EFFECTS OF BRANDING ON CONSUMER PURCHASE DECISIONS: A CASE OF SAFARICOM KENYA LIMITED

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UNITED STATES INTERNATIONAL UNIVERSITY- AFRICA

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EFFECTS OF BRANDING ON CONSUMER PURCHASE DECISIONS:
A CASE OF SAFARICOM KENYA LIMITED

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STUDENT’S DECLARATION

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

Signed: ___________________ Date: ___________________

Waturi Gitau (ID 637152)

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

Signed: ___________________ Date: ___________________
Dr. Peter Kiriri

Signed: ___________________ Date: ___________________
Dean, Chandaria School of Business
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ABSTRACT

This general objective of the research was to deduce the effects of branding on consumer purchase decisions: a case of Safaricom Kenya limited. The specific objectives were to establish the role brand loyalty play in customer purchase decision making at Safaricom Kenya Limited. The effect of brand awareness in influencing consumers’ purchase decision making at Safaricom Kenya Limited. The effects brand equity has in building consumer purchase decision making at Safaricom Kenya Limited.

The study adopted a descriptive research design. The population of the research was Safaricom Kenya Limited, which has a population of around 29.7 million subscribers as per the database entry. The respondents were both employees and customers since they are taken as the main participants when a company is branding and influencing decisions. In this study, the researcher used this Stratified random sampling technique, to select regions that represented both West and East sides of Nairobi. The researcher took a random sample from each stratum proportionate to the population proportion to come up with 177 respondents. The pilot testing estimated 20 questionnaires. The data that was collected was analyzed using descriptive and inferential statistics methods using SPSS software. The analyzed data was presented in form of tables through mean, standard deviation, frequencies and percentages.

Results obtained show that majority of the respondents agreed that when it comes to convincing other customers on Safaricom brands, most of the subscribers would introduce them to its packages, majority of the subscriber would normally choose Safaricom and that whenever subscribers want to subscribe to a mobile service provider, majority would normally choose Safaricom. Brand loyalty had a significant impact on consumers’ purchase decision on Safaricom products.

Results show that brand awareness had a significant influence on customers’ ability in making purchase decisions. In most of the times when customers thought on mobile service provider, customers normally choose Safaricom, Safaricom is widely recognized to offer the best, and most of the customers were willing to would introduce them to its packages. Most of the customers will be hesitant to get another brand other than Safaricom, whenever customers want to subscribe to a mobile service provider, majority of the subscribers would
normally choose Safaricom, to avoid brand switching of loyal customers. Brand awareness had a significant impact on consumers’ purchase decision on Safaricom products.

Result show that most of the customers were well acquainted with the products and packages offered by Safaricom brand, Safaricom customers would use a brand since it is familiar and preferred by the community, due to lack of efficient and effective packages offered by other telecommunication services and that Safaricom has emerged one of the best in its industry and that customers constantly buy Safaricom brands. Brand equity had a significant impact on consumers’ purchase decision on Safaricom products.

The study concluded that building brand loyalty plays an instrumental that drive customers to made Repeated Purchases, most of the Safaricom subscribers often make decisions based on brand equity. The study concluded that creation of brand awareness had a positive significant influence on customers purchase decisions. Safaricom employed various strategies to enhance brand awareness, among the strategies revealed include; implementation of consistent marketing campaigns. The study concluded that Brand loyalty is at the heart of brand equity, brand equity is the value that brand name gives to a product or service, brand equity is essential to make point of differentiation which lead to competitive advantages based on non-price competition.

The study recommends that given that building brand loyalty is a great way for businesses to get long-term value from their customers, it is therefore critical for Safaricom company to build strong business relationships with its customers, deliver value to its customers and ensure brand consistency, Invest in an eye-catching design. Given that brand awareness was found to play an influential role of customers purchase decisions, it is therefore paramount for Safaricom marketing department to ensure continuous innovation in the process of creating brand awareness. Given that long term viability of business competitiveness is anchored on brand equity, it’s thus important for the management of Safaricom to implement strategies that strengthen brand equity, without damaging the brand’s reputation or long-term profitability. Similar studies need to be conducted in other sectors so as to ascertain whether there are comparable effects of effects of branding on consumer purchase decisions.
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I would like to thank the Almighty God for His Mercy, which has been sufficient in seeing me through the academic life. In addition, I cannot forget all the unending love, support, patience and encouragement from various people. I also acknowledge my friends for the moral support and contribution towards accomplishment of this research. I would also like to appreciate my classmates for the all the support and understanding and for giving me time to study the course. Lastly, I would also like to acknowledge my supervisor Dr. Peter Kiriri for the guidance he has given me as I have worked on this project.
DEDICATION

I would like to dedicate this project to the Almighty God for being there for me and helping me through this. To my colleagues at work I would like to dedicate this to them for being there and for their support.
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<tr>
<td>CBBE</td>
<td>Customer Based Brand Equity</td>
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<tr>
<td>EFT</td>
<td>Electronic funds transfer</td>
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<td>IMO</td>
<td>Internal Marketing Orientation</td>
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<tr>
<td>SPSS</td>
<td>Statistical Package for the Social Sciences</td>
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<td>TV</td>
<td>Television</td>
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<td>WOM</td>
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CHAPTER ONE

1.0 INTRODUCTION

1.1 Background of the Study

Each company cultivates ways of been identified, it could be the kind of products it provides, differentiating it with the colors of the company and the logo associated with it. It is its own organizational Identity. Over the years, organizational identity has received immense attention from a number of stakeholders and consumers (Stensaker, Harvey, & Leiber, 2015). Marketers worldwide acknowledge branding as an aspect that is worth promoting, with many prominent experts and scholars frequently showing the significance of a brand in an organization where the consumer is able to identify the difference between products and why, one product is more superior to the other, in terms of quality and satisfaction (Kotler & Keller, 2015). Branding involves far more than just looking at the aspect of a brand name. A brand name will instantly inform a customer about the company’s reputation, which will entail a customer’s experiences and perception of that specific brand. Normally, a company’s brand will entail the following; who they are, what they do, what kind of quality products or services they provide, their reputation, and level of trustworthiness by their customers. Branding is the act of giving value to a particular company, product or services through creation and shaping of the trademark.

In today’s world, technology is evolving day by day and in the fourth revolution, each country is diverting to Internet of Things. Telecommunications sectors have been one of the main aspects that needs attention in relation to the emerging technologies. Due to this telecom companies’ have to ensure that have to protect the long-term interest of the customers in order to enhance their profitability by means of long-lasting relationships with those same customers (Vijayalakshmi & Manimozhy, 2015). One of the telecom communications service provider that is been used by millions of people in Kenya and in Africa is Safaricom. This is due to the fact that, it most looks out in representing the customers’ needs, their values, and the way of life and that’s why it’s picked by that customer (Isoraite, 2018). Over the years Safaricom has innovated ways of branding strategies thus creating values, which has gathered up most customers into its own
products and services. Either branding of Safaricom is through its promotions of values or prestige or the lifestyle has created ways attracting more customers.

Besides attracting customers, Safaricom had to come up with a strategy that ensured that its customers would still stick to their brand, despite in case of the economy and emerging of other telecom service providers, which is denoted by Brand Loyalty of Customers. Brand loyalty is emphasized as an obligation to re-purchase or re-patronize an ideal product or service that is considered steadily in the future. Therefore, causing recurring of same-brand or same brand-set purchasing, regardless of situational impacts and advertising efforts having the potential to cause changing behaviour (Dierks, 2017). Brand loyalty is the extent to which a consumer occasionally purchases the similar brand within a product class (MSG Experts, 2016). However, it’s observed as a multidimensional concept, regulated by several clear psychological practices and dimensions (Ndiritu, 2015). The values of customers, their trust for a particular brand, and satisfaction to the specific brand produced by specific company, their repeated buying behaviour and commitment are the key factors affecting brand loyalty (Ndiritu, 2015).

In Marketing, brand loyalty has its levels; though it depends on the class of the product thus it may experience its own challenges when it comes to competitive advantage over the other similar product. They include Switchers, they are the non-loyal buyers, it does not really matter which product as long as it serves the purpose. The habitual buyers, not really stand for any place, since you would not know if they are dissatisfied or satisfied with the product so all they are interested is if the product can help them in that particular time. The Satisfied buyers are the ones that no matter how much the costs fluctuate with time, or performance is changed they still stick to the product no matter the case. In addition, there are buyers known as ‘likes the brand buyers’. These buyers believe the brand to be friendly for use, having established this foundations from solid experiences or quality assurance. However, the fondness is not tied to anything specific (Ndiritu, 2015). There are the Premium loyal buyers, they are the ones who are brand loyal and cannot be swayed from it (Jill, 2014).

Brand attachment is one of the qualities of customer-brand relationship that wind-ups in “automatic preservation of their opinions and moods about the brand”. Safaricom has had people to have their brand attached to them. Basically, brand attachment and brand
loyalty are almost described as the same concept. More specifically, it should be considered that, consumer’ needs and wants are dynamic and mutable practices. The reason as to why this is happening is because, that consumers are limited resources, which is far-off to maintain an old customer than it is to keep a new one. Customers’ satisfaction and loyalty holds great outcomes on the productivity of the company both monetarily and numbers in terms of subscriptions (Czepiel & Rosenberg, 2017).

Brand Awareness assists consumers, to remember brands clearly and generates positive images about the brands in consumers’ subconscious. Basically, this leads to future sales of the same product. Safaricom has its own strategy on brand awareness, that entails the perception or main picture of the brand (logo, Colors) in the mind of the customer (Pahwa, 2017). It is articulated that, consumers’ behavior towards branded products or services are generated from their age, gender and personality traits and they interact according to their personality traits. The research explicated that individuals behave differently towards the same brand according to their demographics, the core offers and the satisfaction.

Brand loyalty is considered a unique concept in strategic advertising since by that most companies are looking at the competitive advantage that they may offer that attract customers to them and not their competitors. For companies to strengthen their relationships and trust with customers they implement segmentation strategies through identifying who they are, and how different they are and finally know how to engage them. This is either customer service or product response. The more competitive advantageous it is over one company most companies ensure that they have to ensure at least they are way ahead of the other company. For healthy a competition a company has to stay ahead of the game by ensuring that it provides extraordinary services for its customers. This pushes most companies to come up with strategies that enhance branding of a product by ensuring that they create brand loyalty with its consumers. By this organizations require an understanding of what influences brand loyalty on a particular product or service (Govender, 2017).

There are six major factors, that are in the B2B world which influence the loyalty of customers (Lawton, 2016). They include; the Core offer, Satisfaction, Elasticity, Marketplace and Demographics. On this study, it will focus with demographics, core offering, and Satisfaction. How has Safaricom been able to have it’s customers to be loyal
to their brand by always buying the same products from them, yet there other telecom service provider with either more or equal products and services? In this study, the researcher looked deeper into how Safaricom approaches its branding strategies and what it considers the core importance on what the customer will want. The three focus is in Brand Loyalty, Brand Awareness and Brand Equity.

Well, Safaricom was the first telecommunication service provider that has been successful in producing a number of products and services that are utilized on the mobile phone, in a sense of trying to eradicate landlines, and fax. Safaricom was assimilated in April 1997, as a private limited liability company dealing under the arm of Kenya Post and Telecommunication Corporation (Siro Jack, 2017). In the year 2000, they decided to branch out to become one of the largest pan African telecommunications organizations that was ran by Chief Executive Officer Michael Joseph together with five of his colleagues at a room in Norfolk Towers. Acquiring some of the assets from Kenya Post and Telecommunication Corporation, that included 11 base stations in Nairobi, their main challenge in setting up Safaricom, was insufficient data documentation of the trends of Kenyan economy, the much citizens and residents earned and their spending culture (Obura, 2017).

Today the Telecommunications Industry is growing to become one of the largest industry in Kenya, and Safaricom is facing competition from Telkom and Airtel. Meaning each day they have to come up with more advanced products and services that make them stand out, and ensure that their branding mechanism influences the way Customers would buy Safaricom products and services. So far in Kenya, Safaricom was the first to implement Electronic funds transfer (EFT) through an application known as M-pesa. Other providers implemented EFT (Telkom Money and Airtel Money) which caused Safaricom to ensure that it keeps updating each everyday on its products on this app.

Obviously, it shows that for Safaricom to have the monopoly power over the other telecommunication companies it discovered what their customers really needed and ensured that it offers them the best. Therefore, it means that their brand, has to be outstanding and that its consumers are always pleased by its products and services throughout. One of the major ways of how customers are dissatisfied with a company’s services is how the employers, which in this case narrows down to management, treat
them. Employer’s feedback of how he or she is treated by the management reflects on how they relate with the customers themselves.

This study represents, mobile telecommunication consumers, with plethora of choices to choose from. This increased the numbers of telecommunication service providers linked with introduction of mobile number portability. Which has introduced an increased competition for hypothetical /prospective and existing telecom consumers.

1.2 Statement of the Problem
A brand is persuasive if it has a strong chain of supply of loyal customers who are determined by the brand they buy and how well the brand is known to them. This offers a company to have brand stability of future sales, thus increasing the brand equity of the company (Ndiritu, 2015). Loyalty is a manifestation of a profound relationship encountered between the brand (products and services) and customers (Kotler & Armstrong, 2010). On a basic situation a customer would only ensure that they would get the same brand if it has similar traits, benefits and qualities every time they get the product. Meaning only if a brand has the same experience or more than just what they experienced before is when the customer refer back to the same brand.

Telecommunication service providers need to ensure that they provide services that really satisfy the customers’ expectations for it to survive in the economy (Kyei, 2016). In the context of a Kenyan economy, one of the main factors that Safaricom had to ensure for it to emerge the best is to approach each economic status of each part of the country in a realistic way. If it were a rural area, the services they would provide would fit in that context as compared to an urban area. This means that they had to do a research and ensure that they understand their customers’ buying behavior and decisions for them to evaluate how and at what prices they would offer their services and products to that specific area as per the demographics.

Branding is an important tool that over the past years, companies ensure that it is part of the marketing strategy. Over the years, most scholars have dug deep into branding and its effects on decisions of the customer in purchasing a product or a service. Besides that, customers have also changed, in terms of confidence level in accordance to experience of the products, and are open minded to new changes imposed by certain brands. A customer’s confidence level is also dependent on the trust they have in the brand and how they view it. It makes them have a strong view on what they want in a certain brand. A
brand should ensure that it satisfies its customers and if it does customers are more likely to be less tolerant of the goods and services provided by that company. By this, companies have to ensure that they restructure on how they sell their brand, for the purposes of securing their economies of scales (Pearson, 2007). The researcher in this case has focused in three main topics, which are key to attention; Brand loyalty, Brand awareness and Brand Equity.

Dynamism of technology, which has incorporated internet and advancements in companies, has become one of the major things that telecommunication service providers should be keen with. Therefore, the telecommunication service providers are to move with the current swift that is happening in the market, in order to make the necessarily effect locally, regionally and internationally. With the few known branding strategies, one way that the telecommunication has ensured that its brand is the most chosen by Kenyans and they keep repurchasing is the brand awareness. According to Onsomu’s research on which bundles are perceived the best, he established that Safaricom has had an impact in both rural and urban areas, and gone to the extent of moving around East Africa (Onsomu, 2017).

There is a vast relation between brand loyalty, and continuous demand after discovery through brand awareness (Kyei, 2016). Clearly, a relationship that is termed long is between the consumers and the telecommunication service provider, outlaying a clear signal of a long-term economic endurance of a company, which is equated, to brand equity of a company. The extent to which a brand influences the customer’s purchase decision making remains a serious case of study that needs a thorough research on. This study establishes the Effects of Branding on Consumer Purchase Decision Making within Safaricom Kenya Limited.

**1.3 Purpose of the Study**

The purpose of this study was to identify the effects of branding on consumer purchase decisions within Safaricom.

**1.4 Research Questions**

1.4.1 Which role do brand loyalty play in customer purchase decision making at Safaricom Kenya Limited?
1.4.2 What effect does brand awareness have in influencing consumers’ purchase decision making at Safaricom Kenya Limited?

1.4.3 Which effects does brand equity have in building consumer purchase decision making at Safaricom Kenya Limited?
1.5 Significance of the Study

1.5.1 Safaricom Ltd. Kenya

This study will help Safaricom Ltd. Kenya to identify why their branding is what influences their consumers to continue to purchase their products and services hence making them have a competitive advantage in telecommunications sector as compared to other similar corporations like Airtel and Telkom who are rapidly growing.

1.5.2 Companies

Good branding is important to any company that plans to sustain long-lasting competitive advantages and commercial performance. Therefore, the role and significance of branding is not emphasized enough as a fundamental parameter for establishing customer preference and influence. The values associated with customer brand loyalty is becoming, increasingly acknowledged within business. These include, minimal costs associated with retaining existing customers, rather than constantly recruiting new ones especially within developed, competitive markets.

1.5.3 Researchers and Academicians

The research will be of use to academicians who may want to broaden their understanding on the impact of; how good branding of products and services can influence consumers purchase decision. This will pave way for further research on branding, customer engagement and how both branding and customer engagement affect the company’s survival in a country’s economy. The research will enhance on existing knowledge on brand loyalty, brand awareness and brand equity.

1.5.4 Consumers

The findings of this study are also important to customers in assessing different brands in terms of the extent to which they meet their customers’ expectations. Consumers get to understand which features govern their loyalty to certain brands and products.

1.6 Scope of the Study

The study examined the Effects of Branding on Consumer Purchase Decision within Telecommunications companies in Kenya. The study was conducted on all telecommunications company in Kenya but was limited to Safaricom as the leading company in telecommunications. The study narrowed down to a population in Nairobi
only of around 4million but with a sample of 75% from the population. The study focused on three main effects that are the results of a Consumer Purchase Decision making; Brand loyalty, Brand Awareness and Brand Equity. The study was conducted between the months of January and June 2019.

1.7 Definition of Terms

1.7.1 Brand
A Brand is the name or symbol, logo, term, or anything that differentiates a product from another (Bourn, 2009)

1.7.2 Branding
Branding is the act of giving meaning to a specific company, or products or services through inventing and shaping a brand in a consumer’s mind (Marion). According to Kotler and Keller they defined branding as endowing of products and services with the influence of a brand (Kotler & Keller, 2015).

1.7.3 Brand loyalty
This is the customer’s emotionally charged decision, to purchase and re-purchase a particular brand repeatedly. This is so since the customers perceive the particular brand assembles their expectations. Due to repeated occurrence of buying a brand, the behavior at times could be conscious or unconscious, but based on the trust the customer has on the company (Gunelius, 2015).

1.7.4 Brand Attachment
Brand attachment is the emotional link between humans and the brands they like to use (Oneto, 2014). In this case Safaricom seems to have taken a toll on Kenyans that their products are the best and worth using. Brand image is defined as the brand that is brought to the consumer’s mind. Brand abrading is a method used for building a substantial differential advantage by figuring out peoples’ nature and psychology

1.7.5 Brand Awareness.
This is the knowledge that one’s target group of customers are aware of that specific company’s brand. When a customer hears about a certain company’s name he or she should know more concerning what that company offers (Geffen, 2016).
1.7.6 Brand Equity
Brand Equity is the perceived value of a company’s gains through its known name, logo or services it provides. The value was conceived through customer experience, their perception of quality worth of the specified brand (Rouse, 2019).

1.7.7 Competitive Advantage
A competitive advantage is a benefit over a company’s competitors through offering customer greater value, either in offering quality, affordable pricing or additional benefit and services that justify similar, or possibly results as compared to others (Ehmke, 2008).

1.7.8 Consumer
A consumer is someone who is interested in a particular product for own consumption either that helps him or her in carrying out other transactions or just for satisfaction purposes. (Ehmke, 2008)

1.8 Chapter Summary
This chapter introduces the main research idea where there are two variables; the independent variable and the dependent variable. The independent variables is the impact of branding while the dependent variable is the Consumer Purchase Decision making. There has been a brief discussion on what some variables mean and what they entail. The chapter also provides the importance and the scope of the study.

In the next chapter, the research presents the literature review based on factual proofs of other scholar and researchers. Chapter two gives insights on how brand Loyalty, brand Awareness and brand equity are the key to a company’s brand in relation to the Consumer’s Purchase Decision Making. Chapter Three discusses the Methodology used, and how a 75% response was reached. Further to this, chapter four presents the study results and findings while chapter five gives the study’s discussion, conclusions, summary and the recommendations.
CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Introduction

The main agenda of this research is determining impact of branding on Customer purchase decision within Safaricom Kenya Limited. This chapter, emphases on literature review of the study and guided by the specific objectives that drove the study. To determine the role of brand loyalty in customer purchase decision making at Safaricom Kenya Limited, to establish the effect of brand awareness has in influencing consumers’ purchase decision at Safaricom Kenya Limited and determine the impact brand equity has in building consumer purchase decision at Safaricom Kenya Limited.

2.2 Role of Brand Loyalty on Customer Purchase Decision Making

Brand loyalty refers to a customer specifically being determined to focus on a specific product and not swayed by other products that are not associated with that specific company. Regardless of the price fluctuations, or improved innovation of a similar product, they are bound to stick to a specific brand that they are used to. Influenced by, what people believe in, of the brand they are loyal to, has a long-term existence in the market. On occasions that customers are loyal to specific brand due to that they enjoy the features, images and the standards of specific brand to be the best-fit quality at the right price (Gunelius, 2015). “Loyalty Effect” is a profit generator due to customers, spending more, referring others as well as the cost of service is less since they are aware of how to maneuver around it the said brand (Ndiritu, 2015). However, before a customer is loyal to the brand, he or she has to buy it for trial basis and if it satisfies he or she then develops a habit of buying it all the time.

A customer would only be loyal to a brand if he or she was first aware of it and its existence, its reputation and experiences from other customers and the quality of the brand (Smith, 2016). No one would go running to a market and get a product that they are not sure of. When Reckitt Benckiser was first introducing its Dettol soap of Ever-tone, it had to ensure that it had consistent buyers from the other products that they were selling to (Dettol cool). All over the World, consumers have been using Dettol due to the perception of it removing germs (Dettol herbal) or its quality and how most customer
enjoy the services and experiences from them. An important fact is, Reckitt Benckiser is a known company and its products are known to be the best and thus is why most customers are loyal to their brands.

According to Anon, Brand loyalty is an intent to reiterate purchase and sustain the satisfying brand of customers, that enables the business to retain its customers, possibly acquire more customers without spending on resources (Niyomsart & Khamwon, 2016). When David was analyzing the stages of brand loyalty, he established five different stages that categorizes the customers purchase decision making, which include; Committed buyers who appreciates the brands and considers it friendly, Satisfied buyers with switching costs, Habitual buyers that have no reason to change, Switchers/price sensitive, and no brand loyalty (Aaker, 2000).

Brand loyalty is a core dimension especially when it comes to a service provider company, the perceived value by other customers, and competitors provides the basic reasons as to why a customer would make decision in purchasing the products of that company. Once a consumer is loyal to a specific brand, they represent a barrier of entry to another brand that provides similar services or products. Besides that, basis for price premium, and time to respond to competitor’s innovations is represented, by once a customer is loyal to a specific brand (Aaker, 2000).

Different determinants that make customers loyal to specific brands includes; price, quality and the service that a company offers to them. However not all are swayed by these factors (Warc, 2013). According to a survey carried out by Nielsen Global Survey of loyalty Sentiment they found out that most of the respondents were neither completely loyal nor fickle, and that there was a possibility of some of them switching brands (Nielsen, 2013). This means that a customer is not necessarily pleased by the product or is just willing to taste other products and have a feel of the difference for comparison purposes and thus end up with brand to be loyal to or brands to be loyal to.

Once a consumer is loyal to the specific brand, trying to sway them to use another brand could be difficult. It might end up being a habit, or the fact that they are used to that specific brand or maybe they feel if they engage in other brands they might not be in the same category as to what they are used to (Hashmi, Khalid, Akram, Saeed,, & Rizwan, 2014). A clear example is differentiated to Nakumatt customers switching to Choppies, or Naivas, they would feel like the products are the same but not of the quality they are used
to depending on the standards set by the society they live in. In Business intelligence, they deployed the strategy of changing a set-up in a supermarket to see if it could sway how customers make a decision in purchasing products, at times it does work especially for the switchers, but for the loyal customers they would still insist on buying the brand they are used to all the time.

Brand loyalty is the intent to repeat purchase and sustain satisfying brand of customers, which enables the business to maintain customers and avoid spending resources to acquiring new customers (Carroll & Ahuvia, 2006; Kazemi et al., 2013). According to Aaker (2014), he divided levels of loyalty towards the brand into five levels: The first level is non-loyal buyers; they are sensitive to the price and easily switched to use others brands. Secondly, the satisfied customers, who habitually purchase. Thirdly, are the fulfilled clients with exchanging taken a toll (misfortune of time, cash, obtained dependability advantage, execution dangers related with exchanging). Fourthly are the clients, who genuinely just like the brand based upon affiliations such as an image, utilizing encounters, or a high-perceived quality. The final level is the committed customer, fond to use the brand that conveys their personas and they recommend the brand to family and friends.

Figure 2.1: Stages of Brand Loyalty
2.2.1 Switchers

These buyers are not loyal to the brand, either depending on what they are seeking at that moment. It could be due to their income or emergency moments that they require to purchase that particular product. How a brand functions whether it’s known or not it does not matter to them. These types of buyers need to be educated more about a product in order to purchase more when it comes to that particular product. A casing point for instance, Safaricom and Airtel installed their services to an area where they had never heard about the products, whichever brand landed first is what that buyer would buy and if the other one came, they still don’t mind buying the brand and using it at the same time (Aaker, 2000).

Either rewards or loyalty programs do not inspire switchers; in-fact according to Nielsen they determined that price was the main reason as to why customers would switch brands (Nielsen Holdings, 2013). On the other hand, they observed that other countries were impressed with service by most companies, or even impressed with the quality of the product. By this it means that in each region a customer would have their preference in dependent on what they value most and prefer in another product that is not found in one.

Switching of brands does not mean that a customer does not like the previous product he or she has had before, they could be in the need of trying to experience a new product that is in the market and see if they could prefer that to the last type they used. However, most of the time they are found to be trapped by marketers since once a market has known what they would have preferred in comparison to the previous one with only improved features, mostly they adopt the new product due to its preferences (Bhasin, 2018). These buyers are the best to let you know the weakness of your products.

2.2.2 Habitual Buyers

In this type of buyer, he or she has minimal involvement when buying a product or a service. Well it’s considered, unless the person is actually buying the specific product or service for professional purposes or reasons due to much involvement on a personal level, they really do not put much effort why it matters or not (Wood & Neil, 2009). In the recent years, retail markets have been able to influence customers buying decision making by trying to change the positions of the products in the market. This is known as,
business intelligence but in the case where the customer will find his product at a specific place and aims to reach for it without opting to choose another product then that is habitual buying.

These types of buyers due to being approached by various marketers they can tell a company who their closest competitors are and why are they losing their customers. For habitual buyers, they focus on the same product due to brand familiarity, thus they do not see the need or the urge to try another product. For this purposes, marketers of a specific company should ensure that they use other tactics of influencing customer purchase behavior such as price and sales promotion of a product in order to make customers to feel like they could try another product that is similar to the one they are used to.

One of the ways in ensuring that companies do have an eye of these kinds of customers, is to ensure that they introduce advertisements. Ad copy is one of the ways that stresses the point of a particular brand. If a customer keeps seeing a visual symbol of a specific brand he or she is like to remember it and would easily be associated with it. These ads campaign, especially Facebook, twitter and LinkedIn campaigns includes short messages that only tends to capture the particular moment of a customers (Manas, 2016).

2.2.3 Satisfied Buyer with Switching Costs

Are buyers that are reluctant to change to a competing brand due to active threshold, that could be in form of; time they would take trying to get the same product from another shop or retail market. The financial expenses depending on the income level one is (determined by ones, beliefs of quality of a product to be expensive as per compared to a cheap one or vice versa), and the feeling of making conscious of quality of a product. A satisfied buyer would barely be bothered, another product with similar characteristics has emerged and is cheaper or sold at a higher rate that the one he or she is used to in switching to regard with the costs implication on the product (Aaker, 2000). These buyers are loyal to the brand, however, their loyalty is based on profit and loss and not based on Pride and familiarity (Singh, 2016).

In most cases satisfied buyers do not switch brands since they are not willing to finding something new all over again through the research process. They often find that to be a waste of time, or finances or even lack the taste of other brands. A customer could be satisfied getting a haircut at a specific barber, but when asked to switch, he might be
hesitant since either he is scared of getting diseases from the machine or not getting the best services as to what he is used to. In case that person changes the living environment if it is not a distant often you will find that person heading back to what he is used to or decides to do the services by himself (Aaker, 2000).

### 2.2.4 Brand Likers

They are the brand enthusiasts; their loyalty depends on what they experienced with the product and they would not want to change due to the emotional attachment they have with a specific brand. Besides that, they have other determining factors such as price, quality of the brand and the time they have invested in the brand. An emotional attachment is found through adverts that the customers have seen, or the experience from others or specifically when it comes to him or her with that specific product.

Brand likers are very likely to be committed buyer, especially when the advertisements influence their buying behavior. A Nike shoe would be the best brand to buy from compared to other types of shoes. A customer having seen on adverts how good it can be through the experience shown helps a customer to want to feel the same as the person advertising it. Most of the time marketers use celebrities to ensure that these adverts are catchy (Dierks, 2017). These types of buyers since they know about the type brand they like, they are well acquainted with the strengths of the brand and the weakness. When marketers are doing the surveys, these are the types of marketers they should always approach in order to be get honest feedback concerning their brand. Whether they should improve it or not.

### 2.2.5 Committed Buyer

The committed ones, are the ones who cannot be swayed by any other brand. To them they only know of one product and changing will sound like a disloyal to that product. The main aspect they use is due to the fact that, that brand ties them to their personal values, beliefs and attitudes towards that brand as par other brands. The customer is not bothered with the price of the product, but impressed with quality, and effects it has on him or her and thus keeps getting the same brand. Companies that have attract such customers have been able to come up with strategies that can keep them around through providing them with specific benefits, such as discounted rates wither when they introduce a new customer, family rates also are sometimes part of the packages, or even
loyalty cards for the members are introduced. Others would also introduce reward programs and promotions to the customers for the purposes of ensuring that the customers are happy with their product (Dierks, 2017).

A committed buyer has to have undergone all the other stages of buying before landing to a specific brand, or at times, they find themselves in that, if the brand they are using is the only brand in the market. A clear example is when Safaricom came out in the market it became a monopoly and therefore any other brand after it acquired customers from those who had not used Safaricom before. In this case, when a company is either improving an existing product, or introducing a new one, they will ensure that the product is in par with customers’ satisfaction and needs. This helps in knowing what to improve since they take customers feedback to be of note to their product (Omwono & Dr. Mugambi, 2017).

When a company decides to advance in their marketing strategy, they need to check with their branding strategy through analyzing their brand loyalty customers (Aaker, 2014). Brand loyalty can define a lot of stuff for the company. Since it all narrows down to what customers really want and need at that specific moment. So, if a company does not look out for its customers’ needs, it might end up having to use long methods of marketing in order for their products and services to be accepted in the market. Therefore, each and every company should focus on what their brand sells and the target market it sells to.

2.3 Effect of Brand Awareness on Customer’s Purchase Decision Making

What is the likelihood of you always getting BIC Pen as compared to a Sharpie pen? I mean we have all seen a BIC Pen been advertised over and over and they are been sold at an affordable price let say 10Ksh. Besides that, BIC has been in the market for quite some time now, and generations are using it because they know and understand that its the brand ever known. That is, if you get to use another type of pen that is not from BIC then you are not up for quality, but for a cheap product that will not last one long. Brand awareness starts with the name that is vivid in customer’ minds and that is what will influence the decision of a customer to buying that specific brand. When a customer is aware of the brand, they can associate it to a specific feature and taste and depending on the values, they can make a decision of choosing that brand (Hashmi, Khalid, Akram, Saeed,, & Rizwan, 2014).

For instance, one would get a Subaru due to the fact it is associated with speed as compared to a Chrysler, which is a car that is intended to provide comfort or luxury.
Another example is when one would get a Samsung TV due to it been in the market for long and known unlike getting a Hisense, which is an upcoming TV brand. According to Aaker, (Aaker, 2014) brand awareness is the strength of a brand’s presences in a customers’ mind. It refers to the ability of a customer to recognize a brand and is able to differentiate it with other brands, especially if it stands out. For any company its main agenda should be able to build a brand and market and advertise it for purposes of ensuring that it has sold itself not for a short term but in the long run for a long-term period that will automatically sell itself out.

When referring to brand awareness, a customer is able to identify the brand and at least recall its performances and importance in the society. Individuals will always purchase a brand since they are familiar with it and since the society perceives that, a brand that is recognized is trustworthy and its possibility of staying in the market is high. Brand Awareness explains why one company would have loyal customers while another will have customers switching from brand to them and to another. There is a reason as to why most big companies have the advantage over start-ups, it’s due to the brand awareness of that big company to the customers (Geffen, 2016).

2.3.1 Stages of Brand Awareness

Brand awareness is not built overnight; it’s a process that both the company advertising it and the consumer getting to know about is constantly done to the customer’s mind and the company. Every customer has a stage at which he or she has heard about a certain brand and what is the experience that he or she has had with that brand. Of course, one will associate a brand with the positive or negative experiences they have had. For instance, in the recent years, Uchumi Supermarket has been deteriorating and its customers has had experiences depending on the social media and news they hear on a daily basis, or the environment of that company has painted a picture in them. How they would react to that is determined by the news, the experiences and the perception of others (either staff, or other customers), to that specific brand. Brand Awareness, has four stages that include; Un-aware of the brand, brand recognition, brand recall, top of mind awareness and brand dominance (Powlof, 2018).
Figure 2.2: The stages of Brand Awareness

Source: (Powlof, 2018)

Unaware of the Brand

This is the stage, where each company has to ensure it puts its efforts to ensuring that customers are aware of the brand. Most of the time you find a company making losses due to the advertising by ensuring that they are convincing their target market that they are the best as compared to their competitors. If a company has a product that is new in the market, the few who have heard about it would try it especially if they are conversant with the brand of the company. This is disadvantageous especially to the customers who do not know the use of it. A clear example is the Fuliza product that Safaricom has brought up; due to unawareness of its functions customers are using it, though they did not understand the implications and purpose of it. This was reflected when they cash loaned from Fuliza was immediately paid off if one receives money immediately to their M-Pesa account. Before a product is out in the market, companies need to ensure that they advertise it well before selling the product to the customers who have little or no information about the specified product.
**Brand Recognition**

Brand recognition, is when a customer has the specific ability to differentiate a brand when in contact with it. This happens especially if a similar type of product is given to the customer and is tried to be convinced that the product serves the same purposes as the one he or she is used to. Brand recognition mostly happens when the customer can remember the brand name, slogan, packaging, and logos of that brand. The indication of the brand used by millions of people shows that the brand name is widely recognized (Kang, 2019).

**Brand Recall**

The proficiency of the consumer to extract a brand name or an image of the brand from their memory as result obtained from recurring adverts or repetition of the name or the adverts seen. If a customer hears about a mobile service provider and first thing that pops to their mind is a specific product that they have known for quite some time (Steenburg, 2012).

Brand recall shows that, there is a strong connection between the product category and the brand itself. A consumer who frequently uses a product most frequently is like to know other products offered by other similar companies in competition to the product he or she is used to. This specific customer is likely to recall most brands unlike one who rarely uses that specific product (Fill, 2009).

**Top of Mind Awareness**

This is the first brand that pops in a customer’s mind when he or she is, asked an impromptu question about a product class or service industry category. This is the first response that come off the top of someone’s head without having to think twice about other products or services.

These types of products are likely to be considered for purchases since they are widely known and the customer does not want to be mistaken about a certain product in case there are varieties to choose (Farris, Bendle, Pfeifer, & Reibstein, 2010). During the rotation of products in a supermarket, if a customer is looking for a specific product but inclines to another product that he or she might need the first brand that kicks in his head is the popular brand that everyone uses. For instance, ‘Omo’.
**Brand Dominance**

This is when a consumer can only recall one product category and nothing more. A consumer who uses bread tends to choose ‘Supa loaf’ since he or she is used to that from a tender age (Kang, 2019). When a number of consumers can only recall of one typical brand it is referred as a household name, and if a product has reached to this category it means it has reached its success point in life. Sometimes brand names become identical, a clear example is Coca Cola and Pepsi, whereby a consumer would choose coke instead since they have known it for quite some time. The brand dominance of a product has a connection either physical or emotional attachment for that specific brand to be remembered (Pierson, 2016)

**2.3.2 Factors influencing brand Awareness**

A number of issues that need recognition to a customers’ eye in order to recognize the certain brand influences brand awareness.

**The Name of The Brand**

The name of the brand, is the first thing that customers gets attracted to and that is why most company when rebranding keeps on changing the brand name. A clear example is when Airtel was changed from Celtel to Zain and finally to Airtel. They had to ensure that they are rebranding for the purposes of attracting more customers and thus letting their customers to be aware of their new product. If a company has an attractive name, naturally customers will storm in their shops to get the new product and find out what it can offer for them. For that reason, a brand name that is catchy shows that there is a likelihood that the brand name will be easily remembered and that customers can relate to the product (Shahid, Hussain, &. Azafar, 2017).

**Advertising of The Brand**

When an organization advertises its products, it increases it’s chances of a product been known to the market by both the customers and its competitors. This shows a possibility of bringing more customers to the brand since they have been shown what it can do via the media or the advert and they perceive it’s a good brand. Mostly once a brand is advertised the more attractive it causes the higher chances of it been advertised by customers through word of mouth or imitation of the same product as they try to compare
with other brands (Shahid, Hussain, & Azafar, 2017). Some companies have gone to the extent of ensuring that they hire famous faces as brand ambassadors such as models, or celebrity for purposes of advertising their product. Besides that there are companies that hire only ladies when it comes to selling of the brand.

**Promotion and Sale of The Brand**

Sales and promotion of a product has a higher chance of increasing the awareness of a brand. There are various ways that most companies use to promote a product, it could be either offering free gifts, or free sample or giving their new product as a gift with another well-known product. This is normally when they want to have a test of what a new product will do in the market. Promotions of brands are normally catchy to the customers (Shahid, Hussain, & Azafar, 2017).

**1st Mover Advantage**

Once a company is bringing something new to the market, they have to ensure that it is remembered by its customers for a long-time, they ensure that they advertise it and promote through remarketing of the product at all times for purposes of ensuring that the customer is aware of what is been offered in the market.

**2.3.3 Importance of Brand Awareness**

For a business to grow wide, it is important for it to ensure that its target market is aware of its brand.

**It Fosters Trust**

You want to sell your brand? Then you have to build the trust with customers. Every customer has to be assured of good quality, better customer service, affordability and a brand that is well known and trusted. If a company is able to build a trust with its customers’ chances are it will bridge the gap of trust and loyalty.

The best way to build these trusts to customers is to ensure that it is proactive through Technology and social media. We are in an advanced era whereby youths, elders and teenagers are always on social media and are ensuring that they are advancing in technology. Communication has become the best way to ensure that all people who are
distant apart from each other can know a brand; and this can be done within seconds (Decker, 2018).

Besides that, advertisements, and re-marketing today is done through the same platforms that people are using on a daily basis. This leads to repeated purchasing of products by a customer and thus he or she intends to share the same experiences to other customers. Meaning then that a customer has had trust with the brand and can therefore recommend it to other customers since they think it might offer them the best experience.

Builds on Brand Equity

Brand equity is more of a brand value, which is determined by the customer’s experience with the brand. If a customer has good results as per the brand as it was intended then there is likely to be a strong brand equity (Decker, 2018). Some of the Brand Equity that every customer perceives include; Hiked prices due to higher perceived value, Ability to expand business through product or service line extensions, and great social impact due to the brand value.

It Increases Market Share and Sales

If a company would want to improve its Market share and sales the best way is to ensure that the customers are aware of its brand. This could lead to brand loyalty and thus improve its sales and shares. Aggressive marketing and advertising is a better way a company can guarantee that their brand is known to customers. Most companies today have also employed sales promotion through offering cuts at their products or even ensuring that they give giveaways to people in order to try their products.

Brand marketing could differ depending on the year’s strategy, but one of the main things that should always stand out is the brand message, which will help customers to always have it at the top of their mind (Rhodes, 2017)

2.4 Role of Brand Equity in Building Customer Purchase Decision Making

Brand equity is when a customer would still choose a specific brand even though the other brand has more features as compared to what he or she is choosing. Brand equity can measure the intent, density and involvement of a customer to a specific brand that he or she is reluctant to consider buying another product. This shows that a customer could be having so much attachment to the specific product and getting to buying another
product becomes a difficult habit they would not want to break. Client based brand value (CBBE) is the differential impact that the client has as the brand information in reaction to the promoting of the brand (Keller, 2013). As shown below, Customer based brand equity identifies four steps which are the type of questions that customers tend to ask when using the brand experience to either stick with the product or not.

Customer based brand equity (CBBE) model includes current theoretical advances and managerial practices in tolerating and influencing consumer behavior. It helps to answer the most frequently asked questions: What makes a solid Brand? and How do you construct a solid Brand? CBBE model provides a unique point of view as to what brand equity is and how it should be developed, measured, and managed. After reviewing the best significant four scopes of Brand Performance, Brand Imagery, Brand Judgments, and Brand Feelings the ultimate Brand Resonance will come out. Upon which, the part of the theoretical model is stood out, where it is shown that the higher the value of these four dimensions are, the more the resonance is with the brand. This analysis also shown by a regression analysis based on Grameenphone’s data (Keller, 2013).

![Customer Based Brand Equity Diagram](Image)

**Figure 2.3: Customer Based Brand Equity**

**Source:** (Keller, A blueprint for Creating Strong Brands, 2001).

### 2.4.1 Brand Relationships

Customers build up with a specific brand the relationship. This happens especially if the customers are fully aware of the features and the benefits of the brand even without researching on it. The point to which customers become loyal is when they recognize the
relation they have with a specific brand and have identified that it is superior to other products. There are a variety of assessments that customers have to build up on the relationship of the brand, this includes the price, customer services, and previous experience with the brand. This is a process that takes time, since customers have identify what they want, to creating a relationship with a specific brand (The Upfront Analytics Team, 2016).

This is the stage that is characterized by the intensity of the psychological bond that a customer has with the brand and the level of loyalty of the brand (Keller, 2001). Due to that it may often course repetitive purchases of the brand, or seeking out for more information about that product or even other products from the same company as well as offer feedback of the product (is it good, or bad). Brand relations can be divided into four.

**Behavioral Loyalty**

This level the consumer is mostly impressed with the brand and therefore there is repeated purchases of the product. This is likely to outlay on the market share and the sale of a company. For instance, in telecommunications service provider in Kenya, it is quite known that most youths in urban areas would prefer using SafariCom packages as compared to youths in rural areas who would prefer using Airtel packages (Keller, 2001).

**Attitudinal Attachment**

A close attachment to a specific brand is necessary for a customer to create a rapport with a brand (Keller, 2001). This is acquired when a customer has had experiences with the staff or the brand itself. If it is positive then chances of having a positive attitude to the brand is high, and vice versa.

**Sense of Community**

This is when a brand is associated with the community whereby, they all prefer that specific brand. Meaning that it is a brand that customers use most often to associate each other. A clear example is M-Pesa, a product under Safaricom. To access money using this platform, only Safaricom users or subscribers are the only ones who could use this product. It was accustomed to a certain type of community (Keller, 2001).

**Active Engagement**
Once customers are ready to put in their resources in a certain brand company it shows that they have a relationship with that brand. For instance, when they are ready to learn about the different products and services that the brand offers, or invest money in shares or even take time to re-market what they have learnt shows the reasons why a brand is important to them (Keller, 2001).

2.4.2 Brand Response

The brand response is when a customer has taken into account personal opinions based on how he or she actually feels or is perceived, customer’s trusts on the brand, judgment based on the relevance of the product and the decision of the customer based on failure of one product (The Upfront Analytics Team, 2016).

Brand responses are distinguished by the brand judgments and brand feelings. Brand judgments, focuses on the customers’ thoughts and evaluation in regards to the brand. There are different types of brand judgment; Brand quality are attitudes that the customers hold towards the brand in relation to different ways to perceived quality of the brand. Brand credibility refers to the competence, innovativeness and market leader, or dependability and the sensitivity to the interests of customers or the brand likability. Brand considerations suggests that the customers have a likelihood of buying the brand or not. It tells more of whether the extended brand package will carry the same characteristics and quality as the previous one (Navarro, Faraoni, Díaz, & Ranfagni, 2018).

Brand feelings on the other hand are customer’s emotional response and reactions to the brand. It is built around the warmth of the brand, the fun the brand emulates when relating to the brand, the excitement once one relates to the brand and the self-respect one has when seen with a certain brand. According to Professor Gerald, he says that 95% of our purchase decision making takes place in subconscious mind, a place where emotions are key (Drozdeba, 2017).

2.4.3 Brand Meaning

This is when the specific brand has reached its intended purpose of satisfying the consumer’s needs as per it was required in the first place. Creating a brand meaning includes forming a brand image that is categorized by and should stand in the minds of customers when they want to buy it. Brand imagery is the extrinsic properties of the
product or service, for instance profiles of users, acquisitions and usage situations, personality and values as well as the history, heritage and experiences by other customers (Keller, 2001). Performance incorporates causes such as, customer service and satisfaction with a product. Besides, calls product functionality into question, with trustworthiness, robustness, and price as factors for customer opinion (The Upfront Analytics Team, 2016). Brand performance is measured using the product reliability, durability, service effectiveness, competence, responsiveness, the style and design and the price of the product.

The brand image and the performance are the key most characteristics that create a brand meaning. A brand cannot have an image and not have its performance evaluated. These two go hand in hand thus emulating the meaning of a brand to the customers. The two can be profiled in three aspects; Strength, Favorability and Uniqueness. Strength- How strong is the brand identified with the brand association? Favorability-How important is the brand association to customers? Uniqueness- How distinctively is the brand identified with the brand association?

2.4.4 Brand Identity

Also known as the Salience where by it relates to how familiar is the consumer with the brand. When identifying this stage, most company looks at it from a customer view’s point to articulate what they outlay once the brand name is mentioned, the depth and breadth of the customer’s awareness of the brand (The Upfront Analytics Team, 2016). Brand identity affects the formation of strength for the brand associations that create the brand image; besides, it establishes a high level of brand salience in class identification and needs satisfaction and influences the likelihood that the brand will be an associate of the consideration set of other handful similar brands.

2.5 Chapter Summary

This chapter examined on the overview of factors influencing customer loyalty, the role of demographics on consumer purchase decision at Safaricom, the effects of brand image has on consumer purchase decision at Safaricom and the impact of brand experience has in building consumer purchase decision at Safaricom Kenya Limited. The next chapter will focus on the research methods of how to acquire information a casing point on Safaricom Kenya Limited.
CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 Introduction

The review was on the research technique of the study. It’s discussion was on the research design. It also established population and sampling design in which it goes deeper in analyzing the sampling frame, sampling techniques and the sampling size. Besides that, there was a touch on the data collection methods, the research procedures and data analysis methods.

3.2 Research Design

Research design is a strategy and procedure of how a research study is conducted based on limits impounded on decisions from assumptions all through to thorough techniques of data collection and analysis. There are two types of research design, the Descriptive research and the explanatory research. In this study, the descriptive research design assumed on Safaricom Kenya Limited. According to Elizabeth (Musyoka, 2014), descriptive research design is a systematic, empirical analysis whereby the scholar does not have direct control of independent variables as they manifestation has already taken place since inherently are not influenced. In this study a descriptive research design was used and data was collected through use of questionnaires.

Descriptive research design is classified into two categories, quantitative and qualitative research (Bryman & Bell, 2015). Quantitative research focuses on an experimental investigation in mere use of existing knowledge that other scholars had researched on. On the other hand, Qualitative research is more of a study done through investigation in purpose of concluding how, why, when, where and what made such a situation to occur in the first place. In this study, emphasis on defining the data and features of the population or sample been studied; specifically, branding and the customer purchase decision and their relation.
3.3 Population and Sampling Design

3.3.1 Population

A population is an all-inclusive set of individuals (elementary units or elements of the population) to which findings of the survey are to be deduced (Levy & Lemeshow, 2013). The population of the research is under Safaricom Kenya Limited, which has a population of around 29.7 million subscribers as per the database entry (Njanja, 2018). However, due to rebranding and competitive advantage, there is an increase and decrease that has been determined in consideration of which telecommunication is pleasing to the loyalty and convenience of the customer. A research analysis is done on Safaricom, specified to Nairobi which has a population of around 4 million people. The number of branches Safaricom has in Kenya is as follows; Nairobi East 38, Nairobi West 20, Rift Valley 30, Coast 21, Nyanza 17 and Mt. Kenya 26, all this totaling up to 152 branches in Kenya. In this study, the target population is 4 million subscribers in Nairobi, choosing from both Nairobi west and Nairobi East constituency.

3.3.2 Sampling Design

Sampling consists of selecting a group of subjects in a population to represent that specific population (Omwono & Mugambi, 2017). If a sample size is large, there is a likelihood of finding the exact estimation. A researcher would be undertaking a sample survey, to incorporate a sample design, which involves a plan and an estimation procedure. A sampling plan is a methodology used to select a group or sample from the population or the larger group. On the other hand, an estimation procedure comprises of a formula used to attain estimates of the population values from the sample data and therefore ending up with an estimation of the reliability of the population itself.

3.3.2.1 Sampling Frame

A sampling frame ought to be complete and exact group of population listings. It is viewed as a record of all sample units accessible for choosing at a given stage (Ndiritu, 2015). The sampling frame is from a target population of branches that covered both East and West of Nairobi Province. This was taken as a representative of the whole of Nairobi and its nearby towns. The respondents were both employees and customers since they are taken as the main participants when a company is branding and influencing decisions. For Customers it shows why they mostly make a decision of buying that specific brand based
on loyalty, awareness and equity of the company. Employees on the other hand have a way of ensuring that they are saying a brand through convincing the customers in terms of customer relations.

3.3.2.2 Sampling Technique

Over the years, when researchers studies a particular population, they would target different sample to be used as representatives of the entire population. Stratified Sampling is one of the techniques that is used to acknowledge the variations in the population. Stratified Sampling is a type of sampling that is used when the population is heterogeneous, that is, in a situation where the population does not match all the features of the predefined standards. In this case, employees who use the Safaricom packages, and the customers who are all in different areas. The sub sets of the stratified samples are known as Strata, meaning they have homogenous characteristics as in that specific sub-set (Alvi, 2016).

In this study, the researcher used this Stratified random sampling technique, to select regions that represented both West and East sides of Nairobi. The reason as to why this type was due to Stratified being considered as the geographic diversity type of data analysis, which reduces the sampling error. Also, it is considered cheaper since the researcher only concentrates on the differences within the stratum thus, she is able to save a lot.

3.3.2.3 Sampling Size

There are various techniques that can be employed for the purposes of sample size determination. Seeing as it is not always possible to study the entire population, due to restriction of time and resources. An adequate selection of an acceptable and representative sample size is essential. The larger the sample size the lower the likelihood of errors when generalizing inferences about the entire population (Saunders, Lewis, and Thornhill 2016). Sample size determination takes various considerations such as the desired confidence levels, margin of error, the size of population and the types of analyses that was undertaken.

In this study the population size for was estimated to be about 4,000,000 subscribers. To calculate the sample size of the respondents, the Yamane’s formula (1967) was employed.
\[ n = \frac{N}{1 + N(e)^2} \]

Where \( n \) is the sample size, \( N \) is the population size, and \( e \) is the level of precision (0.1).

\[
\begin{align*}
  n &= \frac{4,000,000}{1 + 4,000,000 (0.075)^2} \\
  &= \frac{4,000,000}{1 + 4,000,000 (0.005625)} \\
  &= \frac{4,000,000}{22,501} \\
  &= 177
\end{align*}
\]

The researcher took a random sample from each stratum proportionate to the population proportion to come up with 177 respondents.

**3.4 Data collection Methods**

Data collection is a procedure of a researcher heading to the field and collecting information that is used to give answers to a specific study. Primary data was targeted on the consumers of Safaricom subscribers in Nairobi. One of the instruments used include the Questionnaires, which according to the researcher, open-ended and closed-ended questionnaires is used. This is due to the fact that, questionnaires are structured in a way that covers a wider area of survey within a short time (Kyei, 2016). If described, a questionnaire is a vehicle used to pose questions on a certain topic or topics that a researcher wants a respondent to answer, in comparison to their experiences and judgment (Omar, 2012).

Just like, questionnaires that contain open-ended and closed-ended questions, the scholar intends to use, checklist are items that contain questions based on Brand loyalty, brand awareness and brand equity. The researcher also intends to use unstructured and structured observation from primary sources.

**3.5 Research Procedure**

A research procedure is a format of developing a research paper, in which re-evaluation and revision by scholars and other skilled experts. In this study as per stated descriptive research design will be used. This is through the researcher’s experience in carrying out surveys and use of case studies and graphs for purposes of proving fallacies initiated
before and clear everything. All done if the experts feel that on her proven research that some information needs to be deleted or to be added in the initial research (Williams, 2017). The research procedure has a specific pattern, which involves Identifying ideas to research on, locating, assessing the information, analyzing and then developing and expressing the ideas.

In order to outlay a few correct features used in the questionnaire, it was necessary for the researcher to carry out a pilot test for purposes of ensuring that the tools and kits used are effective and at the same time efficient. Pilot testing is necessary especially, when large amounts of data collected, is used for corrective measures. Pilot testing happens within the vicinity of the population but not necessarily on the same branch that might have been picked as a sample of that area (Sincero, 2012). In this study Kimathi branch of Safaricom Kenya Limited was picked to run the pilot testing. The pilot testing estimated 20 questionnaires, for the better judgement if it was user friendly or needed some adjustments.

3.5.1 Reliability Results

The table below represents the reliability of the results which was tested by the use of Cronbach’s alpha.

Table 3.1: Reliability Analysis

<table>
<thead>
<tr>
<th>Variable</th>
<th>Cronbach’s Alpha</th>
<th>Number of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>Role of Brand Loyalty on Customer Purchase Decision Making</td>
<td>.764</td>
<td>10</td>
</tr>
<tr>
<td>Effect of Brand Awareness on Customer’s Purchase Decision Making</td>
<td>.814</td>
<td>11</td>
</tr>
<tr>
<td>Role of Brand Equity in Building Customer Purchase Decision Making</td>
<td>.783</td>
<td>10</td>
</tr>
</tbody>
</table>

Reliability of the questionnaire was evaluated through Cronbach’s Alpha which measures the internal consistency and establishes if items within a scale measures the same construct. The index alpha was computed using SPSS and measured the average of measurable items and its correlation. Cronbach’s Alpha was established for every variable
which formed a scale as shown below. The table shows that brand awareness effect on customer’s purchase decision making had the highest reliability (α= 0.814). It was followed by brand equity in building customer purchase decision making (α=0.783) and brand loyalty on customer purchase decision making (α=0.764). This illustrates that all the three variables were reliable as their reliability values exceeded the prescribed threshold of 0.7 (Cooper & Schindler, 2003).

3.5.2 Validity Results

Gill and Johnson (2008) point out that validity is how much the sample is a representation of the phenomenon it is desired to represent. Content validity was used to test the validity of the questionnaire so as to correct any inconsistencies that might have arisen in the actual study. There were few inconsistencies obtained after the pilot study was done and where they arose, they were corrected by checking the content of the results which improved the questionnaire validity.

3.6 Data Analysis Methods

As per Kothari and Gang, (2014) they pointed out that data generally collected for it to be useful has to be processed, examined and visualized in accordance with the research plan. Data analysis is organizing data in a more clearer and refined way, for purposes of studying and describing the basic characteristics of the inferential statistics, which involves the type of research models, used (Gichuhi, 2015). The inferential statistics will be conducted on the Statistical Package for the Social Science (SPSS) platform and the multiple regression model will be applied as well. This differentiation method for the data analysis will involve, standard deviation, coefficient of variation calculation of means and percentiles and presentation of graphs and charts.

Regression analysis is a powerful data analysis technique used to determine the connection between two variables (Foley, 2018). In this study, the researcher used a multiple regression analysis described below;

\[ Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon \]

Y= represents the dependent variable, impact of branding
\( \alpha = \) Constant
\( \beta_1, \beta_2, \beta_3, \beta_4 = \) Partial regression coefficient
\( X_1=\) Brand Loyalty
The main purpose of this study in this chapter is to describe the research methodology, explain the population, sampling and the sample selection. Despite that it has an end target of ensuring that the data collected in the field in analyzed, using the right methods. It also gives a brief of the study methods that are used. Analysis was done quantitatively by use of descriptive and inferential statistics. The results and findings of this study are presented in chapter four.
CHAPTER FOUR

4.0 RESULTS AND FINDINGS

4.1 Introduction

The chapter examines the investigation of the information, interpretations and presentation. The quantitative information was analyzed utilizing descriptive and inferential statistics whereas subjective information was analyzed utilizing content examination. Information was displayed in frequency dispersions, percentages and frequency tables for ease of understanding and translating of the findings. The study had a test population of 177 respondents. From the sample which had 177 respondents a total of 120 respondents completed the surveys making a response rate of 68%. This response rate was considered adequate based on the Mugenda & Mugenda (2012) who demonstrated that a response rate of 50% is adequate for examination and reporting, a response rate of 60% is good whereas that of 70% and over is great.

4.2 Background Information

4.2.1 Distribution of Respondents by Gender

Participants were required to indicate their gender category. This was sought in view of ensuring fair involvement of male and female respondents’, Results are presented in table 4.1. Results gathered show that majority of respondents (56.7%) were males whereas 43.3% were females. Drawing from the above findings it’s evident that both genders were fairly involved in this study which implies that the findings of this study did not suffer from gender biasness.

Table 4.1: Gender Category

<table>
<thead>
<tr>
<th>Gender</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>68</td>
<td>56.7</td>
</tr>
<tr>
<td>Female</td>
<td>52</td>
<td>43.3</td>
</tr>
<tr>
<td>Total</td>
<td>120</td>
<td>100.0</td>
</tr>
</tbody>
</table>
4.2.2 Distribution of Respondents’ by Age

Individuals of various age categories are perceived to hold different opinions on different subjects. Based on this assumption respondents were required to indicate their age group; results are presented in Table 4.2. From the study findings, it was revealed that most (32.5%) of the respondents were aged between 26-30 years, 27.5% of the respondents were aged between 31-40 years, 23.3% of the respondents were aged between 41-50 years, 10.0% of the respondents were aged 50 years and above Whereas 6.7% of the respondents were aged between 18-25 years.

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-25 years</td>
<td>8</td>
<td>6.7</td>
</tr>
<tr>
<td>26-30 years</td>
<td>39</td>
<td>32.5</td>
</tr>
<tr>
<td>31-40 years</td>
<td>33</td>
<td>27.5</td>
</tr>
<tr>
<td>41-50 years</td>
<td>28</td>
<td>23.3</td>
</tr>
<tr>
<td>50 years and above</td>
<td>12</td>
<td>10.0</td>
</tr>
<tr>
<td>Total</td>
<td>120</td>
<td>100.0</td>
</tr>
</tbody>
</table>

4.2.3 Highest Educational Level Attainment

Educational qualifications are closely linked with individual understanding ability and interpretation of subjects. In order to gauge participant’s ability to respond to research questions, all the respondents were required to indicate their highest educational qualifications. Results are presented in table 4.3

<table>
<thead>
<tr>
<th>Educational qualifications</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>High School</td>
<td>8</td>
<td>6.7</td>
</tr>
<tr>
<td>Bachelor’s Degree</td>
<td>60</td>
<td>50.0</td>
</tr>
<tr>
<td>Master’s Degree</td>
<td>52</td>
<td>43.3</td>
</tr>
<tr>
<td>Total</td>
<td>120</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Results presented in table 4.3 show that majority of the respondents (50.0%) held bachelor’s degree, 43.3% of the respondents held whereas master’s degree 6.7% of the respondents held high school.
4.2.4 Employment Status

The study sought to determine the respondent’s employment status. This was sought in view of determining the quality of phone owed by the respondent. Results show that most of the respondents (35.8%) were employed, 33.3% of the respondents indicated that they were in part-time/contract employment, 24.2% of the respondents indicated that they were in self-employment while 6.7% of the respondents indicated that they were unemployed. This implies that majority of the respondents were employed.

<table>
<thead>
<tr>
<th>Employment Status</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self Employed</td>
<td>29</td>
<td>24.2</td>
</tr>
<tr>
<td>Employed</td>
<td>43</td>
<td>35.8</td>
</tr>
<tr>
<td>Unemployed</td>
<td>8</td>
<td>6.7</td>
</tr>
<tr>
<td>Part-time/ Contract</td>
<td>40</td>
<td>33.3</td>
</tr>
<tr>
<td>Total</td>
<td>120</td>
<td>100.0</td>
</tr>
</tbody>
</table>

4.2.5 Whether the Respondents Was Using phone

Participants were required to indicate whether they were using phones. Results are presented in table 4.5. Results show that all the respondents (100%) were using phones.

<table>
<thead>
<tr>
<th>Opinion</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>120</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>120</td>
<td>100.0</td>
</tr>
</tbody>
</table>
4.2.6 Type of Mobile Phone Used by the Respondent

Participants were required to indicate the type of mobile phone used by the respondent. Results are presented in Table 4.6. Results show that majority of the respondents (86.7%) were using smart phones while 13.3% indicated that they were small button phone. This implies that majority of the respondents were using smart phones.

Table 4.6: Type of Mobile Phone Used by the Respondent

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smartphone</td>
<td>104</td>
<td>86.7</td>
</tr>
<tr>
<td>Small Button Phone</td>
<td>16</td>
<td>13.3</td>
</tr>
<tr>
<td>Total</td>
<td>104</td>
<td>86.7</td>
</tr>
</tbody>
</table>

4.2.7 Participants Using Twin Sim Phone

Participants were required to indicate whether they phone accommodated twin sim. Results show that majority of the respondents (76.7%) were using twin sim phone while 23.3% of the respondents were using phone with only one line.

Table 4.7: Participants Using Twin Sim Phone

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>92</td>
<td>76.7</td>
</tr>
<tr>
<td>No</td>
<td>28</td>
<td>23.3</td>
</tr>
<tr>
<td>Total</td>
<td>120</td>
<td>100.0</td>
</tr>
</tbody>
</table>
4.3 Role of Brand Loyalty on Customer Purchase Decision Making

Respondents were required to show their level of assent with the taking after explanations relating to impact of brand loyalty on client purchase descriptions.

Table 4.8: Statements Relating on Brand Loyalty

<table>
<thead>
<tr>
<th>Statements</th>
<th>N</th>
<th>Min</th>
<th>Max</th>
<th>Mean</th>
<th>Std. Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>Each time I think of a mobile service provider I normally choose Safaricom</td>
<td>120</td>
<td>3.00</td>
<td>5.00</td>
<td>4.29</td>
<td>0.59</td>
</tr>
<tr>
<td>Whenever I want to subscribe to a mobile service provider, I normally choose Safaricom</td>
<td>116</td>
<td>3.00</td>
<td>5.00</td>
<td>4.25</td>
<td>0.57</td>
</tr>
<tr>
<td>In case a shop dealer does not have the brand of choice that is first to mind, I will be hesitant to get another brand</td>
<td>120</td>
<td>3.00</td>
<td>5.00</td>
<td>4.18</td>
<td>0.73</td>
</tr>
<tr>
<td>I Love using Safaricom as my brand due to Its Mpesa Services and Bundles packages</td>
<td>120</td>
<td>3.00</td>
<td>5.00</td>
<td>4.23</td>
<td>0.67</td>
</tr>
<tr>
<td>The reward schemes that Safaricom runs from time to time, motivates me into buying more products from the same brand</td>
<td>120</td>
<td>3.00</td>
<td>5.00</td>
<td>4.23</td>
<td>0.67</td>
</tr>
<tr>
<td>To avoid brand switching of loyal customers, Safaricom needs to reward its customers more.</td>
<td>120</td>
<td>3.00</td>
<td>5.00</td>
<td>4.12</td>
<td>0.65</td>
</tr>
<tr>
<td>Safaricom is widely recognized to offer the best, and there is a likelihood I would recommend to others</td>
<td>120</td>
<td>3.00</td>
<td>5.00</td>
<td>4.21</td>
<td>0.74</td>
</tr>
<tr>
<td>The slogan of the company influences your brand choice in the mobile telecom services?</td>
<td>120</td>
<td>3.00</td>
<td>5.00</td>
<td>4.31</td>
<td>0.63</td>
</tr>
<tr>
<td>My Loyalty to Safaricom, is not considering other competing Brands</td>
<td>120</td>
<td>3.00</td>
<td>5.00</td>
<td>4.00</td>
<td>0.78</td>
</tr>
<tr>
<td>When it comes to convincing other customers on Safaricom Brands, I would introduce them to its packages</td>
<td>120</td>
<td>4.00</td>
<td>5.00</td>
<td>4.40</td>
<td>0.49</td>
</tr>
</tbody>
</table>
From the study findings, majority of the respondents agreed that when it comes to convincing other customers on Safaricom brands, most of the subscribers would introduce them to its packages (mean = 4.40 std dev = 0.46), the slogan of the company influences customer brand choice in the mobile telecom services (mean = 4.31 std dev = 0.63) each time they thought of a mobile service provider, majority would normally choose Safaricom (mean = 4.29 std dev = 0.59) and that whenever subscribers want to subscribe to a mobile service provider, majority would normally choose Safaricom (mean = 4.25 std dev = 0.57) These findings go hand in hand with the study findings by Smith, (2016) A customer would only be loyal to a brand if he or she was first aware of it and its existence, its reputation and experiences from other customers and the quality of the brand.

The study further revealed that, most of the subscribers loved using Safaricom as their brand due to its Mpesa services and bundles packages and that the reward schemes that Safaricom runs from time to time, motivates customers into buying more products from the same brand (mean = 4.23 std dev = 0.67) Safaricom is widely recognized to offer the best, and there is a likelihood that most of the customers would recommend to others (mean = 4.21 std dev = 0.74), in case a shop dealer does not have the brand of choice that is first to mind, most of the subscribers will be hesitant to get another brand (mean = 4.18 std dev = 0.74), to avoid brand switching of loyal customers, Safaricom needs to reward its customers more (mean = 4.12 std dev = 0.65) and that loyalty with most of the Safaricom subscribers is not considering other competing brands (mean = 4.00 std dev = 0.78) These findings go hand in hand with the study findings by the Upfront Analytics Team, (2016) companies with brand equity do not incur a higher expense than their competitors to produce the product and bring it to market, the difference in price goes to margin.

4.3.1 Pearson Correlations

The Table 4.9 underneath shows the results of relationship test examination between the dependent variable (consumers’ purchase choice on Safaricom items and the autonomous variable (brand loyalty). The study found a positive relationship between brand loyalty (X1) and consumers’ purchase choice on Safaricom items as represented by correlation figure of 0.393; this positive relationship was found to be factually critical as the significant value was 0.000 which is less than 0.006. These findings concur with the study
findings by Smith, (2016) A customer would only be loyal to a brand if he or she was first aware of it and its existence, its reputation and experiences from other customers and the quality of the brand.

**Table 4.9 Correlations**

<table>
<thead>
<tr>
<th></th>
<th>Consumers’ Purchase Decision</th>
<th>Brand loyalty X1)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Consumers’ Purchase Decision Correlation</strong></td>
<td>1</td>
<td>.393**</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td></td>
<td>.000</td>
</tr>
<tr>
<td>N</td>
<td>120</td>
<td>120</td>
</tr>
<tr>
<td><strong>Brand loyalty (X1) Pearson Correlation</strong></td>
<td>.393**</td>
<td>1</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>120</td>
<td>120</td>
</tr>
</tbody>
</table>

**4.3.2 Regression Test**

The focus of test regression one was to determine the influence of brand loyalty on consumers’ purchase decision on Safaricom products. The value of coefficient of determination which was the $R^2$ was 0.154 and which implied that 15.4% of the variations on consumers’ purchase decision on Safaricom products were explained by loyalty. The $R$ which was the correlation coefficient had a correlation factor of 0.393 an indication that there was a significant relationship between consumers’ purchase decision and brand loyalty although the relationship was weak.

**Table 4.10 Model Summary**

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.393*</td>
<td>.154</td>
<td>.147</td>
<td>.25845</td>
</tr>
</tbody>
</table>

On the ANOVA table it was further noted that the regression model had which was meant to test the hypothesis so as to determine whether there was a significance relationship had a p value of 0.001 which is an sign that the information was perfect for making a conclusion on the population parameters as the esteem value of significant of the model
(p-value) was less than 5%. The calculated value was greater than the critical value (21.516 > 2.49) an indication that, brand loyalty has a significant impact on consumers’ purchase decision on Safaricom products. The significance value was less than 0.05 indicating that the model was significant.

Table 4.11 ANOVA

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>1.437</td>
<td>1</td>
<td>1.437</td>
<td>21.516</td>
<td>.001</td>
</tr>
<tr>
<td>Residual</td>
<td>7.882</td>
<td>118</td>
<td>.067</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>9.319</td>
<td>119</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

From the regression model gotten over, adoption of strategies that reinforce brand loyalty whereas holding the other components consistent would advance the consumers’ purchase choice Safaricom items (Y) by a figure of 0.839. The findings concurred with Smith, (2016) A customer would only be loyal to a brand if he or she was first aware of it and its existence, its reputation and experiences from other customers and the quality of the brand.

Table 4.12 Coefficients

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
</tr>
<tr>
<td>(Constant)</td>
<td>3.226</td>
<td>.282</td>
</tr>
<tr>
<td>Brand loyalty</td>
<td>.839</td>
<td>.181</td>
</tr>
</tbody>
</table>
4.4 Effect of Brand Awareness on Customer’s Purchase Decision Making

Respondents were required to indicate their level of agreement with the following statements relating to influence of brand awareness on customer purchase descriptions.

Table 4.13: Statements Assessing on Level of Brand Awareness

<table>
<thead>
<tr>
<th>Statement</th>
<th>N</th>
<th>Min</th>
<th>Max</th>
<th>Mean</th>
<th>Std. Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>I Normally get information on different brands from Media Advertisements</td>
<td>120</td>
<td>3.00</td>
<td>5.00</td>
<td>4.10</td>
<td>0.79</td>
</tr>
<tr>
<td>There is more information on different brands from what my colleagues, friends and/or relatives</td>
<td>120</td>
<td>3.00</td>
<td>5.00</td>
<td>4.23</td>
<td>0.67</td>
</tr>
<tr>
<td>I would buy products based on what I recall and recognize from friends and family</td>
<td>120</td>
<td>3.00</td>
<td>5.00</td>
<td>4.10</td>
<td>0.65</td>
</tr>
<tr>
<td>I would buy products of a brand that comes first option in my mind</td>
<td>120</td>
<td>3.00</td>
<td>5.00</td>
<td>4.28</td>
<td>0.58</td>
</tr>
<tr>
<td>I use Safaricom brand when I am in Urban areas, since it is fast and convenient</td>
<td>120</td>
<td>3.00</td>
<td>5.00</td>
<td>4.22</td>
<td>0.68</td>
</tr>
<tr>
<td>I use other brands when I am in remote (rural) areas, since they fit in well with the specified area</td>
<td>120</td>
<td>4.00</td>
<td>5.00</td>
<td>4.40</td>
<td>0.49</td>
</tr>
<tr>
<td>Safaricom is the brand I know to be trustworthy</td>
<td>120</td>
<td>4.00</td>
<td>5.00</td>
<td>4.50</td>
<td>0.50</td>
</tr>
<tr>
<td>I would invest in Safaricom products and shares, before investing in Airtel’s and Telkom’s products and shares.</td>
<td>120</td>
<td>4.00</td>
<td>5.00</td>
<td>4.37</td>
<td>0.48</td>
</tr>
<tr>
<td>The major weakness of the Safaricom brand, is depletion of Bundles and Credit Services</td>
<td>120</td>
<td>3.00</td>
<td>5.00</td>
<td>4.28</td>
<td>0.63</td>
</tr>
</tbody>
</table>

From the study findings, majority of the respondents agreed that Safaricom is the brand they know to be most trustworthy (mean = 4.50 std dev =050), most of the customers use other brands when they are in remote (rural) areas, since they fit in well with the specified area (mean = 4.40 std dev =0.49), customers would invest in Safaricom products and shares, before investing in Ariel’s and Telkom’s products and shares. (mean = 4.37 std dev =0.37), the major weakness of the Safaricom brand, is depletion of bundles and credit services, most of the customers buy products of a brand based on what comes first option.
in their mind (mean = 4.28 std dev =0.58). These findings go hand in hand with the study findings by Geffen, (2016) Brand Awareness explains why one company would have loyal customers while another will have customers switching from brand to them and to another.

The study further revealed that there is more information on different brands from what other colleagues, friends and/or relatives (mean =4.23 std dev =0.67), majority use Safaricom brand when they are in urban areas, since it is fast and convenient (mean =4.22 std dev =0.68), most of the subscribers would buy products based on what they recall and recognize from friends and family, majority of the Safaricom customers normally get information on different brands from media advertisements (Mean = 4.10 Std dev =0.79). These findings supports the study findings by Powlof, (2018) companies have to ensure that they puts its efforts to ensuring that customers are aware of the brand.

4.4.1 Pearson Correlations

It was noted from the Pearson Correlations which was to determine the significant of relationship between the dependent variable which was the consumers’ purchase decision on Safaricom products and the independent variable which was brand awareness. It was noted that between brand awareness and consumers’ purchase decision there was a positive relationship although the relationship was not deemed to be significant and was considered weak. This was validated by correlation factor of 0.157 although the significant level was 0.006 and was less than 5%. These findings concur with the study findings by Powlof, (2018) companies have to ensure they puts its efforts to ensuring that customers are aware of the brand.

Table 4.14 Correlations

<table>
<thead>
<tr>
<th>Consumers’ Purchase Decision</th>
<th>Brand Awareness X2</th>
<th>Consumers’ Purchase Decision</th>
<th>Brand Awareness X2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Correlation</td>
<td>1</td>
<td>.157</td>
<td>1</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td></td>
<td>.006</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>120</td>
<td>120</td>
<td>120</td>
</tr>
<tr>
<td>Pearson Correlation</td>
<td>.157</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.006</td>
<td></td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>120</td>
<td>120</td>
<td>120</td>
</tr>
</tbody>
</table>
4.4.2 Regression Test

The coefficient of determination which from statistics is known as the $R^2$ was 0.745 indicated that from the statistical findings 74.5% of the variations on consumers’ purchase decision on Safaricom products they were explained by the second independent variable which was brand awareness. The value of $R$, which is correlation coefficient was 0.864 a sign that there was a strong and also the relationship was deemed positive between consumers’ purchase decision and brand awareness of Safaricom products.

Table 4.15 Model Summary

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.864a</td>
<td>.745</td>
<td>.739</td>
<td>.31242</td>
</tr>
</tbody>
</table>

4.3.2.2 ANOVAa

On the ANOVA table which test the Null hypothesis against the alternative so as to establish whether there is a significant relation between the variables it was noted that there was a significance level as the $p$ value was 0.086 which was deemed to be significant as it was less than the recommended 5% significance level. Also, it was confirmed that the calculated value was 2.989 which was also greater than 2.49 which is the F critical value. This is an indication that brand awareness had a significant impact on consumers’ purchase decision on Safaricom products.

Table 4.16 ANOVAa

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regression</td>
<td>.230</td>
<td>1</td>
<td>.230</td>
<td>2.989</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>9.089</td>
<td>118</td>
<td>.077</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>9.319</td>
<td>119</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The regression model explained that the use of brand awareness as a marketing strategy while holding the variables that affect consumer purchase decisions to a constant would promote the consumers’ purchase decision of Safaricom products by 0.363 units.

Table 4.17: Coefficients

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
</tr>
<tr>
<td>1 (Constant)</td>
<td>3.974</td>
<td>.321</td>
</tr>
<tr>
<td>Brand awareness (X2)</td>
<td>.363</td>
<td>.210</td>
</tr>
</tbody>
</table>

4.5 Role of Brand Equity in Building Customer Purchase Decision Making

Participants were required to indicate their level of agreement with the following statements relating to influence of brand equity on customer purchase descriptions.

Table 4.18: Statements Assessing on Level of Brand Equity

<table>
<thead>
<tr>
<th>Statement</th>
<th>N</th>
<th>Min</th>
<th>Max</th>
<th>Mean</th>
<th>Std. Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>I constantly buy Safaricom brands, products and services unnoticed since I am used to Safaricom.</td>
<td>120</td>
<td>3.00</td>
<td>5.00</td>
<td>4.33</td>
<td>0.47</td>
</tr>
<tr>
<td>I prefer using Safaricom brand due to the connection over the years.</td>
<td>120</td>
<td>3.00</td>
<td>5.00</td>
<td>4.40</td>
<td>0.49</td>
</tr>
<tr>
<td>I would use a brand since it is familiar and preferred by the community</td>
<td>120</td>
<td>3.00</td>
<td>5.00</td>
<td>4.46</td>
<td>0.50</td>
</tr>
<tr>
<td>I am actively involved in using time, money and other resources on this specified brand</td>
<td>120</td>
<td>3.00</td>
<td>5.00</td>
<td>4.31</td>
<td>0.46</td>
</tr>
<tr>
<td>Has Safaricom reached its Brand meaning? (Brand Meaning involves how successful a brand is in the market)</td>
<td>120</td>
<td>3.00</td>
<td>5.00</td>
<td>4.50</td>
<td>0.50</td>
</tr>
<tr>
<td>Do you think that Safaricom brand seeks to satisfy your needs as a customer?</td>
<td>120</td>
<td>4.00</td>
<td>5.00</td>
<td>4.46</td>
<td>0.50</td>
</tr>
</tbody>
</table>
From the study findings, majority of the respondents agreed that Safaricom has reached its Brand meaning (Mean =4.50 Std dev = 0.50), Safaricom brand seeks to satisfy the needs as a customer (Mean = 4.46 Std dev = 0.50), most of the subscribers would use a brand since it is familiar and preferred by the community (Mean =4.46 Std dev =0.50), subscribers preferred using Safaricom brand due to the connection over the years. (Mean = 4.40 Std dev =0.49). These findings go hand in hand with the study findings by Keller, (2013) brand equity is measured using the product reliability, durability, service effectiveness, competence, responsiveness, the style and design and the price of the product.

The study further revealed that subscribers would constantly buy Safaricom brands, products and services unnoticed since they are used to Safaricom (Mean = 4.33 Std dev =0.47), subscribers were actively involved in using time, money and other resources on this specified brand (Mean = 4.31 Std dev =0.46). These findings go hand in hand with the study findings by Drozdeba, (2017) companies can create brand equity for their products by making them memorable, easily recognizable, and superior in quality and reliability adding that Mass marketing campaigns also help to create brand equity.

The study sought to establish the extent to which customers were acquainted with Safaricom Brand

**Table 4.19: Level of Customer Acquaintance with Safaricom Brand**

<table>
<thead>
<tr>
<th>How well are you acquainted with the products and packages that Safaricom Brand has?</th>
<th>N</th>
<th>Min</th>
<th>Max</th>
<th>Mean</th>
<th>Std. Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>120</td>
<td>4.00</td>
<td>5.00</td>
<td>4.30</td>
<td>0.46</td>
</tr>
</tbody>
</table>

Majority of the respondents agreed that were well acquainted with the products and packages that Safaricom Brand has (Mean =4.30 Std dev =0.46).
Participants were required to indicate their level of agreement with the following statements relating to influence of brand equity on customer purchase descriptions.

Table 4.20: Statements Relating to Brand Equity

<table>
<thead>
<tr>
<th>Statement</th>
<th>N</th>
<th>Min</th>
<th>Max</th>
<th>Mean</th>
<th>Std. Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>I purchase a particular brand of Safaricom due to brand associations</td>
<td>120</td>
<td>4.00</td>
<td>5.00</td>
<td>4.30</td>
<td>0.46</td>
</tr>
<tr>
<td>Due to lack of efficient and effective packages offered by other telecommunication services, Safaricom has emerged one of the best in its industry.</td>
<td>120</td>
<td>4.00</td>
<td>5.00</td>
<td>4.43</td>
<td>0.50</td>
</tr>
<tr>
<td>Do you think that the vast distribution of network in Safaricom has enabled access to its products, and thus, this has enabled the course of most customers to be loyal, which then increases its equity share in the market?</td>
<td>120</td>
<td>4.00</td>
<td>5.00</td>
<td>4.43</td>
<td>0.50</td>
</tr>
</tbody>
</table>

From the study findings, majority of the respondents agreed that Safaricom has enabled access to its products, and thus, this has enabled the course of most customers to be loyal, which then increases its equity share in the market, subscriber would purchase a particular brand of Safaricom due to brand associations (Mean = 4.43 Std dev = 0.50) and subscriber purchase a particular brand of Safaricom due to brand associations (Mean = 4.30 Std dev =0.46),These findings go hand in hand with the study findings by The Upfront Analytics Team, (2016) companies with brand equity do not incur a higher expense than their competitors to produce the product and bring it to market, the difference in price goes to margin.
4.5.1 Pearson Correlations

It was noted from the Pearson Correlations which was to determine the significant of relationship between the dependent variable which was the consumers’ purchase decision on Safaricom products and the independent variable which was brand equity. It was noted that between brand equity and consumers’ purchase decision there was a positive relationship although the relationship was not deemed to be significant and was considered weak. This was validated by correlation factor of 0.379 although the significant level was 0.000 and was less than 5%. These findings concur with the study findings by Isoraite, (2018), when a company has positive brand equity, customers willingly pay a high price for its products, even though they could get the same thing from a competitor for less.

<table>
<thead>
<tr>
<th>Table 4.21 Correlations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumers’ Purchase Decision</td>
</tr>
<tr>
<td>Pearson Correlation</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
</tr>
<tr>
<td>N</td>
</tr>
</tbody>
</table>

4.5.2 Regression Test

The focus of test regression two was to determine the influence of brand equity on consumers’ purchase decision on Safaricom products. To test the third regression, the index of performance of Kenya Commercial Bank as index of dependent variable was regressed upon the identified sub measures of supplier relationship management as a composite of independent variable.

The adjusted $R^2$, also called the coefficient of multiple determinations, is the percent of the variance in the dependent explained uniquely by the independent variables. The model had an average adjusted coefficient of determination ($R^2$) of 0.136 and which
implied that 73.9% of the variations on consumers’ purchase decision on Safaricom products are explained by brand equity.

**Table 4.22 Model Summary**

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.379a</td>
<td>.144</td>
<td>.136</td>
<td>.26006</td>
</tr>
</tbody>
</table>

**4.3.2.2 ANOVAa**

From the ANOVA statistics, the study established the regression model had a significance level of 0.001 which is an indication that the data was ideal for making a conclusion on the population parameters as the value of significance (p-value) was less than 5%. The calculated value was greater than the critical value (19.790 > 2.49) an indication that, brand equity has a significant impact on consumers’ purchase decision on Safaricom products. The significance value was less than 0.05 indicating that the model was significant. Customers build up with a specific brand the relationship. This happens especially if the customers are fully aware of the features and the benefits of the brand even without researching on it (The Upfront Analytics Team, 2016).

**Table 4.23 ANOVAa**

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regression</td>
<td>1.338</td>
<td>1</td>
<td>1.338</td>
<td>19.790</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>7.981</td>
<td>118</td>
<td>.068</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>9.319</td>
<td>119</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

From the regression model obtained above, further utilization of adoption brand equity while holding the other factors constant would promote the consumers’ purchase decision Safaricom products (Y) by a factor of 0.396. The findings concurred with The Upfront Analytics Team, (2016) companies with brand equity do not incur a higher expense than their competitors to produce the product and bring it to market, the difference in price goes to margin.
Table 4.24: Coefficients

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
</tr>
<tr>
<td>1 (Constant)</td>
<td>3.534</td>
<td>.225</td>
</tr>
<tr>
<td>Brand equity (X3)</td>
<td>.643</td>
<td>.145</td>
</tr>
</tbody>
</table>

4.6 Chapter Summary

This chapter sought to find out the effects of branding on consumer purchase decision making within Safaricom Kenya limited. The study had a sample population of 150 respondents. Of the sample population 120 respondents completed the questionnaires making a response rate of 80%. It was noted that the, brand awareness brand loyalty and brand equity had a significant influence on customers’ ability in making purchase decisions. In most of the times when customers thought on mobile service provider, customers normally choose Safaricom, Safaricom customers would use a brand since it is familiar and preferred by the community due to lack of efficient and effective packages offered by other telecommunication services and that Safaricom has emerged one of the best in its industry and that customers constantly buy Safaricom brands.
CHAPTER FIVE

5.0 DISCUSSIONS, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

The chapter presents the summary of the research findings, discussion of the findings, conclusion and recommendations. The chapter is guided by the study objectives which were to establish the influence of brand loyalty play on customer purchase decision making at Safaricom Kenya limited, to determine the effect of brand awareness on consumers’ purchase decision making at Safaricom Kenya limited and to ascertain how does brand equity have in building consumer purchase decision making at Safaricom Kenya limited.

5.2 Summary

The purpose of the study was to establish the impact of e-commerce application on Kenyan travel agency sustainability. The study adopted a descriptive research design. The target population was 4 million subscribers where a sample of 177 respondents was used. The researcher used this Stratified random sampling technique, to select regions that represented both West and East sides of Nairobi. This method was suitable because it allows the researcher to give the population an equal chance of being selected. Stratified sampling method was utilized since the population of interest wasn’t homogeneous and could be subdivided into groups or strata to get a representative sample. The study used questionnaires to carry out the study. Analysis was done quantitatively using descriptive and inferential statistics.

Results obtained show that majority of the respondents agreed that when it comes to convincing other customers on Safaricom brands, most of the subscribers would introduce them to its packages, majority of the subscriber would normally choose Safaricom and that whenever subscribers want to subscribe to a mobile service provider, majority would normally choose Safaricom. Brand loyalty had a significant impact on consumers’ purchase decision on Safaricom products.

Results show that brand awareness had a significant influence on customers’ ability in making purchase decisions. In most of the times when customers thought on mobile service provider, customers normally choose Safaricom, Safaricom is widely recognized to offer the best, and most of the customers were willing to would introduce them to its
packages. Most of the customers will be hesitant to get another brand other than Safaricom, whenever customers want to subscribe to a mobile service provider, majority of the subscribers would normally choose Safaricom, to avoid brand switching of loyal customers. Brand awareness had a significant impact on consumers’ purchase decision on Safaricom products.

Result show that most of the customers were well acquainted with the products and packages offered by Safaricom brand. Safaricom customers would use a brand since it is familiar and preferred by the community, due to lack of efficient and effective packages offered by other telecommunication services and that Safaricom has emerged one of the best in its industry and that customers constantly buy Safaricom brands. Brand equity had a significant impact on consumers’ purchase decision on Safaricom products.

5.3 Discussion

5.3.1 Role of Brand Loyalty on Customer Purchase Decision Making

Assessment on relationship between brand awareness and customer purchase shows that brand awareness had a significant influence on customers’ ability in making purchase decisions. The study also found a positive relationship between brand loyalty and customers loyalty in making purchase decision (correlation coefficient = 0.393 P-value =0.00). Test regression results predict that further adoption of brand loyalty strategies would enhance Customers loyalty in making purchase decision by a factor of 0.839. These findings concur with the research findings by Niyomsart & Khamwon, (2016) Brand loyalty is an intent to reiterate purchase and sustain the satisfying brand of customers, that enables the business to retain its customers, possibly acquire more customers without spending on resources.

From the study findings, majority of the respondents agreed that when it comes to convincing other customers on Safaricom brands, most of the subscribers would introduce them to its packages(mean = 4.40 std dev =0.46), the slogan of the company influences customer brand choice in the mobile telecom services (mean = 4.31 std dev =0.63) each time they thought of a mobile service provider, majority would normally choose Safaricom (mean = 4.29 std dev =0.59) and that whenever subscribers want to subscribe to a mobile service provider, majority would normally choose Safaricom (mean =4.25 std dev =0.57) These findings go hand in hand with the study findings by Aaker, (2000)
brand loyalty is a core dimension especially when it comes to a service provider company.

The study further revealed that, most of the subscribers loved using Safaricom as their brand due to its Mpesa services and bundles packages and that the reward schemes that Safaricom runs from time to time, motivates customers into buying more products from the same brand (mean =4.23 std dev =0.67) Safaricom is widely recognized to offer the best, and there is a likelihood that most of the customers would recommend to others(mean =4.21 std dev =0.74),in case a shop dealer does not have the brand of choice that is first to mind, most of the subscribers will be hesitant to get another brand(mean =4.18 std dev =0.74), to avoid brand switching of loyal customers, Safaricom needs to reward its customers more (mean = 4.12 std dev =0.65) and that loyalty with most of the Safaricom subscribers is not considering other competing brands (mean = 4.00 std dev = 0.78) These findings supports the study findings by Warc, (2013) once a consumer is loyal to the specific brand, trying to sway them to use another brand could be difficult.

Results also show that brand loyalty has several important strategic benefits to firms, such as gaining high market share and new customers, supporting brand extensions, reducing marketing costs and strengthening brand to the competitive threats. A loyal customer base represents a bulwark against deleterious price competition and are a barrier to entry because loyal customers will consistently purchase products from their preferred brands, regardless of convenience or price. When a company decides to advance in their marketing strategy, they need to check with their branding strategy through analyzing their brand loyalty customers (Aaker, 20 Principles That Drive Success , 2014).

Information gathered showed that when a company is either improving an existing product, or introducing a new one, they will ensure that the product is in par with customers’ satisfaction and needs. This helps in knowing what to improve since they take customers feedback to be of note to their product according to Omwono & Dr. Mugambi, (2017) a committed buyer has to have undergone all the other stages of buying before landing to a specific brand, or at times, they find themselves in that, if the brand they are using is the only brand in the market.
5.3.2 Effect of Brand Awareness on Customer’s Purchase Decision Making

Assessment on relationship between brand awareness and customer purchase shows that brand awareness had a significant influence on customers’ ability in making purchase decisions. The study also found a positive relationship between brand awareness and customers loyalty in making purchase decision (correlation coefficient = 0.157 P-value = 0.006). Test regression results predict that further adoption of brand awareness strategies would enhance customers’ loyalty in making purchase decision by a factor of 0.363. These findings concur with the research findings by Powlof, (2018) companies have to ensure that they put its efforts to ensuring that customers are aware of the brand.

From the study findings, majority of the respondents agreed that when it comes to convincing other customers on Safaricom brands, most of the subscribers would introduce them to its packages (mean = 4.40 std dev = 0.46), the slogan of the company influences customer brand choice in the mobile telecom services (mean = 4.31 std dev = 0.63) each time they thought of a mobile service provider, majority would normally choose Safaricom (mean = 4.29 std dev = 0.59) and that whenever subscribers want to subscribe to a mobile service provider, majority would normally choose Safaricom (mean = 4.25 std dev = 0.57) These findings go hand in hand with the study findings by Geffen, (2016) Brand Awareness explains why one company would have loyal customers while another will have customers switching from brand to them and to another.

The study further revealed that most of the subscribers loved using Safaricom as their brand due to its Mpesa services and bundles packages and that the reward schemes that Safaricom runs from time to time, motivates customers into buying more products from the same brand (mean = 4.23 std dev = 0.67) Safaricom is widely recognized to offer the best, and there is a likelihood that most of the customers would recommend to others (mean = 4.21 std dev = 0.74), in case a shop dealer does not have the brand of choice that is first to mind, most of the subscribers will be hesitant to get another brand (mean = 4.18 std dev = 0.74), to avoid brand switching of loyal customers, Safaricom needs to reward its customers more (mean = 4.12 std dev = 0.65) and that loyalty with most of the Safaricom subscribers is not considering other competing brands (mean = 4.00 std dev = 0.78) These findings supports the study findings by Vijayalakshmi & Manimozhy, (2015) that Branding is the act of giving value to a particular company, product or services through creation and shaping of the trademark.
The findings further revealed that Safaricom uses personal selling through dealerships' sales personnel, who personally promote products to potential buyer, communication strategy of the branding tries always to facilitate the dialogue with consumers in the market they are offering the products and that a product advertisement that displays a picture accompanied by relevant price and vehicle information influence the consumer choice. These finding are in support of the research findings by Smith and Park, (2012) brand awareness is an important part of the decision-making process, which is why marketing efforts should be tied to improving this presence adding that the benefits of improved brand recognition are increased sales, enhanced trust and credibility and boosted loyalty.

The study also revealed that brand awareness activities are long term and require consistent budgetary allocation to yield desired results and have a positive effect on financial performance and it is therefore recommended that firms have to be patient and expect results from advertising and promotional activities in the longer term. Results show that Fuliza product that Safaricom has brought up; due to unawareness of its functions customers are using it, though they did not understand the implications and purpose of it. This was reflected when they cash loaned from Fuliza was immediately paid off if one receives money immediately to their M-Pesa account according to Kang, (2019) brand recognition mostly happens when the customer can remember the brand name, slogan, packaging, and logos of that brand.

5.3.3 Role of Brand Equity in Building Customer Purchase Decision Making

Assessment on relationship between brand awareness and customer purchase shows that brand awareness had a significant influence on customers’ ability in making purchase decisions. The study also found a positive relationship between brand equity and customers loyalty in making purchase decision (correlation coefficient = 0.379 P-value =0.000). Test regression results predict that further adoption of brand equity strategies would enhance Customers loyalty in making purchase decision by a factor of 0.145. These findings concur with the research findings by Isoraite, (2018), when a company has positive brand equity, customers willingly pay a high price for its products, even though they could get the same thing from a competitor for less.

From the study findings, majority of the respondents agreed that Safaricom has reached its Brand meaning (Mean = 4.50 Std dev = 0.50), Safaricom brand seeks to satisfy the
needs as a customer (Mean = 4.46 Std dev = 0.50), most of the subscribers would use a brand since it is familiar and preferred by the community (Mean = 4.46 Std dev = 0.50), subscribers preferred using Safaricom brand due to the connection over the years. (Mean = 4.40 Std dev = 0.49). These findings go hand in hand with the study findings by Keller, (2013) brand equity is measured using the product reliability, durability, service effectiveness, competence, responsiveness the style and design and the price of the product.

The study further revealed that subscribers would constantly buy Safaricom brands, products and services unnoticed since they are used to Safaricom (Mean =4.33 Std dev =0.47), subscribers were actively involved in using time, money and other resources on this specified brand (Mean = 4.31 Std dev =0.46). These findings go hand in hand with the study findings by Drozdeba, (2017) companies can create brand equity for their products by making them memorable, easily recognizable, and superior in quality and reliability adding that Mass marketing campaigns also help to create brand equity.

Majority of the respondents agreed that were well acquainted with the products and packages that Safaricom Brand has (Mean =4.30 Std dev =0.46) most of the customers indicated that Safaricom has enabled access to its products, and thus, this has enabled the course of most customers to be loyal, which then increases its equity share in the market, subscriber would purchase a particular brand of Safaricom due to brand associations (Mean =4.43 Std dev =0.50) and Subscriber purchase a particular brand of Safaricom due to brand associations (Mean = 4.30 Std dev =0.46), These findings go hand in hand with the study findings by the Upfront Analytics Team, (2016) companies with brand equity do not incur a higher expense than their competitors to produce the product and bring it to market, the difference in price goes to margin.

Descriptive findings also revealed that Brand equity can measure the intent, density and involvement of a customer to a specific brand that he or she is reluctant to consider buying another product. This shows that a customer could be having so much attachment to the specific product and getting to buy another product becomes a difficult habit they would not want to break. Brand equity is an important tool that over the past years, companies ensure that it is part of the marketing strategy and that a brand should ensure that it satisfies its customers and if it does customers are more likely to be less tolerant of the goods and services provided by that company. These findings go hand in hand with
the study findings by Pearson, (2007) that companies have to ensure that they restructure on how they sell their brand, for the purposes of securing their economies of scales.

5.4 Conclusions

5.4.1 Role of Brand Loyalty on Customer Purchase Decision Making

The study concluded that building brand loyalty plays an instrumental that drive customers to made Repeated Purchases, most of the Safaricom subscribers often make decisions based on brand equity. Subscribers consistently bought products from Safaricom Company because they have confidence that the firm provide value for its products.

5.4.2 Effect of Brand Awareness on Customer’s Purchase Decision Making

The study concluded that creation of brand awareness had a positive significant influence on customers purchase decisions. Safaricom employed various strategies to enhance brand awareness, among the strategies revealed include; implementation of consistent marketing campaigns. According to customer service high priority, use of broadcasting media to promote brands, collaboration with social media influencers, use of social media and that Safaricom Maintained a consistent brand voice and image.

5.4.3 Brand Equity

The study concluded that Brand loyalty is at the heart of brand equity, brand equity is the value that brand name gives to a product or service, brand equity is essential to make point of differentiation which lead to competitive advantages based on non-price competition. Brand with high brand equity provides their owners with competitive and financial benefits When a company has positive brand equity, customers willingly pay a high price for its products, even though they could get the same thing from a competitor for less. Customers, in effect, pay a price premium to do business with a firm.

5.5 Recommendations

5.5.1 Recommendation for Improvement

5.5.1.1 Role of Brand Loyalty on Customer Purchase Decision Making

Given that building brand loyalty is a great way for businesses to get long-term value from their customers, it is therefore critical for Safaricom company to build strong
business relationships with its customers, deliver value to its customers and ensure brand consistency. Invest in an eye-catching design. Focus should be on 360-degree customer service and Capture customer feedback and adjust accordingly, the reward schemes that Safaricom runs from time to time, motivates customers into buying more products from the same brand. Safaricom need to continuously invest in advertising and promotional activities to enhance brand recall and recognition. This should further be strengthened by prudence in brand management to clearly differentiate their names, designs, logos and other elements to create and improve brand association, loyalty and perceived quality of their brands.

5.5.1.2 Effect of Brand Awareness on Customer’s Purchase Decision Making

Given that brand awareness was found to play an influential role of customers purchase decisions, it is therefore paramount for Safaricom marketing department to ensure continuous innovation in the process of creating brand awareness. Such measures may include Inviting influencers, use of branded packaging, use of infographics, formation of local partnerships, and use of active social media marketing and use of remarketing.

5.5.1.3 Role of Brand Equity in Building Customer Purchase Decision Making

Given that long term viability of business competitiveness is anchored on brand equity, it’s thus important for the management of Safaricom to implement strategies that strengthen brand equity, without damaging the brand’s reputation or long-term profitability. This can be done through creation of a consistent brand message that shows that the brand is serious and dedicated to delivering exactly what customers need. Safaricom brands should create brand image to make a distinction from one another. The image should coincide with their product and service.

5.5.2 Recommendation for Further Studies

The study focused on establishing the effects of branding on consumer purchase decisions: a case of Safaricom Kenya Limited. Similar studies need to be conducted in other sectors so as to ascertain whether there are comparable effects of effects of branding on consumer purchase decisions. A study can also be done on other factors affecting purchase decisions of consumers and compare the results.
REFERENCES


Lawton, R. (2016). What factors influence customer loyalty?


Obura, F. (2017, October 2). Michael Joseph reveals that he started Safaricom at Norfolk apartment.


The Upfront Analytics Team. (2016, April 18).


APPENDICES

Appendix I: NACOSTI Permit

This is to certify that Ms. Waturi Gitu of United States International University Africa, has been licensed to conduct research in Nairobi on the topic: IMPACT OF BRANDING ON CONSUMER PURCHASE DECISIONS A CASE OF SAFARICOM LTD for the period ending: 14/August/2020.

License No: NACOSTI/19/289

Applicant Identification Number

Ref No: 648339

Date of Issue: 14/August/2019

648339

Director General

Verification QR Code

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Appendix II: Introduction Letter

Waturi Gitau
United States International University- Africa
P.O BOX 14368-00800
Nairobi

To Whom It May Concern

Dear Sir/Madam,

I am conducting a study on the **EFFECT OF BRANDING ON CONSUMER PURCHASE DECISIONS A CASE OF SAFARICOM LIMITED** in partial fulfilment of my MBA program at USIU- Africa. I am glad to inform you that you have been selected to form part of this study. I kindly request your assistance in completing the attached questionnaire, which forms a major input of the research process. The information and data will be strictly used for academic purposes only and strict confidence shall be observed on the same.

Your cooperation will go a long way in ensuring the success of this project. I would like to thank you in advance for your time and consideration.

Yours Sincerely,

Waturi Gitau.
Appendix III: Questionnaire

EFFECT OF BRANDING ON CONSUMER PURCHASE DECISIONS WITHIN SAFARICOM KENYA LIMITED SURVEY QUESTIONNAIRE

Introduction
This questionnaire is part of a study that is determining the impact of branding on consumer purchase decisions within Safaricom Kenya Limited. Kindly select the response from the alternative answers for each question by ticking in the box. To the questions without alternative answers are not provided, fill in the gaps with a short answer or a paragraph of 3 sentences at most. You are assured of the confidentiality of this exercise because it will be solely used for academic purposes.

SECTION A: BACKGROUND INFORMATION

1. What is your Gender?
   Male [ ]    Female [ ]

2. Indicate your age groups?
   Below 18years [ ]   18-25years [ ]   26-30years [ ]
   31-40 years [ ]    41-50years [ ]    50+ [ ]

3. What is your highest educational attainment?
   [ ] No formal education   [ ] High School   [ ] Bachelor’s Degree
   [ ] Master’s Degree   [ ] Other Specify: …………………

4. Please indicate your Employment Status
   a) Self Employed [ ]   b) Employed [ ]
   c) Unemployed [ ]    d) Part-time/ Contract [ ]

5. Do you use a mobile phone?
   [ ] Yes     [ ] No

6. What type of Mobile phone do you use?
   [ ] Smartphone    [ ] Small Button Phone

7. Is your phone a twin sim?
   [ ] Yes    [ ] No
SECTION B: BRAND LOYALTY

*Kindly answer the following questions (1 to 13) using the scale below*
*(Circle the most appropriate choice)*

Please complete the following questions by rating on a scale of 1 to 5 where: 1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree and 5 = Strongly Agree.

<table>
<thead>
<tr>
<th></th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Each time I think of a mobile service provider I normally choose Safaricom</td>
<td></td>
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<tr>
<td>2. Whenever I want to subscribe to a mobile service provider, I normally choose Safaricom</td>
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<td>3. In case a shop dealer does not have the brand of choice that is first to mind, I will be hesitant to get another brand</td>
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<td>4. I Love using Safaricom as my brand due to Its Mpesa Services and Bundles packages</td>
<td></td>
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<td>5. The reward schemes that Safaricom runs from time to time, motivates me into buying more products from the same brand</td>
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<td>6. To avoid brand switching of loyal customers, Safaricom needs to reward its customers more.</td>
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<td>7. Safaricom is widely recognized to offer the best, and there is a likelihood I would recommend to others</td>
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<td>8. The slogan of the company influences your brand choice in the mobile telecom services?</td>
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<td>9. My Loyalty to Safaricom, is not considering other competing Brands</td>
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<td>10. When it comes to convincing other customers on Safaricom Brands, I would introduce them to its packages</td>
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</table>

SECTION C: BRAND AWARENESS
Kindly answer the following questions (1 to 11) using the scale below
(Circle the most appropriate choice)

<table>
<thead>
<tr>
<th>Please complete the following questions by rating on a scale of 1 to 5 where: 1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree and 5 = Strongly Agree.</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I Normally get information on different brands from Media Advertisements</td>
<td></td>
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<td>2. There is more information on different brands from what my colleagues, friends and/or relatives</td>
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<td>3. I would buy products based on what I recall and recognize from friends and family</td>
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<tr>
<td>4. I would buy products of a brand that comes first option in my mind</td>
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<tr>
<td>5. I use Safaricom brand when I am in Urban areas, since it is fast and convenient</td>
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<td>6. I use other brands when I am in remote (rural) areas, since they fit in well with the specified area</td>
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<td>7. Safaricom is the brand I know to be trustworthy</td>
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<tr>
<td>8. I would invest in Safaricom products and shares, before investing in Airtel’s and Telkoms products and shares.</td>
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<tr>
<td>9. The major weakness of the Safaricom brand, is depletion of Bundles and Credit Services</td>
<td>Insignificant</td>
<td>Least Insignificant</td>
<td>Neutral</td>
<td>Significant</td>
<td>Most Significant</td>
</tr>
<tr>
<td>10. Affordability and Dependability reflects the brand.</td>
<td></td>
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<tr>
<td>11. Safe and modern use of current technologies reflects on the brand</td>
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</tbody>
</table>

SECTION D: BRAND EQUITY
Please complete the following questions by rating on a scale of 1 to 5 where: 1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree and 5 = Strongly Agree.

<table>
<thead>
<tr>
<th>Question</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I constantly buy Safaricom brands, products and services unnoticed since I am used to Safaricom.</td>
<td></td>
<td></td>
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<tr>
<td>2. I prefer using Safaricom brand due to the connection over the years.</td>
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<tr>
<td>3. I would use a brand since it is familiar and preferred by the community</td>
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<tr>
<td>4. I am actively involved in using time, money and other resources on this specified brand</td>
<td></td>
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<tr>
<td>5. Has Safaricom reached its Brand meaning? (Brand Meaning involves how successful a brand is in the market)</td>
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<tr>
<td>6. Do you think that Safaricom brand seeks to satisfy your needs as a customer?</td>
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</tbody>
</table>

Please complete the following questions by rating on a scale of 1 to 5 where: 1 = Extremely familiar, 2 = Very familiar, 3 = Neutral, 4 = not so familiar and 5 = not at all familiar.

<table>
<thead>
<tr>
<th>Question</th>
<th>Extremely familiar</th>
<th>Very familiar</th>
<th>Neutral</th>
<th>Not so familiar</th>
<th>Not at all familiar</th>
</tr>
</thead>
<tbody>
<tr>
<td>7. How well are you acquainted with the products and packages that Safaricom Brand has?</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Please complete the following questions by rating on a scale of 1 to 5 where: 1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree and 5 = Strongly Agree.
8. I purchase a particular brand of Safaricom due to brand associations

9. Due to lack of efficient and effective packages offered by other telecommunication services, Safaricom has emerged one of the best in its industry.

10. Do you think that the vast distribution of network in Safaricom has enabled access to its products, and thus, this has enabled the course of most customers to be loyal, which then increases its equity share in the market?