Use and Customer Satisfaction (r=0.357, p<0.05). The correlation coefficient for the relationship between Extent of Use and Customer Satisfaction was positive and significant (r=0.312, p<0.05). The correlation coefficient for the relationship between embeddedness and Customer Satisfaction was positive and significant (r=0.201, p<0.05).

4.8 Chapter Summary

This chapter provided the results and findings with respect to the data given out by the respondents. This chapter has presented the results and findings of the study. Findings were presented in frequency tables and graphs/figures. Normality tests, reliability tests and correlation analysis were also conducted. The chapter provided analysis on the response rate, background information. The next chapter provides the summary, discussions, conclusions and recommendations.
CHAPTER FIVE

5.0 DISCUSSION, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter presents the summary in section 5.2, discussion in section 5.3, conclusion in section 5.4 of the study and lastly the recommendations for this study in section 5.5 of this chapter.

5.2 Summary

The purpose of the study was to determine the effect of brand equity components on consumer purchasing intention in Fast-Moving Consumer Goods with a focus on Coca Cola Kenya. The study aimed at establish the relationship between Brand Association and Consumer Purchase intention, examining the effect of Brand Awareness on Consumer Purchase Intention and finally find out how Brand loyalty affect Consumer Purchase Intention.

The study adopted a descriptive research design to examining the relationship between Brand Association and Consumer Purchase intention, examining the effect of Brand Awareness on Consumer Purchase Intention and finally find out how Brand loyalty affect Consumer Purchase Intention. Data from the respondents relevant for this research was obtained by use of questionnaires. The study focused on 7010 united states community. Probability sampling technique was used to determine the sample size (184 respondents) and collect data from the sample. In data analysis and presentation, inferential and descriptive statistics was used. Correlation analysis, regression analysis, cross-tabulation and frequencies were obtained and presented in tables.

The study determined effect of brand equity components on consumer purchasing intention. It was found that in exposing relationship between Brand Association and Consumer Purchase intention, effect of Brand Awareness on Consumer Purchase Intention and Brand loyalty affect Consumer Purchase Intention. The study found that customer engagement brings a sense of involvement by customers in making their favorite brands better. The study revealed that through consumer purchasing intention, Coca Cola Kenya strengthens her relationship with
customers. This shows that brand exposure creates favorable impression on customers’ minds. The study established that customers are more aware of brands.

The study established that brand association is used in the company to differentiate, position, to expand brands. Brand personality creates a procedure to differentiate among various brands and is a key determinant for consumer purchase intention. The company’s brand ascribes to sincerity, excitement, and competence; sophistication and ruggedness dimensions of brand personality. The study also found that Coca Cola Kenya has established competitive strategies to differentiate from competitors. Use of media is one of the strategies that have been used to increase the publicity of the company. The study also found that the products endorsed by celebrities gain immediate credibility from consumers.

The study examined the brand Awareness influences customer purchasing intention. The Coca Cola consumers are aware about the company products. The company has developed brand awareness of their products to their consumers through repetitive advertisement. The study also found out that the company develops its brand image to consumers through advertising creating an image of a product/service that is appealing to targeted audience. The company exposes their products through social media to promote their brands through various marketing campaigns and the company engages with their customers allowing for feedback on quality and clients fulfillment and identifying areas that need improvement. Coca Cola Kenya has a competitive edge as a result of low cost of production. The company has also before and after sale advertisements to always remind customers of the value of their purchase. The study found that brand Awareness events allow the company to interact with consumers at a more personal level.
5.3 Discussion

5.3.1 Brand Association and Consumer Purchase intention

This study supports the findings of Satvati, Rabie and Raso (2016) indicating that brand association presents the value of a brand that is based on the associations to which it is linked. According to Aaker and Joachimsthaler (2000), association with areas of application such as aspirin and heart attack can be a reason for purchase which attracts consumers. He further indicated that strong associations of a brand are basis for expansion of a brand. To confirm this, Aaker (2011) indicates that brand association reproduces the distinctiveness of the brand giving value to the consumers by providing reasons for consumers to choose and purchase a brand making optimistic attitudes and feelings among consumers. According to Keller (2003) brand associations entail information nodes that are related to brand nodes holding meaning of the brand to consumers. Keller indicates that brand associations are sorted in three categories including the benefits, attitudes and attributes. It is thus possible for brand association to be created at the actual activation itself and also through the integration experience of an overall marketing strategy.

From the study, it is found that Brand association is used in the company to differentiate, position, to expand brands, Brand personality creates a procedure to differentiate among various brands and is a key determinant for consumer purchase intention. According to Aaker (2011) brand associations are the category of a brand's assets and liabilities that contain ``linked'' into memory of consumers. Brand associations are very important for customers and for marketers. Marketers use brand associations to differentiate, position, to expand brands, to produce positive attitudes and feelings of customers toward brands, and also to suggest benefits of purchasing a brand and using a specific brand.

The study confirms that Coca Cola Kenya brand ascribes to sincerity, excitement, and competence; sophistication and ruggedness dimensions of brand personality. According to Bruwer and Buller (2005), brand personality is very instrumental for consumers and marketing, because it can create a procedure to differentiate among various brands and is a key determinant for consumer purchase intention. This helps consumers make a decision if to make a purchase when the product features are difficult to assess. As Aaker (2011) also
indicates, brand personality is a main variable in consumers' purchase decisions and is an
important concept in brand distinction and association which has a significant effect on the
consumers' purchase decisions. In creating a brand personality, the most important factor
probably is a close relationship between brand personality and consumer personality.
However, when brand personality is in accordance with the consumer's desire, then
consumer's intention and association for buying brand will increase.

The study reveals that Coca Cola consumers associate more with Coca Cola products due to
celebrities endorsing the company products. According to Olenski (2016), celebrity association
is a new concept in marketing known as celebrity endorsement theory. This is based on a
simple logic where people idolize celebrities and when such famous people are seen in
advertisements promoting new products, audiences are prompted to buy that product, either
subliminally or directly. However, Cotraviwat , (2015) indicates that, celebrity endorsements
need to be approached carefully manipulated thoroughly and utilized effectively in order to
reap the full benefits. When looking for a celebrity to represent a brand, it's important to know
what the expectations of having that celebrity endorsement are.

From the study, Advertising is a powerful way of communicating a brand’s functional and
emotional benefits and values. Chand (2013) states that, customers form associations on the
basis of various factors such as quality perceptions; competitors’ offerings, association with
celebrities and the publicity in various media factors that are all covered in experiential
marketing. Maddever (2013) found that different forms of experiential marketing like
prankvertising, viral videos, installations, and live events create experiences for customers
through the media. These campaigns are conversation starters, and allows target group to be
a part of that dialogue. On the other hand, Chris (2015) found that social media is also a great
way for listeners to engage with radio stations. Their tweets and Facebook posts can be read
online during regular programming, but these platforms can also be used in experiential
marketing campaigns. The experience could start via social media but should lead to a real-
life climax in order to break down that proverbial wall and engage with listeners on a more
personal level (Chris, 2015).
The study emphasize that Coca Cola Products are always improving compared to their competitors and Coca Cola Serves the needs of their customers compared to that of competitors. Chung (2014) indicate that brand marketers have strong beliefs about what their brands stands for and they spend money, time and significant effort to define a key value proposition they hope will lead to marketplace success. As a result, companies are able to improve their brands based on the feedback they receive from the market creating new unique brand design for all their communications in order to create a consistent association with the layers of meaning in the hearts and minds of the customers.

5.3.2 Brand Awareness on Consumer Purchase Intention

In this objective, the aim of the study was to determine the effect of brand awareness on consumer purchase intention. The study analyzed the variables arising from this objective which include: Brand Awareness influences customer purchasing intention of the company products, The consumers are aware about the company products, Coca Cola Brand image is based on target market resulting in broad brand awareness to their consumers, The company brand image is strong due to the influence of competitors’ products selection, Consumers knowledge about a product help consumers evaluate a product before purchase, The company has developed brand awareness of their products to their consumers through repetitive advertisement, The company develops its brand image to consumers through advertising creating an image of a product/service that is appealing to targeted audience, The company exposes their products through social media to promote their brands through various marketing campaigns and the company engages with their customers allowing for feedback on quality and clients fulfillment and identifying areas that need improvement

The study found that brand awareness influences customer purchasing intention of the company products. The study supports the findings of Malik and Naeem (2012) states that unique perception of customers about a brand is called brand image that is defined as the linkage into customer minds or memory of the product. This is defined as the perception about the brand in customer’s mind associated with brand. This could be knowledge, association or any image in the memory of the customer that can be described as the image customers relate to the product in real life. If customers have strong brand awareness then they will also have strong relation with the brand image, these associations could be based
on the physical or non-physical attributes. Brand image is also considered as the perception of a brand that represent trade and fit into target market. Aaker indicates that companies can create awareness of their products or services by hiring specific personalities for specific product /services in advertisement impacting on consumer purchase intention.

The study showed that the consumers are aware about the company products. Through presentation of items in promoting instances, a mental and scholarly strategy that makes a good impression is produced on individuals' psyches because of the nature with the item. This shapes non-consumer behavior through cognitive mechanisms shaping non-conscious behavior (Fitzsimons, Chartrand, & Fitzsimons, 2008). Unintentional participation procedures occur in most of marketing events to reveal a brand, exposing brands to enhance brand awareness the purchasing intention of customers and their attitudes towards brands (Cianfrone, Zhang, Trail, & Lutz, 2008). Consumers are exposed to the product by giving them opportunity to try new products, which make it easier for them to choose the product they want.

The study found that Coca Cola Brand image is based on target market resulting in broad brand awareness to their consumers. To strengthen the findings, Fitzsimons, Chartrand, and Fitzsimons (2008), social media is one way companies can promote their brands through various marketing campaigns enabling brands to get exposed and go viral. Gibson (2015) states that through social media, Red Bull Statos had 8 million watch it lives, Heineken’s “Departure Roulette” and KLM Airline’s puppy powered video went viral creating a unique experience for customers connecting people on an emotional level. Through this case studies Gibson (2015) concluded that, brand exposure can also draw people into the experience digitally making social media a very important platform for brand exposure.

Aronne and Reis (2009) on the other side found that experiential marketing provide a live experience to customers bringing out brands’ personality and attributes and customers giving feedback about the brand helping companies know on areas customers feel need to be improved. Bhattacharya and Sen (2003) assert that these interactive sessions with customers bring a sense of involvement for customers in the ultimate brands produced by companies.
The study revealed that customer engagement brings a sense of involvement by customers in making their favorite brands better.

The study found that the company has developed brand awareness of their products to their consumers through repetitive advertisement. Zajonc (1968) asserts that brand exposure relationship with brand awareness stating that individuals develop a priority for people or things that are more familiar to them. Zajonc (1968), found that brand loyalty arises when consumers develop strong desire to have a specific type of product or service and are willing to engage in a long-term business relationship with an enterprise that provides this product or service. The study argued that brand exposure creates favorable impression on customer’s minds. Cianfrone et al., (2008) found that unintentional participation procedures occur in most of experiential marketing events to reveal a brand, exposing brands to enhance brand awareness the purchasing intention of customers and their attitudes towards brands.

The study confirmed that the company engages with their customers allowing for feedback on quality and clients fulfillment and identifying areas that need improvement. Moorthi (2002) states that, customer engagement with brands allows for feedback in terms of the administration quality and clients fulfillment this helps companies know areas customers feel need to be improved (Aronne & Reis , 2009). These interactive sessions with customers bring a sense of involvement for customers in the ultimate brands produced by companies (Bhattacharya & Sen, 2003). According to Chan (2014), in this interactive sessions companies must ensure that their brands are humanized in the sense that customers’ feel that their views and preferences are understood and taken note of and that they can relate to a brand. Chan suggests that one way companies can make this possible is by using a quick survey that they give to their customers to give timely feedback about their services.

5.3.3 Brand Loyalty Affect Consumer Purchase Intention

In this objective, the aim of the study was to determine the effect of brand awareness on consumer purchase intention. The study analyzed the variables arising from this objective which include: Brand loyalty creates a sense of attachment between the consumer and the brand manufacturers. Coca Cola company has been successful due to their success in attracting and retaining loyal consumers. The customers have a consistent positive attitude.
towards Coca Cola products and purchase them repeatedly over time. The customer brand experience has been positive developing brand loyalty of the company products. The company offers good product quality that meets customers’ perspective views. The company products are of high quality and have gained acceptance and satisfaction with customers. The firm offers product variety which impacts positively on the loyalty of their customers and the company has developed loyal customers who will pay extra price for their products to satisfy their needs and wants even if prices of the products increases.

The study confirmed that Brand loyalty creates a sense of attachment between the consumer and the brand manufacturers. Biedenbach and Marell (2010) found that brand experience is not an emotional relationship concept. The experiences are conceptualized as sensations, feelings, cognitions, and behavioral responses evoked by brand-related stimuli that are part of a brand's design and identity, packaging, communications, and environments. Sahina, Zehirb and Kitapçib (2011), found that unlike customer enjoyment or satisfaction, brand experiences do not take place only after consumption; they take place whenever there is a direct or indirect interaction with the brand.

According to the study, Coca Cola company has been successful due to their success in attracting and retaining loyal consumers. According to Brakus, Schmitt and Zhang (2008), these brand associated stimuli may manifest as part of a brand's design and identity (e.g. name, logo, signage), packaging, and marketing communications (e.g. advertisements, brochures, web sites) and in environments in which the brand is marketed or sold (e.g. stores, events). This brand related stimuli comprise the major source of subjective, internal consumer responses, which is referred as brand experience. Brand experience may be one of satisfaction, whereby satisfaction is necessary but not a sufficient or adequate component of loyalty (Agustin & Singh, 2005). Likewise, the experience one may have had with the product or service may be one that fosters sentiment of trust, whereby brand trust in this case means ‘the willingness of the average consumer to rely on the ability of the brand to perform its stated function’ (Chaudhuri & Holbrook, 2001).

The study found that Coca Cola Kenya has loyal customers thus spends less on marketing their products. This supports the findings of Grimsley (2016) who found that, firms with brand-loyal customers can spend less money to market their products since they have an
established relationship with their customers. On the other hand, Grimsley (2016), asserts that compared to mass media campaigns, experiential events tend to communicate on a much more personal level, generate a deeper level of emotional engagement therefore resulting in better conversion rates and all at relatively low cost. In addition, Grimsley (2016), found that favorable brand attitudes are the determinants of brand loyalty. Consumers must like the product in order to develop loyalty to it. To convert occasional purchasers into brand loyalists, habits must be reinforced. Consumers must be reminded of the value of their purchase and encouraged to continue purchasing the product in the future.

According to the study, experiential marketing is a guerrilla tactic to keep advertising costs low. Grimsley (2016), found that experiential marketing is a guerrilla tactic that keeps advertising costs low but promises an interactive experience that gets customers to talk about the organization’s product and also pulls in non-participants as well. Grimsley (2016), reveals that the majority of marketers believe that experiential marketing builds customer relationships for the long term and generates sales and additional leads in the short term while increasing awareness of the product. Aaker (2016) revealed that to inspire repeat purchases, advertisement before and after the sale is crucial. Further to creating awareness and promoting initial purchases, advertising moulds and reinforces consumer attitudes. These same attitudes mature into beliefs, which need to be reinforced until they develop into loyalty.

The study revealed that the customers have a consistent positive attitude towards Coca Cola products and purchase them repeatedly over time, Coca Cola Kenya has built a competitive edge. Grimsley (2016) found in his study that brand loyalty reduces the cost of production because due to many loyal customer’s sales figures are higher and unit cost of production reduces with time. Since these kinds of firms have a lower cost of production, Grimsley found that their saved cash outflows may be invested elsewhere therefore giving the firm a competitive edge. In addition, he asserts that firms selling brands that have a high rate of loyal consumers are deemed to have a competitive advantage over other firms. Consumers loyal to a brand reduce the marketing costs of the firm as the costs of attracting a new customer have been found to be approximately six times higher than the costs of retaining an existing one.
The study revealed the customer brand experience has been positive in developing brand loyalty of the company products. Consumer and marketing research has shown that experiences occur when consumers search for products, when they shop for them and receive service, and when they consume them (Brakus, Schmitt & Zhang, 2008). Product experiences occur when consumers interact with products, e.g., when consumers search for products, examine, and evaluate them. The product experience can be direct when there is physical contact with the product or indirect when a product is presented virtually or in an advertisement (Hoch, 2002). Additionally, shopping and service experiences occur when a consumer interacts with a store's physical environment, its personnel, and its policies and practices (Kerin, Jain, & Howard, 1992). Finally, consumption experiences occur when consumers consume and use products. Consumption experiences are multi-dimensional. Even though experiences arise in a wide variety of settings and circumstances, most experiences occur directly when consumers shop, buy and consume products. Experiences may also occur indirectly, e.g., when consumers are exposed to advertising and marketing communications including web sites (Brakus, et al., 2009).

Finally, the study affirms that the firm offers product variety which impacts positively on the loyalty of their customers. According to King (2005), consumer purchase behavior, consumer welfare and consumer loyalty is affected by product variety. This is because it is believed that if consumers do not get the product they are looking for in a particular store, they will end up looking elsewhere in another shop. The practices include customer service, improved quality of the product as well as others in order to allow for the consumer to feel attached to the product. These practices increasingly influence customer loyalty hence will in turn influence the sales of the products the firm has since the consumers may wind up coming for more. A combination of product variety and customer loyalty may prove advantageous to a firm in terms of meeting the sales requirements they have in place.
5.4 Conclusions

5.4.1.1 Brand Association and Consumer Purchase Intention

From the study it was concluded that the customers’ feelings are the measurable standards of the intangible value of the brand. The company products, brand association is used in the company to differentiate, position, to expand brands. Brand personality creates a procedure to differentiate among various brands and is a key determinant for consumer purchase intention. The company’s brand also ascribes to sincerity, excitement, competence; sophistication and ruggedness dimensions of brand personality. Finally, the consumers associate more with Coca Cola products due to celebrities endorsing the company products. From the study, it is believed that Coca Cola Kenya has established competitive strategies to differentiate from competitors.

In Brand Association, the use of media has increased the publicity of the company. The study concludes that Coca Cola Kenya has established competitive strategies to differentiate from competitors.

5.4.1.2 Brand Awareness on Consumer Purchase Intention

The study concludes that Coca Cola Kenya uses unpremeditated participation procedures in exposing new brands. According to the study, brand awareness changes the perception of consumers about a brand in a positive way. This makes customers to give valuable feedback to make brands even better. The study concludes that brand Awareness influences customer purchasing intention of the company products. Coca Cola Kenya consumers are aware about the company products, Coca Cola Brand image is based on target market resulting in broad brand awareness to their consumers, the company brand image is strong due to the influence of competitors’ products selection. Coca Cola Kenya consumers’ knowledge about a product helps consumers evaluate a product before purchase. The company has developed brand awareness of their products to their consumers through repetitive advertisement. The study also concludes that brand exposure create favorable impression on customer’s minds hence customers are more aware of brands through their participation enhances Consumer Purchase Intention.

5.4.1.3 Brand Loyalty Affect Consumer Purchase Intention
The study concludes that brand loyalty gives Coca Cola Kenya enough time to respond to competitive moves by competitors. Brand loyalty creates a sense of attachment between the consumer and the Coca Cola Company. The company has been successful due to their success in attracting and retaining loyal consumers the customers have a consistent positive attitude towards Coca Cola products and purchase them repeatedly over time. Coca Cola customer brand experience has been positive developing brand loyalty of the company products and finally the firm offers product variety which impacts positively on the loyalty of their customers and the company has developed loyal customers who will pay extra price for their products to satisfy their needs and wants even if prices of the products increases. From the study, it is believed that Brand loyalty allow the company to interact with consumers at a more personal level.

5.5 Recommendation

5.5.1 Recommendation for Improvement

5.5.1.1 Brand Association and Consumer Purchase Intention
The study recommends company to use brand association to enhance Consumer Purchase. The study believes that the customers’ feelings are the measurable standards of the intangible value of the brand. Quality perceptions influence the pricing decisions of products in the company hence there is strong brand association as customers perceive brands to be of high quality. The study recommends organizations to conducts customer research to understand their brand and competitors. By doing this, they would establish competitive strategies to differentiate from competitors.

5.5.1.2 Brand Awareness on Consumer Purchase Intention
The study recommends the use of brand awareness as it creates Consumer Purchase Intention that changes the perception of consumers about a brand in a positive way. Brand awareness, according to the study, is created by the positive brand experiences by customers. The organizations should also enhance customer engagement as it brings a sense of involvement by customers in making their favorite brands better. This customer engagement gives valuable feedback to make brands even better. The study also recommends the enhancement of Brand Awareness as customers are more aware of brands their participation in those events. The study
recommends Brand Awareness as it exposes brand and create favorable impression on customers’ minds.

### 5.5.1.3 Brand Loyalty Affect Consumer Purchase Intention

The study recommends organizations to enhance brand loyalty as it gives companies enough time to respond to competitive moves by competitors. Interaction with consumers’ shapes attitudes towards the companies’ brand. When a company has loyal customers, it spends less on marketing its products. Organizations should enhance before and after advertisements to always remind customers of the value of their purchase. From the study, it is clear that Brand loyalty allows the company to interact with consumers at a more personal level. Organizations exploit brand loyalty by imposing premium pricing on their products.

### 5.5.2 Recommendation for Further Research

The study aimed at exploring the effect of brand equity and consumer purchasing intention in fast moving consumer goods in Coca Cola Kenya Company. The study was only carried on Coca Cola Company. Further researches exploring the effect of brand equity and consumer purchasing intention in fast moving consumer goods on other companies in different industries and compare the relationships. Future scholars are encouraged by this study to explore other marketing strategies that enhance consumer purchasing intention.
REFERENCES


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APPENDICES

Appendix 1: Letter of Introduction

WANGWE NABUBWAYA CYNTHIA

UNITED STATES INTERNATIONAL UNIVERSITY AFRICA

P.O BOX 14634, 00800.

NAIROBI

To Whom it May Concern

RE: RESEARCH DATA COLLECTION ON THE EFFECT OF BRAND EQUITY COMPONENTS ON CONSUMER PURCHASING INTENTION IN FAST MOVING CONSUMER GOODS (FMCG)

I am a student at United States International University-Africa taking a Master’s degree in Business Administration-(MBA); Marketing. As partial fulfilment of my MBA degree, I am conducting a research on The Effect of Brand Equity Components on Consumer Purchasing Intention In Fast Moving Consumer Goods (FMCG).

You have been selected as one of the respondents for this study. The results of this study will provide Coca Cola Kenya with data on the effect of brand equity components on consumer purchasing intention in (FMCG).

I request your involvement in answering the questionnaire to the best of your knowledge. Kindly note that any information given through this questionnaire is confidential and only used for the purpose of this study. Your assistance and response is much appreciated.

Regards;

Wangwe Nabubwaya Cynthia
Appendix 11: Questionnaire

GENERAL INFORMATION

1. Gender
   Male (   )
   Female (...)

2. Number of years consuming Coca Cola Products?
   Less than 3 years [   ]
   4-6 years [   ]
   7-10 years [   ]
   More than 10 years [   ]

3. What level are you at the University?
   Student [ ]
   Faculty [ ]
   Staff [ ]

4. What attracts you to buying Coca Cola products?
   Brand Association [ ]
   Brand Awareness [ ]
   Brand Loyalty [ ]

4b) How is/was the experience?
   Excellent [ ]
   Above Average [ ]
   Average [ ]
   Below Average [ ]
   Very Poor [ ]
SECTION B: RELATIONSHIP BETWEEN BRAND ASSOCIATION AND CUSTOMER PURCHASE INTENTION

Kindly indicate the extent to which you agree with the following statements on the relationship between brand association and customer purchase intention. Circle (o) appropriately on a scale of 1-5. 1-Strongly Disagree, 2-Disagree, 3-Uncertain, 4-Agree, 5-Strongly Agree

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<thead>
<tr>
<th></th>
<th>Statement</th>
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<tbody>
<tr>
<td>1</td>
<td>The company products are distinct giving consumers reason to purchase more from them.</td>
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<td>2</td>
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<td>2</td>
<td>Brand association is used in the company to differentiate, position, to expand brands.</td>
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<td>2</td>
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<td>3</td>
<td>Brand personality creates a procedure to differentiate among various brands and is a key determinant for consumer purchase intention.</td>
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<td>4</td>
<td>The company’s brand ascribes to sincerity, excitement, competence; sophistication and ruggedness dimensions of brand personality.</td>
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<td>2</td>
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<td>5</td>
<td>The consumers associate more with Coca Cola products due to celebrities endorsing the company products.</td>
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<td>6</td>
<td>Celebrity’s involvement reinforces the relevance of the company products</td>
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<tr>
<td>7</td>
<td>Advertising is a powerful way of communicating a brand’s functional and emotional benefits and values</td>
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<td>2</td>
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<td>8</td>
<td>Advertising elevates a company’s reach and impact in the market.</td>
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<tr>
<td>9</td>
<td>The Coca Cola Products are always improving compared to their competitors</td>
<td>1</td>
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<td>5</td>
</tr>
<tr>
<td>10</td>
<td>Coca Cola Serves the needs of their customers compared to that of competitors</td>
<td>1</td>
<td>2</td>
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<td>5</td>
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</tbody>
</table>
SECTION C: EFFECT OF BRAND AWARENESS ON CUSTOMER PURCHASE INTENTION

Kindly indicate the extent to which you agree with the following statements on brand awareness effect on customer purchase intention. Kindly Circle (O) appropriately on a scale of 1-5. 1-Strongly Disagree, 2-Disagree, 3-Uncertain, 4-Agree, 5-Strongly Agree

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<tbody>
<tr>
<td>1</td>
<td>Brand Awareness influences customer purchasing intention of the company products</td>
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<td>2</td>
<td>The consumers are aware about the company products</td>
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<td></td>
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<td>3</td>
<td>Coca Cola Brand image is based on target market resulting in broad brand awareness to their consumers</td>
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<td>4</td>
<td>The company brand image is strong due to the influence of competitors’ products selection</td>
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<td>5</td>
<td>Consumers knowledge about a product help consumers evaluate a product before purchase</td>
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<td>6</td>
<td>The company has developed brand awareness of their products to their consumers through repetitive advertisement</td>
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<td>7</td>
<td>The company develops its brand image to consumers through advertising creating an image of a product/service that is appealing to targeted audience</td>
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<td>8</td>
<td>The company exposes their products through social media to promote their brands through various marketing campaigns</td>
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<td>9</td>
<td>The company engages with their customers allowing for feedback on quality and clients fulfillment and identifying areas that need improvement</td>
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## SECTION D: EFFECT OF BRAND LOYALTY ON CONSUMER PURCHASE INTENTION

Kindly indicate the extent to which you agree with the following statements on brand loyalty effect on consumer intention. Circle (O) appropriately on a scale of 1-5. 1-Strongly Disagree, 2-Disagree, 3-Uncertain, 4-Agree, 5-Strongly Agree

<table>
<thead>
<tr>
<th>Statements</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Uncertain</th>
<th>Agree</th>
<th>Strongly Agree</th>
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<tbody>
<tr>
<td>1  Brand loyalty creates a sense of attachment between the consumer and</td>
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<td>the brand manufacturers</td>
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<td>2  Coca Cola company has been successful due to their success in attracting</td>
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<td>and retaining loyal consumers</td>
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<td>3  The customers have a consistent positive attitude towards Coca Cola</td>
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<td>products and purchase them repeatedly over time</td>
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<td>4  The customer brand experience has been positive developing brand loyalty</td>
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<td>of the company products.</td>
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<td>5  The company offers good product quality that meets customers’</td>
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<td>perspective views</td>
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<td>6  The company products are of high quality and have gained acceptance</td>
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<td>and satisfaction with customers.</td>
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<td>7  The firm offers product variety which impacts positively on the loyalty</td>
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<td>of their customers</td>
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<td>8  The company has developed loyal customers who will pay extra price for</td>
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<td>their products to satisfy their needs and wants even if prices of the</td>
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<td>products increases</td>
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SECTION E: CONSUMER PURCHASE INTENTION

Kindly indicate the extent to which consumer purchase intention is influenced by brand equity at Coca Cola Kenya. Please (✓) tick appropriately on a scale of 1-5. 1-Strongly Disagree, 2-Disagree, 3-Uncertain, 4-Agree, 5-Strongly Agree

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Uncertain</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I easily notice the brands I use whenever I walk in to a supermarket</td>
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<td>2. I prefer buying a brand that I have more information about</td>
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<tr>
<td>3. I buy brands that I have been using for quite a long time</td>
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THANK YOU FOR YOUR TIME