FACTORS THAT INFLUENCE THE CHOICE OF TELEVISION AS A MEDIUM OF ADVERTISING BY MANUFACTURING COMPANIES IN NAIROBI, KENYA

BY

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STUDENT DECLARATION

This research project is my original work and has not been submitted for a degree in any other university.

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

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Thank you all and may God bless you.
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<thead>
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<tr>
<td>KBC</td>
<td>Kenya Broadcasting Corporation</td>
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<tr>
<td>GDP</td>
<td>Gross Domestic Product</td>
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<td>CCK</td>
<td>Communication Commission of Kenya</td>
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<td>COFEK</td>
<td>Consumer Federation of Kenya</td>
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<td>IEBC</td>
<td>Independent Electoral and Boundaries Commission</td>
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<td>NTV</td>
<td>Nation TV</td>
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<td>KTN</td>
<td>Kenya Television Network</td>
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<td>BOP</td>
<td>Bottom of the Pyramid</td>
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<td>WOM</td>
<td>Word of Mouth</td>
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<td>IBM's</td>
<td>Person Computers Company</td>
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<td>ANOVA</td>
<td>Analysis of Variance</td>
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<td>VCRs</td>
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ABSTRACT

In the recent past, Kenyan Television media industry has evolved from the government owned station (KBC) to private owned stations that command over 80 percent of the audience. This shift has seen robust business growth that has contributed immensely to the positive Gross Domestic Product (GDP) for the country. The Liberalization of the economy and improved telecommunication has led to an influx of television stations in the country. This has resulted to increased competition in the industry that has prompted other traditional media like radio and newspapers to craft new ways in order to remain relevant and ensure their survival.

The general objective of this study is to determine the factors influencing the choice of television as a medium of advertising by manufacturers in Nairobi. The specific objectives are to examine how consumers attitude, promotional objectives and social cultural factors influences the choice of television as a medium of advertising by manufacturers in Nairobi.

In carrying out this study, the researcher adopted the descriptive research design where the population of interest of this study was the Fast Moving Consumer Goods manufacturers that are operating in Nairobi and its environs. The employees of fifty manufacturing companies were divided based on their departments of which simple random sampling technique was used to pick respondents. Using primary data collection method, data was collected through use of structured questionnaire which were dropped and picked later at the selected employee’s work stations. The researcher used statistical program for Social scientists’ to analyze data. The study revealed that brand awareness is brought about by advertising in a number of ways and that television advertising increases consumer willingness to pay by altering quality perceptions and enhancing brand awareness, advertising affects consumer choice. The findings revealed that television advertising helps the consumer maximize utility while carrying our shopping. The study concludes that customer attitude; promotional objective and social cultural factors affect the choice of television as a medium of advertising by manufacturers in Nairobi. The limitations of this study were: time, measurement for data collection and questionnaire survey. Therefore the research recommends that additional studies should be conducted on the factors contributing to choice of television advertising in other sectors of the economy.
CHAPTER ONE

1.0 INTRODUCTION

1.1 Background of the Study

The Kenyan market has expanded tremendously over the past few decades and this has seen the growth of media that has stemmed from government owned stations to private owned stations. According to Kenya Media Landscape (2013), the country has recorded significant growth in the last ten years that has been characterized by improved government policy and economic growth. Access to social media has led to increased information penetration to the public and this has spurred the growth of media in Kenya. In the year twenty twelve, the government through its parastatal in charge of media, Communication Commission of Kenya (CCK), attempted to enact the digital migration policy but Consumers Federation of Kenya (COFEK) got a court injunction to stop the process citing ill preparedness. Nonetheless, opportunity to migrate from analogue to digital broadcasting has spurred growth in the industry as well as created job opportunities for content developers. Digital migration will require TV stations to broadcast seventy percent local content.

Kenya Media Landscape (2013) signed a policy document with the Independent Electoral and Boundaries Commission (IEBC) that stipulated various guidelines on how to cover the 2013 general elections. Media companies were so involved in the 2013 elections. They organized a presidential debate with all the presidential contestants which was aired live on all media platforms. Such has been the trend in the media industry in the past few years. Consequently, marketers face a great challenge on which medium to use for their product promotions. The latest survey by Deloitte (2013) in the period between 1995 and 2005 saw an influx in the number of television stations licensed and launched in Kenya. According to the report, there were fifteen Free to Air TV channels with Citizen, NTV- Nation Television, KTN- Kenya Television Network and KBC leading the list by audience size and revenue. In the Pay TV business, there has been increased competition although the market is still concentrated. Multi-choice, Star times and Wananchi’s Zuku have provided affordable bouquet that can be consumed by ordinary Kenyans. Advertising agencies and marketers therefore have a difficult task to spread their clients advertising spending due to cut throat competition thus the need to seek new ways to offer marketing services commensurate to the budget.
Advertising as a profession and a skill has been in existence for a long time. It is a form of communication meant to promote, influence and encourage an audience into conforming to a particular behavior. Arens (2010) defines advertising as a "salesmanship in print driven by a reason why." After the invention of radio and television 1000 years later, advertising was defined as the "structured and composed non-personal communication of information usually paid for and usually persuasive in nature. Kotler & Keller (2011) define advertising as "any paid form of non-personal presentation and promotion of ideas, goods or services by identified sponsors." The definition highlights that space or time of an advertising message must be bought unless it is freely given by media.

Advertising which acts as a tool of marketing communication follows four dimensions namely; communication, marketing, economic and social. It starts with the human communication which when one party (source) formulates an idea then its encoded into a message and finally sent via a medium to another party (receiver). To resend, the receiver formulates a new idea then its encoded to a message which is sent back to the sender using a medium in a process called feedback. According to Silvuka (2012), the communication process in advertising is complex due to the multidimensional nature of the sender. At first, advertising used to be a one way method of sending information but due to the emergence of interactive technology, consumers can give feedback at the same time using the same mediums.

Advertising has been present in the dynamic world since the era of explorers who discovered new lands of America. Even then, the British explorers had to convince their people to visit the lands through early forms of advertising. Among the most advertised product of the time was land and slaves which were treated like commodities that can be exchanged for monetary benefit. Many people then were illiterate and therefore could not read and write. It was until the world expanded, due to industrialization and urban population that marketers resurfaced using new communication technologies. Emergence of industrialization gave rise to other factors like education, inventions and leisure (Silvuka, 2012). Print technology contributed a lot to the growth of advertising that led to advertising through newspaper and magazines.
With the changing economies and increased competition, advertising has evolved from pre-industrial age through industrialization to post industrialization (Kotler& Keller, 2011). During the industrializing age that lasted until end of World War I, manufacturers were concerned with the production of the product that was stimulated by high demand. Marketing a product was left to the wholesalers who knew where the transportation and packaging was done. Over the years, women had gained access to the industries because men had gone to war. With the role of family financial support, women had no time to produce most products at home like it was the case before. However, manufactures ensured that every basic commodity was on sale. For instance, homemade clothes were out of fashion especially when manufactures made quality and cheap clothes in abundance.

The industrial age started in early 20th century and lasted until 1970’s. This period marked the growth and maturation of industrial base. The United States (US) industry met the needs of most of its population and there was a saturation of products. Fresh mass market developed for new, cheap brands of consumer luxury and convenience goods. Silvuka (2012) claimed that the wholesaler controlled the marketing process on behalf of the manufacturers. Therefore when there was a saturation of products, the wholesalers benefited more. The manufacturers cut their like and shifted from a production to sale orientation of which they focused to control and market their own product. They made their brands and sought to advertise them to the market. By this time the advertisement industry was run through agency and controlled all the marketing that took place at the time (Ibid, 2012).

In the 1980’s, came the postindustrial age which was marked by people becoming aware of the diminishing natural resource. Advertisers focused on reducing the heavy reliance on natural resources to sustain human living. At the same time, producers of energy and energy consuming goods started using advertising to slow the demand of production. Then the global interactive age emerged with the main agenda to enhance advertising through interaction between sellers and buyers. These were the closest the manufacturer had come to consumers. Consequently, the demand for specific products for specific markets was the common trend. Although technology brought some benefits to the advertiser, the ability of the TV audience
to avoid commercial through Video Cassette Recorders (VCRs) and remote control did not please the marketers.

From a historical perspective, Advertising has emerged to be a hallmark of free enterprise system. This is because advertising has changed people's lifestyles, economic standards and social living due to its impact. According to Halve (2005), there are fundamentals that show the functions and effects of advertising in economics. Among them, branding identifies products and their source as well as differentiates it from other products. It also communicates information about the products, its features and its location of sale. It also stimulates distribution of product as well as induces consumers to try a new product and suggest a re-use. Advertising lowers the overall cost of sales as well as build value of brand and loyalty.

In the Kenyan context, emergence of modern advertising as a tool for brand promotion and marketing has enabled marketers to devise a focused and effective message that builds and reinforces brand identity. One of the challenges facing advertisers today is getting the right choice of advertising platform that can deliver their objectives. This paper investigated the effectiveness of television as a medium of advertising. The paper looks into the media industry and how television serves as the best medium of advertising.

1.2 Statement of the Problem
For a long time, advertisers in Kenya have struggled to identify the right medium to advertise on in order to get the target market for their products and services. With the advent of internet, increased use of online advertising has further complicated the situation because it only targets a specific group of people. Kenya having a population of over forty million, advertisers have resigned to the mercies of agencies and marketers who offer an array of mediums to choose from.

Locally, many researchers have studied the various aspects of advertising for example Odhiambo (1984) studied advertising timing strategy: the practice in Kenya, Oduor (1989) researched on the relationship between advertising expenditure and sales volume for selected Kenyan products, He studied the practice of evaluating advertising effectiveness in Kenya, Munir (1992) researched on consumer attitudes toward advertising: an empirical study of the
middle class in Nairobi. Wanjoga (2002) studied consumer attitudes towards online advertising; the case of internet users in Nairobi while Makau (2008) investigated the effectiveness of advertising on brand preferences the case of coca cola brands. None of these researchers have focused on the choice of television as a medium of advertising. Owing to the limited research on choice of television as a means of advertising in Kenya’s context, this study is a survey focused on factors influencing the choice of television as a means of advertising by manufacturers in Nairobi. Additionally the study focused on offering solution(s) to advertisers on why television remains the most suitable medium for advertising as compared to other mediums.

1.3 General Objective of the Study
The general objective of this study is to determine the factors influencing the choice of television as a medium of advertising by manufacturers in Nairobi.

1.4 Specific Objectives
1.4.1 To examine how consumer attitudes influences the choice of television as a medium of advertising by manufacturers in Nairobi.

1.4.2 To establish how promotional advertising influences the choice of television as a medium of advertising by manufacturers in Nairobi.

1.4.3 To determine how socio-cultural factors influences the choice of television as a medium of advertising by manufacturers in Nairobi.

1.5 Significance of the Study
1.5.1 Manufacturers
The study will assist corporates and manufacturers make valuable decisions on which medium to us for their promotions of their services and products.
1.5.2 Television Executives

The study will assist television executives understand the strategies they need to employ in order to provide appropriate platforms for advertising for their clients.

1.5.3 Researchers and Academicians

The study will be important to researchers and academicians who would delve into future studies that involve television as a medium of advertisement.

1.6 Scope of the Study

This research will be limited to the organizations which manufacturer fast moving goods in Nairobi as the subjects of study. Specifically, limited to customers currently based in Nairobi because the physical disparity of other areas across the country may not allow timely and adequate study of all the customers. The research will be carried out in 2014 and will be limited to the events and issues as at the year of study.

1.7 Definition of Terms

1.7.1 Branding

Branding can be regarded to be that element which one can use to describe the organization in terms of the name, design, symbols as well as a combination of one or two of these aspects. Elamin (2008) defines branding in the context of elements which differentiates on product from another.

1.7.2 Brand Awareness

Brand awareness is considered to be an essential element in marketing and therefore defined to be the ability of an individual to have in mind a particular brand or goods from a particular brand in the market (Pappu and Quester, 2006).

1.7.3 Advertising

Advertising is defined to be the efforts put forward by an organization to enhance familiarity of a particular brand into the market. Advertising includes both visual and verbal effects that an organization can adopt in order to remain in the mind of the clientele (Keller, 2003).
1.7.4 Sales Promotions
Kotler (2006) has put forward a proper definition of sales promotion in the context of particular incentives which an organization can use to entice the customers to purchase its products and services.

1.7.5 Public Relations
Public Relations can be easily defined in the context of the various methods and techniques that have been adopted by organization to create public awareness about a particular brand (Biber, 2009).

1.8 Chapter Summary
This chapter has presented a general introduction to the background of the study by developing the aspect of brand awareness in organizations. This has been done through problem statement, research objectives significance of the study, scope as well as the definition of terms.

Chapter two is mainly concerned with the review of literature which the researcher practically analyzed in order to establish the existent gaps in literatures. The third chapter focused mainly on the methodology that the researcher adopted in this study. The fourth chapter was mainly founded on the data analyzed from the respondents. The fifth chapter on the other hand was mainly concerned with the discussion of the findings as well as conclusions made on the basis of the findings as well as the recommendations, both for improvement as well as a recommendation for further studies.
CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Introduction

The chapter focuses on the literature review guided by the research questions stated in chapter one. It is divided into three main areas: The first subsection answers the first research objective of this study on how consumer attitudes influence the choice of television as a medium of advertising, The next section helps to determine how promotional objective influences the choice of television as a medium of advertising and the final subsection looks at how socio-cultural factors influences the choice of television as a medium of advertising by manufacturers in Nairobi.

2.2 Recency Theory and Advertising

The law of recency refers to the observation that memories of recent experiences come to mind more easily than memories from the distant past (T. Brown, 1824; Calkins, 1896). Given the ubiquitous nature of recency across time scales, memory tasks, and stimulus materials, it is not surprising that it has occupied center stage in theoretical analyses of memory over many decades (Crowder, 1976).

 Whereas some students of memory have sought a common cause for the varied manifestations of recency (Crowder, 1976), others have posited distinct mechanisms for the recency effects observed at short and at long term scales. In support of a dual-store explanation of recency, He identified several striking differences between the recency effects observed in immediate free recall and continual distracter free recall. In immediate free recall, participants are asked to recall the list items, in any order, immediately following the last item presentation. In continual distracter free recall, participants are given a demanding distracter task following each list item. After the last period of distraction, they are asked to recall the items in any order.

In the wake of this irresolvable effective frequency debate has come something called recency planning. Recency is based on the idea that advertising influences the brand choices of those consumers who are ready to buy. The theory maintains that it is the events in the consumer's life - the empty cereal box, the broken dishwasher, the expiring car lease - that motivates the
consumer to buy, not the advertising message. Whether or not the consumer is `ready to buy' is far more important than the number of messages he or she receives. It says consumers aren't passive, and in fact control the advertising process by screening out most messages and selecting only the few that are relevant to them at the time. "Relevance" is determined by what is happening in the consumer's life, not by the advertising.

The key to understanding the data is Recency. That is, advertising messages work mostly with the few consumers who are ready to buy at the time. Jones' data tells the media planner that being, ready to purchase' is far more important than receiving extra messages. Therefore, in the average week of a campaign, additional reach is far more cost-effective than added frequency. Recency provides a series of very clear media planning principles. In brief, since planners don't know which consumers are ready to purchase, but purchases do occur each week, the media goal is to reach as many different consumers as possible in as many different weeks as possible. The strategy is to cycle through the market at the lowest cost, plan and buy for continuous short-term reach and try not to waste money on frequency. Recency states: there is a window of advertising opportunity preceding each purchase. The purpose of the advertising message is to influence the purchase; the purpose of media planning is to place the message in the window.

Market orientation theory holds that the key to achieving organizational goals is being more effective than competitors in integrating marketing activities to determine the needs of target markets (Kotler, 1999). Firms with better understanding of their customers, competitors and environment have a competitive edge. Enterprises should thus strive to understand customer needs which should then be translated into products or services. To achieve this, enterprises need market information to effectively market its products. Market research and consumer analysis are important to enable firms meet their customer needs to remain competitive. Market orientation aims at delivering superior customer value. There is a positive relationship between market orientation and firm performance (KIPPRA, 2006).

Closely linked to market orientation theory is the evolutionary systems change theory which argues that the ability of a firm to survive and succeed depends upon its ability to search for and respond to the needs of the market niches. However market systems are dynamic,
changing in response to evolving needs and the behaviour of competitors; making the market system to be in a continuous shift towards disequilibrium. Firms thus need to adapt to the new environment and find a competitive edge through improvements, maintaining high quality, selecting strategic market sites, promoting products and services, identifying niche markets and access other markets outside their localities. The neoclassical paradigm theory is based on the concept of competition which is guided by several assumptions of perfect and costless information, no transaction cost, no public goods, no economies of scales, perfect rationality and that firms maximize profits. All players in the perfect market will seek to maximize their gains and in the long run, the market will tend towards equilibrium in which returns equals to costs. However perfect markets are not realistic and in the absence of advanced legal structures, competition law and regulation, firms operating in imperfect markets suffer from high transaction costs, monopoly distortions, information failure, mistrust, uncertainty and risk-aversion. For perfect competition, firms require perfect and costless information and minimal transaction costs to compete effectively.

2.3 Consumer Attitudes and choice of Television Advertising
As consumers continue to be exposed to an ever-increasing barrage of diverse advertising message via various media, it is little wonder advertisers are having a difficult time getting advertisements to be heard. Advertising and its associated creativity rely upon the audience for success (Cummins, 2009). Nevertheless, it is important to remember advertising is more often than not deemed to be an unwelcome intrusion, regarded by many consumers as a constant source of irritation. Hence, many consumers often make a conscious effort to avoid advertising communications. In fact both scholars and practitioners contend that it has become second nature for consumers to “zap” or “flick” television channels. In recent years, much literature postulates that young audiences are sophisticated, cynical yet inconsistent in their use of mass media. Postman (2006) claims that most young adults in the 1990s preferred visual imagery to the written word. He commented “seeing, not reading, became the basis for believing” since television, billboards and posters focus on the image as the main form of information.
Cummins (2009) claims people watch television to gain access to information and entertainment, thereby utilizing an opportunity to escape reality rather than using the medium to watch, ingest and analyses advertising messages. In the instance(s) where attention is awarded, consumers do not concern themselves with thinking too deeply about advertising. A typical consumer will not attempt to decipher and comprehend intricate, complex advertising messages; they simply “switch off”. Stewart and Ward (2014, p. 355) recommended that media research pursue “a better understanding of how and when people use and interact with various media”, not a better understanding of the medium itself. “Research should address what consumers do with advertising instead of what advertising does to consumers” said Bauer (2013) and echoed by more recent studies like Hirschman and Thompson (2007) and O'Donohoe (2009). This viewpoint is exemplified by Greene (1992) who contends that in only one-third of commercials is a person exposed to will to make any active impression on memory. “Of those attended to, only half are correctly comprehended and fewer than 5 per cent is actively recalled for as long as 24 hours.” Thus attention and the opportunity to motivate (through influence) are often lost amongst the clutter of modern-day advertising.

There is a belief; however, that the generic concept of television advertising can also be off-putting to the average consumer, and as a result they are inclined to “switch-off” before the first advertisement even appears. Biel and Bridgewater (2010) contends that the concept of advertising is disliked more than individual advertisements. Collett (2014), based on the observation of people's television viewing habits, indicated that while overall attention to television commercials seemed to be quite low, people tended to watch either all of the advertisements or none. Thus what Collett (2014) is alluding to is that likeability has an important role to play in facilitating consumer responsiveness towards advertising, thereby creating the opportunity to develop an effective communication. However, it cannot be assumed that likeability provides the single best measure or indicator of advertising effectiveness. In other words, it would not be accurate to draw conclusions based upon advertising likeability as a variable in isolation.

A study was conducted in United Kingdom by Sutton’s (2011), who sought to examine the influence of advertising on the choices made by different consumers. In this study it was revealed that advertising plays an important role when it comes to the various choices made
by the consumers in the market. This is because consumers are made to remember what they
saw on television and heard on the various radio channels and will therefore be more willing
than ever to choose such brands.

Moreover, Doraszelski and Markovich (2007) also in their wisdom chose to focus on the
Turkish market seeking to examine if advertising influences even the small markets. In their
study it was seen that indeed even in small markets industry dynamics can be very different
depending on the nature of advertising. The three estimated a demand model, and further
argued that advertising could be modeled as affecting the choice set or also affecting the utility
that the consumer derives from a brand. They further argued that if indeed the role of
advertising is mistakenly specified as affecting quality perceptions rather than brand
awareness as it often is, then without doubt the estimated parameters may be biased.

This is also reiterated by Sovinsky (2008), in her study of the U.S. personal computer industry.
She established that traditional demand models overstate price elasticity because they assume
that consumers are aware of and hence choose among all brands in the market when in
actuality most consumers are aware of only a small fraction of brands.

According to Haven et al., (2007), it is indeed true that advertising is very crucial to the
performance of the organization, in that it influences the choices made by the consumers and
this has to do with the capabilities which are key for contributors and are very crucial when it
comes to the creation of brand awareness. For example, in the event that individual customer,
who buys less frequently but takes part in writing reviews about the product, is likely to largely
influence many other potential or existing buyers. It follows therefore that there is the need
for marketers to come up with new perspective with regards to brand awareness that are
characterized by advertising. Engaged users and brands are also likely to become members of
a community/group who share their interest with each other. It follows that memorability of
the brand will without doubt be maximized if indeed the amounts of cognitive effort people
that is spend during the processing are maximized. In the same regard, the chance of
remembering a brand later is largely maximized too, and it occurs in the form of recall or
recognition.
Hollebeek (2011) further defines customer engagement with a brand as being a mixture of intellectual as well as emotional interactions which characterize the contextual as well as brand-related state of mind for the customers. This means that in cases where a brand is advertised customers will quickly think and talk about such brands, therefore firms should involve their customers easily and quickly in order to enhance customer engagement. In the same regard, there is need to advertise more given that advertising has positive effects on brand awareness and customer satisfaction. Statistics show high level social media engagement among people and brands.

In their study of the mature German coffee market, Draganska and Klapper (2011), regard the effect of advertising over the brand awareness of a consumer to be essentially static. To separate the two effects of advertising they rely on a combination of aggregate information and data on individual choice sets from consumer surveys. The study established that indeed advertising leads to brand awareness, which further enhance customer retention.

While examining the influence of advertising on the choice of consumer products in Greece, Goeree (2008), estimates a model for the personal computer market that considers the supply side of the market in order to deal with the endogeneity problem. As a result, introducing variation in the consumers' brand awareness creates a dimensionality problem in the model, arising from the high number of possible choice sets. One of her contributions is to provide a strategy to overcome these problems and measure the effect of advertising on the inclusion of a product in consumer brand awareness. Whereas she focuses on the static effect of advertising and abstracts from the effect that it might have on consumer utility, this study will found it rather effective to look at how consumer choice is influenced by advertising, study the dynamic implications for awareness, and provide an identification strategy to disentangle the different effects.

It has also been shown further that indeed the promotions methods that were adopted traditionally have mainly focused on all the marketing tools currently available, in fact it has been seen that indeed marketing channels in the countries in the first world include televisions as well as the Internet. In this regard, such tools are mainly characterized efficiencies in terms of costing as well as having the innate ability to reach masses of consumers in splits of
seconds. In this regard therefore it means that awareness influences the type of brands selected from the consideration set (Macdonald and Sharp, 2007).

A study conducted by Hoyer and Brown (2010), was one of its kind in this field because it was among the first studies to focus on individual decision making as influenced by brand awareness. The study established to the study it was revealed that awareness impacts heuristically on perceived quality of the consumer. Similarly according to the consumer behavior theory product choice is regarded as a highly involving problem-solving process (Foxall, 2012).

2.4 Promotion Objective and choice of Television Advertising

It is not possible to have one major definition of sales promotion, however the difference between the definitions already put forward are very minimal. Many researchers and authorities in marketing communications have given divergent opinions on the definition of sales promotion. In this regard therefore there are three approaches that have been put forward a catch-all for all communication instruments that do not fit in the advertising, personal selling or public relation subcategories (Waterschoot & Bulte, 1992).

Peattie and Peattie (1994) put forward a definition of sales promotion, marketing activities usually specific to a time period, place or customer group, which encourage a direct response from customer or marketing intermediaries, through the offer of additional benefits."

Kotler (2006) has put forward a proper definition of sales promotion in the context of particular incentives which an organization can use to entice the customers to purchase its products and services.

Schultz and Robinson (2000) have been at the forefront when it comes to the subject of sale promotions, because according to them they perceive it in the context to “direct inducement which can be very essential as it offer an extra value or incentive for the product to the sales force, distributors or also in some case the ultimate consumer with the primary objective of creating an immediate sale.
Shimp (2003) was also not left behind in this endeavour to define sales promotion as he makes reference to the incentive used by a manufacturer when it comes to the induction of trade and/or consumers to buy a brand and to encourage the sales force to aggressively sell it. In this regard therefore it follows that retailers are likely to make use of the available promotional incentives in order to come up with ways of encouraging what can be considered to be the desired behaviors from consumers.

Brassington and Pettitt (2000) on their part have defined this aspect of sales promotion as a range of tactical marketing techniques designed within a strategic marketing framework to add value to a product or service in order to achieve specific sales and marketing objectives.

According to Peattie and Peattie (2008) sales promotions have many objectives, which are interlinked to the objectives of marketing and communications. Promotions are often used to increase short-term sales of a product or a service.

Majority of the literature suggest that in the reality of life sales promotions are targeted to different groups with different promotional objectives. It means therefore that the general consumer groups within which promotions are targeted for are potential users, competitor loyal, brand switchers and loyal customers.

In other practical approaches developed by researchers, it is clear that potential users are currently not using the service are likely to be persuaded to do so by promotional activity. Successful sales promotion can also encourage loyal competitors to change. In this regard therefore it means that brand switches will without doubt make consumers who are switching through service providers according to whom has the best offer at the moment. Likelihood for them to switch is dependent on switching costs. It means also that consumers are more likely than never before to focus on other new products in the market that will more or less be interested in providing them with promotional incentives which will act as a form of attraction to such consumers to switch to these other new products.

Finally it can be summed up that indeed mentioned consumer groups are likely to offer different strategic possibilities that will pose a small challenge to the service marketers. In this regard therefore it means that if users are encouraged and competitor loyal to try can expand market share and erode competitors share. It therefore does a great deal to the company by
mere fact that it goes a long way to open up long-term benefits if new customers can be converted to loyal customers. In the other side of it promotions targeted to brand switchers can create temporary sales uplift and possibilities to increase loyalty. In the finality of it, it means that sales promotions to loyal customers need to ideally create extra value in order to retain and reward them, and to reinforce loyalty (Peattie & Peattie, 2014).

Past studies have largely placed much emphasis on the effectiveness of consumer sales promotion. However, practically, there exists a wide range of both monetary and non-monetary sales promotions which reveal that indeed there are important differences between them. Monetary promotions mostly offer fairly immediate rewards to the consumer this therefore makes them transactional in character. On the other hand non-monetary promotions mostly involve delayed rewards and are therefore considered to be more relationship based. Pride & Ferrell, (2009), argue that sales promotion can be categorized into both monetary and non-monetary rewards.

According to Neslin (2010), the main focus of trade sales promotion is wholesalers, retailers and salespersons. These include sales contests, free merchandise, point-of purchase, and display. Ibid (2010), further defines sales promotion: as "an action-focused marketing event whose sole purpose is to have a direct impact on the behavior of the firm’s consumers”.

Sales promotions are regarded to be having the ability to offer a number of consumer benefits. Such benefits include monetary as well as non-monetary such as desire for: savings, quality, convenience, value expression, exploration as well as entertainment. Such benefits fall under the class of utilitarian or hedonic. Utilitarian benefits are primarily considered to be functional while at the same time relatively tangible. They therefore help the consumer to maximize utility while carrying out shopping, efficiency as well as the economy. Generally therefore such benefits offer consumers the intrinsic stimulation, fun as well as pleasure. It is on the basis of this distinction that Wansink & Laurent (2010) established how monetary promotions offer more utilitarian benefits whilst non-monetary promotions provide more hedonic benefits. As a matter of degree, such relationships enhance consumer loyalty for example, coupon promotions may still offer some hedonic benefits like the enjoyment in redemption, although its main benefit of saving is utilitarian (Mittal, 2004).
According to Kotler & Keller (2009), sales promotion is directly related to brand awareness. In practical terms, in the event that a person developing a strong intention to a brand or a product, sales promotion gives them an opportunity to communicate while at the same time transferring his/her thoughts from a few people to the whole world through sales promotion. In this regard therefore, it follows that sales promotion can be regarded to be a powerful tool which can be used to promote a brand to others who may not be aware of the brand. Additionally, sales promotion interactivity results into an increase of brand awareness because of high transparency of the information. This is because of the vast progress and importance of sales promotion media on businesses, the research is somewhat lagging behind this rapid development.

Chikweche and Fletcher, (2012), further stress that innovative and cost efficient promotion methods are key when it comes to communication with potential consumers. Use of social networks for instance groups of women for direct marketing including demonstrating the product of a firm not only builds awareness among potential consumers but it also enables a channel of getting feedback from them.

Barki & Parente (2010) on the other hand argue that the consumers in Brazil tend to create a stronger sense of community and social network, on the basis of mutual help. This is because consumers need to survive in a hostile environment an element that has led them to learn to help themselves. It follows therefore, that communications efforts aimed at enhancing word of mouth and prioritizing face-to-face contact are likely to have a higher potential of success in terms of increase in sales. Thus, BOP consumers prefer personalized relationships where they can trust on the information about the product that they buy.

Prahalad (2010) also argues that there is need to shift from promotion towards awareness. He therefore states that the consumers need to be aware of new products and services that are being offered to them. It means that companies need to find new ways to enable them communicate with the BOP given that the traditional channels, such as TV and Radio, are not applicable in the BOP markets as a result of problems of coverage, infrastructure as well as the one-way communication it stands for. Scholars Prahalad, 2010; Chikweche & Fletcher, 2012 and Barki & Parente, 2010 talk about the importance of cost efficient and non-traditional channels, such as WOM and social networks so as to create awareness in this market.
2.5 Socio-Cultural Factors and choice of Television Advertising

Socio-cultural factors play an essential role when it comes to consumer decision making. This section discusses the various socio-cultural elements that influence choice of television advertising, such as religion, family, gender and the dimensions of culture.

2.5.1 Cultural Factors

Consumer decisions are likely to be influenced by a number of socio-cultural factors. This section presents a detailed literature review of how these factors come into play in light of the consumer buying decisions.

Hofstede (1980) demonstrates that there are national and regional cultural groupings that affect the behavior of organizations. He looked for national differences between over 100,000 of IBM's employees in different parts of the world, in an attempt to find aspects of culture that might influence business behavior.

2.5.1.1 Dimensions of Culture

Hofstede identified five dimensions of culture in his study of national influences: Power distance; the degree to which a society expects differences in the levels of power. A high score suggests that there is an expectation that some individuals wield larger amounts of power than others. A low score reflects the view that all people should have equal rights (Hofstede, 1980). Uncertainty avoidance: reflects the extent to which a society accepts uncertainty and risk. Individualism vs. collectivism; individualism is contrasted with collectivism, and refers to the extent to which people are expected to stand up for themselves, or alternatively act predominantly as a member of the group or organization. However, recent researches have shown that high individualism may not necessarily mean low collectivism, and vice versa. Research indicates that the two concepts are actually unrelated. Some people and cultures might have both high individualism and high collectivism, for example. Someone who highly values duty to his or her group does not necessarily give a low priority to personal freedom and self-sufficiency (Ibid).

Masculinity vs. Femininity; refers to the value placed on traditionally male or female values (Ibid.). Male values for example include competitiveness, assertiveness, ambition, and the
accumulation of wealth and material possessions. This section will look at the external factors that contribute to an organizations’ corporate culture. This can be influenced by the industry, competition among other (Ibid).

Brand conscious decision-making refers to a consumer’s orientation towards the purchase of expensive and well-known brands. There are two dimensions of Hofstede, which have relevance for this decision-making style; individualism/collectivism and uncertainty avoidance. Brands are considered to be symbols of status and prestige and therefore cultures, with high power distance, perceive social status and prestige as important (Hofstede, 2001). This is because such cultures are higher in power distance and collectivism. This is closely associated with the concept of ‘face’ and social harmony, consumers in such cultures are thus expected to have a higher need to maintain prestige and status. Further they are required to have a higher level of brand conscious decision-making.

Brands are also considered to be symbols used to convey meanings to consumers, some brands for instance Mercedes Benz convey meanings of prestige and quality. On the contrary, there are also brands that convey meanings relating to low price such as Virgin Airlines. It means therefore that brands help consumers to minimize and provide a sense of familiarity, which further reduces the purchasing risk involved an aspect that appeals to consumers who poses high uncertainty avoidance.

A study by Bao, Zhou and Su (2003) revealed that indeed the Chinese were less brand conscious despite being a culture that places high emphasis on ‘saving face’ according to Hofstede’s (2001) scores.

A study by Mitchell and Walsh (2004) compared the decision-making styles of male and female shoppers in Germany. The study confirmed the construct validity of all eight CSI factors for female shoppers as well as four of the factors for male shoppers. They therefore came to a conclusion that indeed male individuals are slightly less likely to be perfectionists, somewhat less novelty and therefore fashion conscious, and further less likely to be confused when it comes to making purchases as compared to their female counterparts.

Bakewell and Mitchell (2006) carried out a similar study in the United Kingdom (UK), where they made use of a sample of 480 male and female undergraduate students, which he
established that indeed nine decision-making styles were common to both genders. Additionally, three new male traits (store-loyal/low-price seeking, confused time-restricted and store-promiscuity) and three new female traits (bargain seeking, imperfection's and store loyal) were also identified in their study.

Hanzaee and Aghasibeig (2008) in a study on the Iranian setting established that Generation Y male and female consumers are different in their decision-making styles. However, of the 10-factor solution, it was confirmed for males and 11-factor solution for females, nine factors were seen to be common to both genders. The authors therefore concluded that this similarity is as a result of the changing gender roles in modern Iran.

Lin (2011) compared and explored cultural differences in American and Chinese advertising, choosing three U.S. TV networks (NBC, ESPN, and A&E) and three Chinese TV stations (Channel 1 and 2 of China Central Television, and a local channel of Beijing TV Station) to analyze primetime program content. The results were not surprising. Collectivistic appeals were much more powerful, while individualism and independence were paid less attention in Chinese commercials than in U.S. ads.

Hofstede (1991) suggested that high context cultures would generally be associated with collectivism, whereas, in contrast, low context cultures would typically be correlated with individualism. In collectivistic countries, messages flow more easily because of the interpersonal relationships within a group, while there is more need for explicit and direct communication in individualistic societies. Another useful, easy-to-grasp concept to consider when teaching students how culture affects advertising appeals is a hard sell versus a soft sell. Mueller (2009) compared advertisements in Japan and the U.S. for similar products to examine whether advertising tended to reflect cultural values of these two countries. She found that Eastern advertising, like that in Japan, tended to be less direct and the appeals had more emotional mood and atmosphere than Western styles of advertising, such as in the U.S. Japanese ads lacked hard sell appeals because indirect, implicit, and nonverbal communication styles had been embedded as a result of high context cultural background. They preferred higher usage of soft sell (indirect and image-based) appeals than hard sell (direct and information based) themes, which were used more frequently in U.S.
advertisements. In contrast, Western-style advertising appeals were designed to convey more comparative and competitive statements to emphasize a brand’s superiority.

Jones (2010) also explored how soft sell and hard sell appeals impacted the effectiveness of Global Consumer Culture Positioning (GCCP) between the U.S. and Japan. The researchers selected representative advertisements and conducted a quasi-experimental study in both countries. In the U.S., hard sell appeals were more effective than soft sell appeals in the areas of consumer attitude, believability, irritation, and purchase intention. Japanese respondents unexpectedly rated the hard sell advertisements considerably higher in terms of believability, purchase intention, and attitude toward the ad. The authors suggested that soft sell appeals with more international conference on communication, media, technology and design image-oriented messages were more suitable for providing implicit and symbolic information, including global brand creditability and quality, social responsibility, prestige, and relative price.

2.5.2 Religion

Regarding religion, Clement and Nyovani (2004) revealed that religion was associated with choice of television advertising. The study revealed that Christians in Zimbabwe were significantly using television advertising than those from other religions. Although, from the foregoing discussion, religion was found to influence choice of television advertising, it was not clear how the inference was arrived at. Religion was considered in the current study as a variable. The aim was to examine how different religious background(s) affected the choice of television advertising.

In the study by Clements and Nyovani (2014), various factors including religion, educational level, age and residential areas had significant effects on the consumer choice of television advertising. In the current study, these variables were considered among other demographic, socio-economic and facility factors to examine their effect on the choice of T.V advertising. Unlike Clements and Nyovani (2014), who based their analysis on secondary data, the current study used primary data collected from customers. Similarly, as a departure from Clements and Nyovani (2014), a theoretical model will be developed in the current study.
2.5.3 Family

Previous research on corporate culture has showed that the element of family has a relationship with consumer choice. Van der Post et al. (1998) examined the relationship between family and consumer choice in South Africa. The results showed that family has a positive relationship with the consumer choice of certain products and service. The results of the study also showed that individuals are more likely to purchase goods and services based on how they have been brought up. This means that their family backgrounds have dictated their purchase decisions. A research by Denison (2009) revealed that the strength of the culture was predictive of short-term individual purchase decisions. Gordon and DiTomaso (2012) in a follow-up study found supporting evidence that a strong family tie was predictive of an individual’s purchase behavior. In an attempt to replicate Denison’s (2009) study, they also defined cultural strength using the inverse of standard deviations across the scales in their instrument. They found that a strong family tie, regardless of content in which a substantive value was placed on adaptability, was associated with consumer choice, at least in the preceding three years. More importantly, they found that adaptability to changes in purchase decisions was also predictive of family links.

2.5.4 Values

A study conducted by Brooks (2012) revealed that indeed managers can foster the development of a positive change management strategy by employing people who share the same values and vision that the organization represents. To do this, employers can spend time with prospects before they enter the organization as new employees. In addition to hiring people who fit the organization, managers need to have a solid understanding of the dynamics of culture and how to transform it so that they can direct activities in a manner that gets results.

Creating an environment where people enjoy and value their work is key. To do this effectively, leaders must be sure to communicate clear expectations for every member of the organization. These expectations should be supported by the words and actions of managers who regularly let people know how their work is important to the organization. Individuals should be given assignments that are consistent with their strengths and interests, and opportunities for continued learning and growth should be provided as well (Kotter, 1992).
According to Choi (2010) having a positive and aligned culture benefits the organization in many ways. One important benefit is a high level of productivity. The destructive influence of hiring someone who does not share the same set of values, goals and commitment espoused by the organization will weaken a strong chain of links and bonds. An employee’s performance depends on what is and what is not proper among his or her peers, which in turn affects that individual’s behaviour and motivation to participate and contribute within the organizational framework. The importance of understanding organization values cannot be overlooked. The bottom line for managers who want to succeed in managing change begins with creating a positive environment. Bring in people whose values are in line with the organization’s culture, and continue to acknowledge success and involve the whole organization in maintaining an environment that allows people to enjoy working hard to meet the company’s goals (Choi, 2010).

2.6 Conceptual Framework

<table>
<thead>
<tr>
<th>Independent Variables</th>
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<tbody>
<tr>
<td>Consumer Attitudes</td>
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<tr>
<td>Promotional Objective</td>
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<tr>
<td>Socio-cultural Factors</td>
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</table>

<table>
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<tr>
<th>Dependent Variable</th>
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<tr>
<td>Choice of Television advertising</td>
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2.7 Chapter Summary

This chapter reviewed literature based on the three research objectives of the study, as well as analysis of views of scholars on factors influencing choice of television advertising. Literature on these aspects was reviewed to find out what other researchers found out on these variables and any knowledge gaps relating to the same was established. The next chapter presents the research methodology used in the study.
CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 Introduction

This chapter offers a presentation of the research methodology as well as procedures that were considered necessary for data collection and data analysis of the study. It also describes the research design, the population of the study, the sample, definition of the sample size and sampling procedures that were used in this particular study. The chapter further describes the research instrument, and data collection methods with data analysis techniques used.

3.2 Research Design

In this study, the researcher adopted a descriptive research design. This is a type of conclusive research that gives a description of something usually, phenomenon or characteristics associated with a subject population (Schindler and Cooper, 2003). Descriptive design has a main objective which is to give a description of the situation as it is (Malhotra, 1996). Cooper and Schindler (2003) further explained this method as a study based on a univariate question or hypothesis where it seeks to determine the existence of relationships between variables and characteristics of variables. Examples of such variables are size, form and distribution which help the researcher to answer who, what, where, when and how questions. In order to obtain information concerning the current status of factors that marketing manager(s) consider while selecting type of media to use for advertising, that is, in relation to the theoretical approach given a descriptive research design offered the best approach.

3.3 Population and Sampling Design

3.3.1 Population

The population of interest of this study was the Fast Moving Consumer Goods manufacturers that are operating in Nairobi and environs. According to the Kenya Chamber of Commerce and Industry 2013 and Kenya Manufacturers Association 2013 directories there are over a thousand small, medium and large enterprises that operate within Nairobi and its environs engaging in production and marketing of various products.
3.3.2 Sampling Design

3.3.2.1 Sampling Frame
Cooper and Schindler (2008) define a sample frame as a list of elements from which the sample is actually drawn and is closely related to the population. A sampling frame could be a list of geographical areas, institutions, individuals, or other units added (Churchill and Brown, 2007; Saunders, Lewis and Thornhill, 2007). The sampling frame was derived from the human resource directory of the respective companies.

3.3.2.2 Sampling Technique
Sampling technique is the method of selecting elements from the population that represent the population (Collins and Hussey, 2006). A sample is a group from the population that is representative of the population (Coopers and Schindler, 2008). The employees of the eighty manufacturing companies were divided based on their departments. Simple random sampling technique was then used to pick respondents from each stratum.

3.3.2.3 Sample Size
A sample size of 80 as calculated below will be selected to participate in the study. The sample size represents a subset of sampling units from the population from which the actual study is carried out (Garson, 2012). This is the number of data sources that are selected from a total population (Gallardo et al, 2012).

Gallardo et al, (2012) provides a mathematical formula for calculating sample sizes as follows: \( n = \frac{(a^2 \times pq)}{(b^2)} \)

Where; \( a \) is the z score

\( b \) is the margin of error

\( p \) and \( q \) are the estimate proportions

Assuming a 95% level of confidence with a z score of 1.96, margin of error of 5% and (50%:50%) proportions,

Hence; the required sample size \( n = \frac{(1.96 \times 1.96) \times (0.5 \times 0.5)}{(0.05)} = 80 \)
3.4 Data Collection Methods

The study used primary data. The data was collected through the use of a structured questionnaire which were dropped and picked later at the selected employee’s work stations. The questionnaire contained both closed and open ended questions. The researcher employed open ended questions because they allow free responses from the respondents, without providing or suggesting. On the other hand closed ended questions were used given that they limit responses to stated alternatives.

3.5 Research Procedures

In order to test the validity of the questionnaire, a pilot test- adhering to the fundamentals attested by Cooper and Schindler (2008), who state its importance as being a tool that can be utilized so as to detect weaknesses in the research design and the instruments- on 5 percent of the sample size was conducted. It was hoped that a defined time period of three days was sufficient for the pilot test. Based on the feedback obtained from the pilot test, the questionnaire was refined.

The final version of the questionnaire was distributed to respondents in the sample size leaving out the respondents who took part in the pilot test. Since all the respondents were located within Nairobi area, three days were sufficient to distribute the questionnaires through drop and pick methods to the sample population of key employees working in the respective organizations.

To ensure higher response rate follow up calls were made, a cover letter addressing the respondents by name and title was attached so as to elaborate the academic purpose of the research, the respondents were also given the option of anonymity in their response and they were also assured of confidentiality. The researcher carried out the data collection at the office premises of the target population. A time frame of two weeks was given to the respondents to fill out the questionnaires in order to avoid putting the respondents under undue pressure to fill out the questionnaire despite their busy work schedule.
3.6 Data Analysis Techniques
The collected data was taken through a checking and coding process before being statistically analyzed using the Statistical Program for Social Scientists (SPSS). The following statistical tools were employed in the analysis, frequency tables, cross tabulations, and percentages. Regression analysis was also used to establish relationships. Tables, pie charts and bar graphs were used to present the data to enable ease in the understand ability, analysis and interpretation of the results.

3.7 Chapter Summary
The chapter described the research methodology that was used to carry out this study. First it defined the population, sampling technique, and size. This was followed by a description of the method that was used to conduct the research and the justification of the use of the chosen method. There is further discussion on the data collection methods and the instruments used stated. At the end, the chapter looked at the data analysis methods which were used by the researcher to analyze the collected data, and make conclusive remarks on the study. The following chapter will present the findings of the data that will be collected using the questionnaires.
CHAPTER FOUR

4.0 RESULTS AND FINDINGS

4.1 Introduction
This chapter presents analysis and findings of the study as set out in the research methodology. The data was gathered exclusively from questionnaires as the research instrument. The questionnaire was designed in line with the objectives of the study. Likert type questions were used whereby respondents indicated the extent to which the variables were practiced in a five point scale. The data has been presented in form of quantitative and, qualitative forms followed by discussions of the data results. The chapter concludes with critical analysis of the findings. The study targeted 80 respondents in collecting data, however, only 50 target respondents filled and returned the questionnaires contributing to 60% response rate. This response rate was good and representative and conforms to Mugenda and Mugenda (1999) stipulation that a response rate of 50% is adequate for analysis and reporting; a rate of 60% is good and a response rate of 70% and over is excellent. This survey can therefore be said to be successful.

4.2 Background Information
In this sub-section, data collected was analyzed using descriptive statistics to establish the demographic characteristics of the respondents. A pilot study was conducted to find out if the respondents could answer the questions without difficulty. Respondents in the pre-test were asked to evaluate the questions for relevance, comprehension, meaning and clarity. The research instrument was modified on the basis of the pilot test before administering it to the study respondents. Even though many of the scales were adopted or modified from previous researchers, it was necessary to assess the reliability of the research instrument. Cronbach Alpha was therefore used to test reliability of the instrument and the cut-off point of 0.7 was considered as seen in table 4.1. The data collection instrument was subjected to an examination by a panel of experts who were asked to review the instrument to ascertain its validity.
4.2.1 Gender of the Respondents
Table 4.1 provides a summary of the respondents who were participated engaged in the survey on the basis of their gender. The results of the study show that 48 percent of the total respondents were female, while the remaining 52 percent were male. This shows that the study was not gender biased. This also implies that the manufacturing sector is mainly dominated by men as compared to their female counterparts.

<table>
<thead>
<tr>
<th>Gender of the Respondents</th>
<th>Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
</tr>
<tr>
<td>Female</td>
<td>24</td>
</tr>
<tr>
<td>Male</td>
<td>26</td>
</tr>
<tr>
<td>Total</td>
<td>50</td>
</tr>
</tbody>
</table>

4.2.2 Age of the Respondents
Table 4.2 provides the results of the respondents with regards to their age. The study findings show that 44 percent of the respondents were between 20-25 years, 36 percent of the respondents between 26-30 years, 16 percent of the respondents between 31-35 years and the remaining 4 percent of the respondents above 36 years. This is an indication that most manufacturing employees in Kenya are fairly young people below the age of 40 years.

<table>
<thead>
<tr>
<th>Age of the Respondents</th>
<th>Distribution</th>
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<tbody>
<tr>
<td></td>
<td>Frequency</td>
</tr>
<tr>
<td>20-25 years</td>
<td>22</td>
</tr>
<tr>
<td>26-30 years</td>
<td>18</td>
</tr>
<tr>
<td>31-35 years</td>
<td>8</td>
</tr>
<tr>
<td>Above 36 years</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td>50</td>
</tr>
</tbody>
</table>
4.2.3 Level of Education
Table 4.3 presents a summary of the findings based on the level of education of the respondents involved in the study. The table reveals that, whereas, majority of the respondents had low levels of education, a few respondents had, however, not acquired any formal education. Sixty nine (50) percent of the respondents had post primary education, with 30 percent of the respondents had secondary education while 30 percent university education. On the other hand, 16 percent and 20 percent of the respondents reported they had acquired primary education and a broad category of education (referred to as others) respectively. This broad category of respondents included certificate, diploma holders including computer studies, industrial training, accountancy holders, just to name but a few. Notwithstanding, about 4 percent of the respondents had not acquired any formal education at all.

<table>
<thead>
<tr>
<th>Level of Educ. of the Respondents</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>None</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Primary</td>
<td>8</td>
<td>16</td>
</tr>
<tr>
<td>Secondary</td>
<td>15</td>
<td>30</td>
</tr>
<tr>
<td>University</td>
<td>15</td>
<td>30</td>
</tr>
<tr>
<td>Others</td>
<td>10</td>
<td>20</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>50</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

4.2.4 Years of Work Experience
Table 4.4 presents a summary of the findings with regards to respondents’ years of work experience. As shown, majority of the respondents (52%+32%=84%), have less than 5 years of work experience. Specifically 52 percent of the respondents have worked between 0-2 years. Similarly those who have worked for 3-5 years were 32 percent. On the other hand 8 percent have 6-10 years of work experience and 8 percent more than 10 years respectively.
Table 4.4: Years of Work Experience

<table>
<thead>
<tr>
<th>Years of Work Experience</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 3 Years</td>
<td>26</td>
<td>52</td>
</tr>
<tr>
<td>3-5 Years</td>
<td>16</td>
<td>32</td>
</tr>
<tr>
<td>6-10 Years</td>
<td>4</td>
<td>8</td>
</tr>
<tr>
<td>More than 10 Years</td>
<td>4</td>
<td>8</td>
</tr>
<tr>
<td>Total</td>
<td>50</td>
<td>100</td>
</tr>
</tbody>
</table>

4.3 Consumer Attitudes and T.V Advertising

The first objective of the study was to establish how consumer attitudes influence the choice of television as a medium of advertising. The following subsection presents a summary of the findings with regards to the various elements of T.V advertising. As seen in the figure 4.1, majority of the respondents were in agreement that consumer attitudes influence the choice of television as a medium of advertising in a number of ways.

Also from figure 4.1, it is evident that 84 percent of the respondents agreed that T.V advertising increases consumers’ willingness to pay by altering quality perceptions and enhancing brand awareness. Eighty eight percent of the respondents agreed that advertising affects consumer choice. In the same regard, 86 percent of the respondents agreed that advertising influences consumer perception about the company product. Seventy six percent of the respondents agreed that advertising enhance the utility that consumers may obtain from purchasing a product, as well as 81 percent who agreed that advertising leads to brand awareness, which further lead to customer retention.
As seen in the table 4.5 below there is a direct positive relationship between consumer attitudes and choice of television advertising and brand awareness (.615). This finding indeed indicates that the choice of television advertising by manufacturing companies is largely influenced by consumer attitudes towards television advertising.
Table 4.5: Reliability Analysis on Attitude

<table>
<thead>
<tr>
<th>Sub-Scale</th>
<th>(1 to 10)</th>
<th>Cronbach's alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1</td>
<td>T.V Advertising increases consumers’ willingness to pay by altering quality perceptions and enhancing brand awareness</td>
<td>0.55</td>
</tr>
<tr>
<td>A2</td>
<td>T.V Advertising affects consumer choice</td>
<td>0.74</td>
</tr>
<tr>
<td>A3</td>
<td>Advertising influences consumer perception about the company product</td>
<td>0.77</td>
</tr>
<tr>
<td>A4</td>
<td>Consumers are more likely to incorporate a product in their choice set if they have watched and advert on TV</td>
<td>0.81</td>
</tr>
<tr>
<td>A5</td>
<td>Consumers simultaneously choose, among products they are aware of,</td>
<td>0.74</td>
</tr>
<tr>
<td>A6</td>
<td>T.V Advertising enhance the utility that consumers may obtain from purchasing a product</td>
<td>0.69</td>
</tr>
<tr>
<td>A7</td>
<td>T.V Advertising leads to brand awareness, which further lead enhance customer retention</td>
<td>0.75</td>
</tr>
</tbody>
</table>
As seen in table 4.6 only two questions had a reliability of less than 0.7. These were therefore not considered in the final analysis.

Table 4.6: Reliability Analysis for Promotional Activities

<table>
<thead>
<tr>
<th>Scale</th>
<th>(1 to 10)</th>
<th>Cronbach's alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRO1</td>
<td>Television advertising acts as a representational system to produce visibility of the advertised product</td>
<td>0.69</td>
</tr>
<tr>
<td>PRO2</td>
<td>Television advertising is a seller initiated effort to inform, promote and persuade buyers to act positively towards certain brands</td>
<td>0.71</td>
</tr>
<tr>
<td>PRO3</td>
<td>Sales promotion helps consumers to choose among competing brands</td>
<td>0.72</td>
</tr>
<tr>
<td>PRO4</td>
<td>Sales Promotions helps to persuade consumers and enhance brand awareness</td>
<td>0.66</td>
</tr>
<tr>
<td>PRO5</td>
<td>Television advertising is used when the primary advertising goal is to create company, brand, or product awareness among a group of consumers</td>
<td>0.53</td>
</tr>
<tr>
<td>PRO6</td>
<td>Television advertisements usually reach their peak effectiveness in creating awareness immediately at the start of the campaign and then tend to wear out relatively rapidly</td>
<td>0.67</td>
</tr>
<tr>
<td>PRO7</td>
<td>Television advertising acts as a representational system to produce visibility of the advertised product</td>
<td>0.72</td>
</tr>
</tbody>
</table>

Table 4.7 shows that out of all the questions relating to socio-cultural factors only two questions were below 0.7. These were brands are considered to be symbols used to convey meanings to consumers (0.55) and Consumers are always brand conscious (0.69).
Table 4.7: Reliability Analysis for Socio-Cultural Factors

<table>
<thead>
<tr>
<th>Sub-Scale</th>
<th>(1 to 10)</th>
<th>Cronbach's alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>...</td>
<td>...</td>
<td></td>
</tr>
<tr>
<td>SC1</td>
<td>Brands are considered to be symbols used to convey meanings to consumers</td>
<td>0.55</td>
</tr>
<tr>
<td>SC2</td>
<td>Cultural factors influence TV advert choice(s)</td>
<td>0.74</td>
</tr>
<tr>
<td>SC3</td>
<td>T.V adverts are different for Men and Women</td>
<td>0.77</td>
</tr>
<tr>
<td>SC4</td>
<td>Consumers choose brands on the basis of their status in the society</td>
<td>0.81</td>
</tr>
<tr>
<td>SC5</td>
<td>T.V adverts are influenced by the society and their heritage</td>
<td>0.74</td>
</tr>
<tr>
<td>SC6</td>
<td>Consumers are always brand conscious</td>
<td>0.69</td>
</tr>
<tr>
<td>SC7</td>
<td>Brands are considered to be symbols used to convey meanings to consumers</td>
<td>0.75</td>
</tr>
</tbody>
</table>

Table 4.8: Consumer Attitudes and T.V Advertising

<table>
<thead>
<tr>
<th>Correlations</th>
<th>T.V Advertising</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
</tr>
<tr>
<td>Consumer Attitudes</td>
<td>Pearson C.</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
</tr>
<tr>
<td></td>
<td>N</td>
</tr>
</tbody>
</table>

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

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

4.4 Promotional Objective and Choice of Television Advertising

The second objective of the study sought to determine how a consumers' attitude influences the choice of television as a medium of advertising. The model summary in table 4.9 (a) shows that organization promotional objective contributes 60.1 percent of the choice to use television advertising, the remaining percent is contributed by other variables not included in the model. The Analysis of Variance -ANOVA- table (b) value for F-static was 51.22 and p value of 0.00
shows that the model is significant. Finally as seen in table 4.7 (c), there is a positive significant relationship between promotional objective and the choice to use television advertising by manufacturing companies in Kenya, with a beta .662 of with the t-value at 6.523 which was significant.

**Table 4.9: Promotional Objective and Choice of Television Advertising**

Table 4.9: Promotional Objective and Choice of Television Advertising

<table>
<thead>
<tr>
<th>Model Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model</td>
</tr>
<tr>
<td>-------</td>
</tr>
<tr>
<td>1</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Promotional

<table>
<thead>
<tr>
<th>ANOVA*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model</td>
</tr>
<tr>
<td>--------</td>
</tr>
<tr>
<td>Regression</td>
</tr>
<tr>
<td>1</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

a. Dependent Variable: TV Advertising

<table>
<thead>
<tr>
<th>Coefficients*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>1</td>
</tr>
<tr>
<td>Promotional</td>
</tr>
</tbody>
</table>

a. Dependent Variable: TV Advertising

**4.5 Socio-Cultural Factors influencing Choice of Television Advertising**

The third objective of the study sought to determine how socio-cultural factors influence the choice of television as a medium of advertising. The model summary in table 4.10 (a) shows that socio-cultural factors contributes to 52.8 percent of the choice to use television advertising, the remaining percent (47.2) is contributed by other variables not included in the model. The ANOVA table (b) value for F-static was 37.3 and p value of 0.00 shows that the
model is significant. Finally as seen in table 4.10 (c), there is a positive significant relationship between promotional objective and the choice to use television advertising by manufacturing companies in Kenya, with a beta .549 of with the t-value at .345 which was significant..

**Table 4.10: Socio-Cultural Factors and Choice of Television Advertising**

a)

<table>
<thead>
<tr>
<th>Model Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Model</strong></td>
</tr>
<tr>
<td>1</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Socio-cultural

b)

<table>
<thead>
<tr>
<th>ANOVA*</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Model</strong></td>
</tr>
<tr>
<td>Regression</td>
</tr>
<tr>
<td>1</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

a. Dependent Variable :TV Advertising

b. Predictors: (Constant), Socio-Cultural
c)

<table>
<thead>
<tr>
<th>Coefficients*</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Model</strong></td>
</tr>
<tr>
<td>1</td>
</tr>
<tr>
<td>1</td>
</tr>
</tbody>
</table>

a. Dependent Variable: TV Advertising

As seen in the table 4.11, it is evident that there is correlation between the different variables of the study, it is noted that almost all factors.
Table 4.11: Correlation Matrix of the core constructs

<table>
<thead>
<tr>
<th></th>
<th>Consumer attitudes</th>
<th>Promotional Objective</th>
<th>Socio-cultural factors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer attitudes</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Promotional Objective</td>
<td>0.571</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td><em>p</em>-value</td>
<td>&lt;0.001</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Socio-cultural factors</td>
<td>0.587</td>
<td>0.511</td>
<td>1</td>
</tr>
<tr>
<td><em>p</em>-value</td>
<td>&lt;0.001</td>
<td>&lt;0.001</td>
<td>&lt;0.001</td>
</tr>
</tbody>
</table>

The study further sought to examine multiple regression on the variables under study. As seen in table 4.12, it is evident R square was .502.

Table 4.12: 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>2</td>
<td>.709b</td>
<td>.502</td>
<td>.444</td>
<td>6.9238410</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Choice

The ANOVA table 4.13 further presents additional findings on the significance of the model. Table 4.13 shows that the model is still significant with F Value = 8.576 and P-value at 0.03 which is less than 0.05. Table 4.6 further presents the coefficients of the model.

Table 4.13: ANOVA ANOVA

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>Df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regression</td>
<td>736.698</td>
<td>3</td>
<td>736.698</td>
<td>14.725</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>814.973</td>
<td>47</td>
<td>47.940</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>1637.259</td>
<td>50</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: Attitudes
b. Predictors: (Constant), Socio-cultural factors
c. Predictors: (Constant), promotion
Table 4.14: Coefficients

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Constant)</td>
<td>17.479</td>
<td>2.450</td>
<td>7.135</td>
<td>.000</td>
</tr>
<tr>
<td>Attitudes</td>
<td>.756</td>
<td>.197</td>
<td>.671</td>
<td>3.837</td>
</tr>
<tr>
<td>Promotion</td>
<td>.819</td>
<td>.199</td>
<td>.726</td>
<td>4.124</td>
</tr>
<tr>
<td>Socio-cultural</td>
<td>.059</td>
<td>.000</td>
<td>.235</td>
<td>1.336</td>
</tr>
</tbody>
</table>

a. Dependent Variable: |Choice

As presented in table 4.14 it is evident that there still exists a positive significant relationship between consumer choice and consumer attitudes, promotional activities as well as socio-cultural factors with a beta .756, .819, .059.

4.6 Chapter Summary

In this chapter, results and findings based on the specific objectives have been presented in form of tables and bar graphs. This chapter has provided both descriptive and regression analysis based on the data collected from the field. Chapter five will focus on discussion with findings as well as providing conclusions and recommendations.
CHAPTER FIVE

5.0 DISCUSSION, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter is mainly comprised of four sections that have ideally been crafted to fit research objectives which the study sought to establish. The first part of the study was mainly focused on the summary of findings which were followed by the detailed discussion on the various findings established in the study. The study also did make conclusions as well as recommendations relevant in the study.

5.2 Summary

The general objective of this study was to determine the factors influencing the choice of television as a medium of advertising by manufacturers in Nairobi. The study was guided by the following specific objectives: to examine how consumer attitudes influence the choice of television as a medium of advertising, to determine how promotional objective influences the choice of television as a medium of advertising and finally to determine how socio-cultural factors influences the choice of television as a medium of advertising by manufacturers in Nairobi.

The population of this study consisted of 80 manufacturing companies in Nairobi. Simple random sampling technique was then used to pick respondents from each stratum. Due to some limitations especially time and cost, a sample size of 80 employees was used, out of which 50 responded.

The study made use of questionnaires in order to collect primary data. Once the data was collected from the field, it was coded and analysed using the SPSS software in order to generate the statistics. Descriptive statistical measures such as, frequencies and percentages were used to analyze data then present it in tables and bar graphs to clarify and enable easy understanding.

The studies revealed that, majority of the respondents were in agreement that indeed brand awareness is brought about by advertising, in a number of ways. Additionally the study revealed that television advertising increases consumers’ willingness to pay by altering quality
perceptions and enhancing brand awareness, advertising affects consumer choice. In the same regard, it was revealed that television advertising influences consumer perception about the company's product(s). In addition television advertising enhances the utility that consumers may obtain from purchasing a product, and finally advertising leads to brand awareness, which further leads, enhance customer retention.

The study also revealed that there is a positive significant relationship between promotional objective and the choice to use television advertising by manufacturing companies in Kenya, with a beta .662 of with the t-value at 6.523 which was significant.

Finally, it was revealed that there is a positive significant relationship between promotional objective and the choice to use television advertising by manufacturing companies in Kenya, with a beta .549 of with the t-value at .345 which was significant.

5.3 Discussion

5.3.1 Consumer Attitudes and Choice of Television Advertising
The study revealed that, majority of the respondents was in agreement that indeed brand awareness is brought about by advertising, in a number of ways. Additionally, it revealed that television advertising increases consumers’ willingness to pay by altering quality perceptions and enhancing brand awareness thus advertising affects consumer choice. Moreover, it was revealed that television advertising influences consumer perception about the company's product. Television advertising enhances the utility that consumers may obtain from purchasing a product. Finally, advertising leads to brand awareness, which enhance customer retention.

The findings agree with Cummins (2009), who claims that people watch television to gain access to information and entertainment, thereby utilizing an opportunity to escape reality rather than using the medium to watch, ingest and analyze advertising messages. In the instance(s) where attention is awarded, consumers (generally speaking) do not concern themselves with thinking too deeply about advertising. A typical consumer will not attempt to decipher and comprehend intricate, complex advertising messages; they simply “switch off”. Whereas some students of memory have sought a common cause for the varied manifestations of recency (Crowder, 1982; Greene, 1986), others have posited distinct
mechanisms for the recency effects observed at short and at long term scales (Atkinson & Shiffrin, 1968). In support of a dual-store explanation of recency, Davelaar, Goshen Gottstein, Ashkenazi, Haarmann, and Usher (2005) identified several striking differences between the recency effects observed in immediate free recall and continual distracter free recall. In immediate free recall, participants are asked to recall the list items, in any order, immediately following the last item presentation. In continual distracter free recall, participants are given a demanding distracter task following each list item. After the last period of distraction, they are asked to recall the items in any order.

In the wake of this irresolvable effective frequency debate has come something called recency planning. Recency is based on the idea that advertising influences the brand choices of those consumers who are ready to buy. The theory maintains that it is the events in the consumer's life - the empty cereal box, the broken dishwasher, the expiring car lease - that motivates the consumer to buy, not the advertising message. Whether or not the consumer is `ready to buy' is far more important than the number of messages he or she receives. It says consumers aren't passive, and in fact control the advertising process by screening out most messages and selecting only the few that are relevant to them at the time. "Relevance" is determined by what is happening in the consumer's life, not by the advertising.

As consumers continue to be exposed to an ever-increasing barrage of diverse advertising message via various media, it is little wonder advertisers are having a difficult time getting advertisements to be heard. Advertising and its associated creativity rely upon the audience for success (Cummins, 2009). Nevertheless, it is important to remember advertising is more often than not deemed to be an unwelcome intrusion, regarded by many consumers as a constant source of irritation. Hence, many consumers often make a conscious effort to avoid advertising communications. In fact both scholars and practitioners contend that it has become second nature for consumers to “zap” or “flick” television channels. In recent years, much literature postulates that young audiences are sophisticated, cynical yet inconsistent in their use of mass media. Postman (2006) claims that most young adults in the 1990s preferred visual imagery to the written word. He commented “seeing, not reading, became the basis for believing” since television, billboards and posters focus on the image as the main form of information.
5.3.2 Promotional Objective and Choice of Television Advertising

The study revealed that there is a positive significant relationship between promotional objective and the choice to use television advertising by manufacturing companies in Kenya. A beta .662 with the t-value at 6.523 was significant. The findings agree that indeed television advertising helps the consumer to maximize utility while carrying out shopping, efficiency as well as the economy. Therefore such benefits offer consumers the intrinsic stimulation, fun as well as pleasure. It is on the basis of this distinction that Wansink & Laurent (2010) establishes how monetary promotions offer more utilitarian benefits whilst non-monetary promotions provide more hedonic benefits. As a matter of degree, such relationships enhance consumer loyalty for example, coupon promotions may still offer some hedonic benefits like the enjoyment in redemption, although its main benefit of saving is utilitarian (Mittal, 2004). This is in line with majority of past studies on the effectiveness of consumer sales promotion which have focused on monetary sales promotions (Dickson & Sawyer, 2010).

Advertising as a profession and a skill has been in existence for a long time. It is a form of communication meant to promote, influence and encourage an audience into conforming to a particular behavior. Arens (2010) defines advertising as a "salesmanship in print driven by a reason why." After the invention of radio and television 1000 years later, advertising was defined as the "structured and composed non-personal communication of information usually paid for and usually persuasive in nature. Kotler & Keller (2011) define advertising as "any paid form of non-personal presentation and promotion of ideas, goods or services by identified sponsors." The definition highlights that space or time of an advertising message must be bought unless it is freely given by media.

Advertising which acts as a tool of marketing communication follows four dimensions namely; communication, marketing, economic and social. It starts with the human communication which when one party (source) formulates an idea then its encoded into a message and finally sent via a medium to another party (receiver). To resend, the receiver formulates a new idea then its encoded to a message which is sent back to the sender using a medium in a process called feedback. According to Silvuka (2012), the communication process in advertising is complex due to the multidimensional nature of the sender. At first, advertising used to be a one way method of sending information but due to the emergence of
interactive technology, consumers can give feedback at the same time using the same mediums.

Advertising has been present in the dynamic world since the era of explorers who discovered new lands of America. Even then, the British explorers had to convince their people to visit the lands through early forms of advertising. Among the most advertised product of the time was land and slaves which were treated like commodities that can be exchanged for monetary benefit. Many people then were illiterate and therefore could not read and write. It was until the world expanded, due to industrialization and urban population that marketers resurfaced using new communication technologies. Emergence of industrialization gave rise to other factors like education, inventions and leisure (Silvuka, 2012). Print technology contributed a lot to the growth of advertising that led to advertising through newspaper and magazines

5.3.3 Socio-Cultural and Choice of Television Advertising

Finally it was revealed that there is a positive significant relationship between promotional objective and the choice to use television advertising by manufacturing companies in Kenya, with a beta .549 of with the t-value at .345 which was significant. The ‘s finding is in agreement with a study by Bao, Zhou and Su (2003), which revealed that indeed the Chinese were less brand conscious despite having a culture that places high emphasis on ‘saving face' scores according to Hofstede’s (2001) scores.

The study also established that gender influences consumer decisions. This is in line with a study by Mitchell and Walsh (2004), which compared the decision-making styles of male and female shoppers in Germany. The study confirmed the construct validity of all eight CSI factors for female shoppers as well as four of the factors for male shoppers. They therefore came to a conclusion that indeed male individuals are slightly less likely to be perfectionists, somewhat less novelty and therefore fashion conscious, and further less likely to be confused when it comes to making purchases as compared to their female counterparts.

Additionally the study affirms the finding by Bakewell and Mitchell (2006) carried out in the UK, where he made use of a sample of 480 male and female undergraduate students, which he established that indeed nine decision-making styles were common to both genders.
Additionally, three new male traits (store-loyal/low-price seeking, confused time-restricted and store-promiscuity) and three new female traits (bargain seeking, imperfections and store loyal) were also identified in their study.

It was also revealed that the consumer(s) decisions by insurance consumers are influenced by religious affiliations. This is line with a study by Clement and Nyovani (2004), which revealed that religion was associated with choice of television advertising. The study revealed that Christians in Zimbabwe were significantly using insurance products than those from other religions. Although from the foregoing discussion religion was found to influence/impact the choice of television advertising, it was not clear how the inference was arrived at.

The findings agree with the study by Clements and Nyovani (2014), various factors including religion, educational level, age and residential areas had significant effects on the consumer choice of television advertising. In the current study, these variables were considered among other demographic, socio-economic and facility factors to examine their effect on the choice of T.V advertising. Unlike Clements and Nyovani (2014), who based their analysis on secondary data, the current study used primary data collected from customers. Similarly, as a departure from Clements and Nyovani (2014), a theoretical model will be developed in the current study.

Finally the study agrees with previous research on corporate culture has showed that the element of family has a relationship with consumer choice. Van der Post et al. (1998) examined the relationship between family and consumer choice in South Africa. The results showed that family has a positive relationship with the consumer choice of certain products and service. The results of the study also showed that individuals are more likely to purchase goods and services based on how they have been brought up. This means that their family backgrounds have dictated their purchase decisions (Rashid, Sambasivan & Johari, 2013).

In fact a research by Denison (2009) revealed that the strength of the culture was predictive of short-term individual purchase decisions. Gordon and DiTomaso (2012) in a follow-up study found supporting evidence that a strong family tie was predictive of an individual’s purchase behavior. In an attempt to replicate Denison’s (2009) study, they also defined cultural strength using the inverse of standard deviations across the scales in their instrument.
They found that a strong family tie, regardless of content in which a substantive value was placed on adaptability, was associated with consumer choice, at least in the preceding three years. More importantly, they found that adaptability to changes in purchase decisions was also predictive of family links.

5.4 Conclusions

5.4.1 Consumer Attitudes and Choice of Television Advertising
The study concludes that, majority of the respondents were in agreement that indeed brand awareness is brought about by advertising, in a number of ways. Additionally it was concluded that television advertising increases consumers’ willingness to pay by altering quality perceptions and enhancing brand awareness, advertising affects consumer choice. In the same regard, it was revealed that television advertising influences consumer perception about the company product. As well television advertising enhances the utility that consumers may obtain from purchasing a product, and finally advertising leads to brand awareness, which further lead, enhance customer retention.

5.4.2 Promotional Objective and Choice of Television Advertising
The study concludes that there is a positive significant relationship between promotional objective and the choice to use television advertising by manufacturing companies in Kenya. Television advertising is a successful tool in increasing sales for nondurable products with unique attributes geared towards to the consumer market and backed by adequate financial resources, and when featured in unique and creative messages.

5.4.3 Socio-Cultural and Choice of Television Advertising
Finally it was concluded that there is a positive significant relationship between promotional objective and the choice to use television advertising by manufacturing companies in Kenya. These factors were products geared to the consumer market, originality of Brands, products with unique attributes, product characteristics, and cost of TV adverts and products backed by adequate advertising budget.
5.5 Recommendations

5.5.1 Recommendations for Improvement
5.5.1.1 Consumer Attitude and Choice of Television Advertising
In light of the findings, the study recommends that mobile service providers should make use of all the tools of advertising if indeed they intend to enhance brand awareness and thus compete effectively. This will help their products to stick in the minds of their respective customers and as such enhance their performance.

5.5.1.2 Promotional Objective and Choice of Television Advertising
The study recommends that manufacturing companies need to embrace innovativeness and the use of aggressive advertising. This can lead to increased brand awareness and purchase intention, hence increased sale.

5.5.1.3 Socio-Cultural and Choice of Television Advertising
The study acknowledges that socio-cultural factors influence consumer decision to buy consumer products. The study therefore recommends the need for manufacturing companies to consider socio-cultural factors when designing television advertisements, so as to make sure that they capture customers from various cultural dimensions.

5.5.2 Recommendations for Further Studies
There were limitations for instance time, measurement for data collection and questionnaire survey that were encountered in this study. The researcher therefore recommends that since the sector is still growing, it is important for the organizations to put into consideration the three aspects that influence television advertising. Therefore, the researcher recommends that additional studies should be conducted on the factors contributing to choice of television advertising in other sectors of the economy.
References


http://www.kmp.or.ke/index.php?option=com_content&view=article&id=61&Itemid=413


Appendix 1: Questionnaire

Section A: Background Information

Kindly, fill all the questions either by ticking (√) in the boxes or writing in the spaces provided.

NAME (Optional) .................................................................

1. Gender? Male ( ) Female ( )

2. Age? (years) 20-25 years □ 26-30 years □ 31-35 years □ 36 years and over □

3. Level of education?

............................................................................................

4. Occupation?

............................................................................................

5. For how long have you been employed or working?

Less than 3 years □ 3-5 years □

6-10 years □ More than 10 years □
Section B: To examine how consumer attitudes influences the choice of television as a medium of advertising by manufacturers in Nairobi.

In the table below, tick appropriately. Using a scale of 1-5 tick the appropriate answer from the alternatives, 1- Strongly Disagree 2-Disagree 3-Uncertain 4-Agree 5- Strongly Agree

<table>
<thead>
<tr>
<th>STATEMENT</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Uncertain</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>T.V Advertising increases consumers’ willingness to pay by altering quality perceptions and enhancing brand awareness</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>T.V Advertising affects consumer choice</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Advertising influences consumer perception about the company product</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Consumers are more likely to incorporate a product in their choice set if they have watched and advert on TV</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Consumers simultaneously choose, among products they are aware of,</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>T.V Advertising enhance the utility that consumers may obtain from purchasing a product</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>T.V Advertising leads to brand awareness, which further lead enhance customer retention</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>
Section C: To examine how promotional objective influences the choice of television as a medium of advertising by manufacturers in Nairobi.

What is your level of agreement with the following statements that relate to advertisement at your company? Use a scale of 1-5 where 1= strongly agree and 5 = strongly disagree?

<table>
<thead>
<tr>
<th>STATEMENT</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Uncertain</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television advertising acts as a representational system to produce visibility of the advertised product</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Television advertising is a seller initiated effort to inform, promote and persuade buyers to act positively towards certain brands</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Sales promotion helps consumers to choose among competing brands</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Sales Promotions helps to persuade consumers and enhance brand awareness</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Television advertising is used when the primary advertising goal is to create company, brand, or product awareness among a group of consumers</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Television advertisements usually reach their peak effectiveness in creating awareness immediately at the start of the campaign and then tend to wear out relatively rapidly</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>
Section D: To examine how socio-cultural factors influences the choice of television as a medium of advertising by manufacturers in Nairobi.

Using a scale of 1-5 tick the appropriate answer from the alternatives, 1- **Strongly Disagree** 2-Dissagree 3-Uncertain 4-Agree 5- **Strongly Agree**

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly agree</th>
<th>Agree</th>
<th>Uncertain</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brands are considered to be symbols used to convey meanings to consumers</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Cultural factors influence TV advert choice(s)</td>
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<td></td>
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<tr>
<td>T.V adverts are different for Men and Women</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Consumers choose brands on the basis of their status in the society</td>
<td></td>
<td></td>
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<tr>
<td>T.V adverts are influenced by the society and their heritage</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Consumers are always brand conscious</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>