

**AN ANALYSIS OF FACTORS RESPONSIBLE FOR THE CONSUMERS CHOICE OF
FAST MOVING BRANDS: A CASE OF BATHING SOAP BRANDS IN NAKURU
TOWN**

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CM11/0198/05.

**A Research project submitted to the Graduate school in partial fulfillment for requirement
of the Master of Business Administration, Faculty of commerce of Egerton University.**

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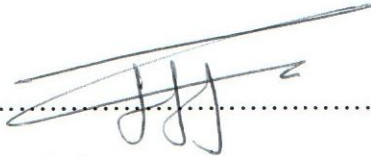
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DECLARATION AND RECOMMENDATION

DECLARATION:

This research project is my original work and has not been presented for examination in any university.


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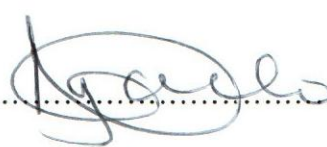
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ACKNOWLEDGEMENTS.

First and foremost I would like in a special way acknowledge the support and blessing of God the Almighty, for giving me the idea, resources and strength of pursuing this MBA course. Secondly I would like to express my sincere appreciation to my supervisors Mr. Daniel Auka and Christopher Ngacho for their kind support, guidance and patience to me during the project period which made it possible for me to finish the project in time. I would also like to thank all lecturers of Egerton University faculty of Commerce, Department of Business and management for their commitment to their work making this program available for the working class individuals in Nakuru town. I am grateful to them for making me a more knowledgeable and better equipped workforce for this our Economy of Kenya. I would also thank my working colleagues in Distribution department, at Eveready East Africa limited for support they gave me during this period. I should not forget to thank my MBA classmates for their support and encouragement. In a distinctive way I'm quite indebted to my fiancée and working colleague, my dear Lucy, plus my entire family, Victor Brian, Mollen Achieng, Kenyanitto Amollo, Gloria Pauline and Steve Biko Oguma for the support and encouragement I received during the course.

DEDICATION

To my late wife Elizabeth Akinyi, late Mum Masliana Oyier , late grand mum Agnes Oguma Nyar Njong and late grand father Mzee Oyondi Odiye wuod Nyar Aora for being exemplary source of inspiration in my life.

ABSTRACT.

Business and non business organizations develop and build many brands which they expect to be consumers' favorites or satisfy their (consumers) needs. Soap brands have distinctive attributes, benefits and associations that aim at winning consumers interests or choice. It was not clear whether, in Kenya markets, consumers chose or bought particular bathing soap brands because of brand name, color, price, packaging, brand awareness, perceived quality etc. It was generally believed that for consumers to choose particular bathing soap brands they looked into or considered various factors related to the brand itself, consumers themselves and the environment. For a soap brand to be chosen, its perceived price, quality, promotional activities, physical characteristics etc had to match with consumers' attitudes, perception, personality and motives. This study therefore aimed at analyzing factors responsible for consumers' choice of bathing soap brands in Nakuru town. The data was collected using structured questionnaires administered to the purposively sampled bathing soap consumers within Nakuru town. Data collected was analyzed by the use of descriptive and inferential statistics and are presented through tables, pie charts and graphs. Percentages, means and variations of some collected data were calculated to test hypotheses. It was envisaged that information gathered from this study would enable marketers to develop customized bathing soap brands. The findings could also help marketers to develop brand strategies and policies. It was found that 51% of Nakuru consumers use non medicated soap type. Brand characteristics were the leading factors responsible for consumers' choice of bathing soap brands with 98% of responses.

TABLE OF CONTENTS

DECLARATION AND RECOMMENDATION	i
ACKNOWLEDGEMENTS	ii
DEDICATION	iii
ABSTRACT	iv
TABLE OF CONTENTS	v
LIST OF TABLES	vii
LIST OF FIGURES	viii
CHAPTER 1: INTRODUCTION	1
1.1 Background of the Study.....	1
1.2 Statement of the problem.....	3
1.3 Objectives of the Study.....	3
1.4 Research Hypotheses.....	4
1.5 Importance of the Study.....	4
1.6 Scope and justification of Study.....	5
1.7 Limitation of the Study.....	5
1.8 Definition of terms.....	6
CHAPTER 2: LITERATURE REVIEW	8
2.1 Branding and brands.....	8
2.2 Brand management.....	11
2.3 Brand equity.....	12
2.4 Importance of brand to consumers and firms.....	14
2.5 Factors influencing choice of brands.....	16

2.6 Conceptual framework of the Study.....	20
CHAPTER 3: RESEARCH METHODOLOGY.....	22
3.1 Introduction.....	22
3.2 Design of the Study.....	22
3.3 Study Area.....	22
3.4 Target Population.....	22
3.5 Sample size and sampling procedures.....	23
3.6 Data collection instruments.....	24
CHAPTER 4: DATA ANALYSIS AND RESULTS.....	25
4.1 Introduction.....	25
4.2 Data Analysis.....	25
4.3 Testing Hypotheses.....	34
CHAPTER 5: SUMMARY, CONCLUSIONS AND RECOMMENDATIONS.....	39
5.1 Summary of Analyzed Data.....	39
5.2 Conclusions of the Study.....	40
5.3 Recommendations of the study.....	40
REFERENCE.....	43
APPENDICES	46
Work Plan.....	46
Letter of Introduction to Respondents.....	47
Questionnaire.....	48

LIST OF TABLES

1: Soap types of respondents.....	26
2: Bathing soap brands consumed by respondents.....	27
3: Bathing soap choice criteria of respondents.....	29
4: Specific factors of choosing bathing soap brands.....	30
5: Consumers brand switching reasons.....	32
6: Extend to which factors influence respondents to choose soap brands.....	33
7: Demographic details of Respondents.....	37

LIST OF FIGURES

1: Conceptual framework.....	21
2: Market share of soap types.....	26
3: Non Medicated soap brands consumed.....	28
4: Medicated soap brands consumed.....	29
5: Brand factors influence levels of choice.....	31
6: Consumers factors influence levels of choice.....	31
7: Ranking of switching brands reasons.....	32

CHAPTER 1: INTRODUCTION

1.1 Background of the Study.

It had been observed over the years by marketers, that consumers' choice or preference of brands has far reaching effects on a business firm's survival, viability and profitability (<http://www.allbusiness.com>) October 15th 2006. Brands clearly provide important benefits to firms and consumers (Keller K, 2003). A firm whose brand is frequently chosen by consumers becomes market leader, a position which each and every competing firm aims to achieve. Firms create brands through marketing programs and other activities. Brand is something that resides in the mind of consumers (Murphy J, 1990). Brands not only are perpetual entities that are rooted in reality but also reflections of perception and personality of the consumers, Murphy further stated.

The challenging thing to strike this noble business desire (market leadership) is to find out what potential consumers of a brand look into to choose a brand among the many existing and competing brands. It is a common occurrence that a brand, the developers believe is superior or strong is ignored at sales outlets in favor of the alternatives (Holt D.B 2002)

Since the central aim of brand designers is to satisfy consumers, the consumers' brand choice criterion is increasingly becoming an issue of concern. The key aim of branding is to break through competitive market place to build customer loyalty to the product thus consumers' preference/choice of a brand/product is ascertained (AMA 2005). Whenever and wherever consumers are deciding between alternatives, brands play important decision making role. Marketers thus benefit from branding whenever consumers are in a choice situation, (Keller K. 2003).

Basically brands, for example soap brands--- imperial leather, bar soap, lux, Geisha, Rexona, Sunlight and others, from brand designers' point of view, can satisfy the consumers in the same way, but in reality consumers have unique choice criteria of the brands that are objectively substitutes, sometimes even if the brands have the same price. It is not clearly known whether the consumers buy because of brand name, color, price, packaging (weight/volume and attractiveness), display, information, perceived quality, advertisement, availability or multi-purpose nature of the brand. The basis of choosing brands by consumers vary from brand characteristics to situational/external factors (Aaker.D.A 1996)

In the promotional efforts, business organizations emphasize on brand attributes, features, benefits etc that they think best satisfy the consumer needs (<http://www.allbusiness.com>) October 20th 2006. Like in the bathing soap industry or market in Kenya, there exists as many as fifteen bathing soap brands with different prices, brand characteristics and promotional programs or activities in order to win consumers' choice. Bathing soaps have varied packaging materials, smell, shapes, sizes, color etc. For example Imperial leather bathing soap brand is in different colors (ivory and white), sizes (100gm, 150gram and 200gm) and each has different prices. Some bathing brands have got herbal ingredients e.g. protex Herbal soap, Neema, Detol herbal soap etc. in an attempt to win consumers choice.

Over the years, major brand names in Kenya have been faced with stiff competition by newly developed brands (Kenya marketing society, magazine June 2000). The new brands either totally uprooted the old major brands or left them (old major brands) with limited/minimum market share. For example, "Toss washing detergent" is giving the

popular” Omo” detergent brand a stiff competition. The market share of the well known Lady Gay lotion has been substantially lost to the new brands like Nivea, Nice & lovely, fair & lovely, Eden etc. Tree top, a strong juice brand in 1980 s fell by the wayside and its existence in market place had been totally cleared (Koskey S.K, Egerton University MBA student 2003). Kimbo, renowned cooking fat brand, in the 1980s, lost a large share of its market share to KASUKU, a newer brand in Kenya market (Koskey S.K, 2003)

1.2 Statement of the Problem.

A number of fast moving brands, business organizations manufacture and market, have been frequently rejected by consumers irrespective of the expensive marketing programs they (Business organizations) undertake to develop and promote them. However enough studies have not been carried out to fully exhaust the causes of these consumers’ rejections or choices of fast moving brands. Therefore, in an attempt to contribute in this wide area of consumers’ rejection or choice of fast moving brands, this study sought to analyze factors responsible for consumers’ choice or rejection of bathing soap brands, as one of the fast moving brands, in Nakuru town.

1.3 Objectives of the Study.

The general objective of the study was to analyse the factors responsible for the consumers’ choice of bathing soap brands.

The specific objectives of this Study were:

- (i) An analysis of how bathing soap brand characteristics like smell, color, shape, size etc influence the consumers' choice of soap brands.

- (ii) An analysis of how consumers' personal characteristics like perception, attitude, motives, sex, age etc influence their choice of bathing soap brands.

- (iii) An analysis of how external factors like cultural values, technological, environmental etc influence consumers' choice of bathing soap brands.

1.4 Research Hypotheses.

- (i) Bathing Soap brand characteristics do not influence consumers' choice of bathing soap brands.

- (ii) Consumers' personal characteristics do not influence their choice of bathing soap brands.

- (iii) External factors do not influence consumers' choice of bathing soap brands.

1.5 Importance/significance of the study.

The finding of this study may/will enable marketers to develop customized soap brands for consumers and help them (marketers) in formulating effective bathing soap brand policies and strategies to gain market competitive advantage. The findings of this study may therefore help marketers to secure consumers' loyalty which in effect may reduce promotion expenses of bathing soap brands. The study may also provide a basis for further research on the same topic by scholars in the future.

1.6 Scope and justification of the study.

The study analyzed factors responsible for consumers' choice of bathing soap brands. The study was limited in Nakuru town. It covered consumers in Nakuru's high, middle and low income consumers. Being in the central position of the country and on the country's main highway, Nakuru population originates from all parts of the country. The information collected from such mixed population in terms of tribes and races, was believed to be a true reflection of the entire Kenya population of bathing soap brand consumers

1.7 Limitation of the Study.

The information which was required for this study was viewed, especially by the married male respondents as very trivial and of little use and for that matter they (respondents) were reluctant to spare time to provide data. A rapport had to be made with them by introducing irrelevant topics, for example politics, their favorites, for them to be responsive. Bathing soap brands, though very significant, takes very small proportion of households' income therefore many respondents were caught unaware by some of the researcher's questions. It had never occurred to them that information as to why they use particular soap brands was such important to be sought by a researcher. Such respondents had to be thoroughly coached to cope up with the questionnaire. Just like other previous research projects, this study also had time and funds limitations.

1.8 Definition of Terms:

The following are the major terms of the study whose operational meanings are as outlined below:

Attitude: Is an expression of inner feeling that reflects how positive or negative one/consumer is to a concept, situation or object. It is a consistent favorable or unfavorable response individuals give to an object, situation or concept.

Brand: refers to differentiated product types e.g. soap brands mean types of bathing soap like imperial, carex, Protex, Lux, Detol, Sunlight, bar soap etc manufactured and availed to consumers for choice/ultimate consumption.

Branding: refers to activities under taken to establish product identity, that is, activities under taken by a seller to distinguish or differentiate her/his product(s) from other competing brands from other sellers.

Brand equity: Is a concept that relates brand as an asset that depends on the association consumers make on brands.

Choice: refers to selection of brands from other competing brands for consumption by consumers. How consumers select soap brands for use.

Consumer: refers to an ultimate user of brands. A soap consumer means ultimate soap user.

Culture: Is everything that is socially learnt and shared by society members. It includes belief, laws, customs, knowledge, technology, habits and others acquired by individuals as members of a society.

Customer loyalty: Is consumer's repeated/persistent consumption or choice of a brand.

Distribution: refers to activities of taking brands to the right places for consumers to choose them for consumption.

Factors: Are the forces that influence consumers' brand choice.

Fast moving brands: Are those brands whose consumption period is a year or less.

Learning: Is the permanent change in behavior occurring as a result of experience or practice.

Market: A place or individuals or group of individuals to which or to whom the brands are sold. It thus refers to aggregate consumption.

Marketer: Is the brand maker/designer/manufacturer/seller/owner.

Perceived risk: refers to the uncertainty that consumers face when they can't foresee consequences of their purchase decisions or brand choice.

Perceived quality: refers to consumers' judgments of brand quality based on information cues they associate with the brand.

Perception: Is the process by which individuals or consumers select, organizes, evaluate and interpret incoming information into meaningful and coherent picture of the world.

Personality: Is the totality of a person's make up. It is the entire features of a person/consumer. It includes traits, behavior and experience that make individuals distinct and unique.

Price: refers to resources consumers forego to acquire brands to consume.

Promotion: Is marketing tool/means of communicating to the consumers/market about the brands, their features, values and benefits to be chosen by consumers.

CHAPTER 2: LITERATURE REVIEW

2.1 Branding and Brands

Branding had been around for centuries to distinguish the goods of one seller from those of another. It was originally used by craftsmen and others to identify the fruit of their labor so that the customers could easily recognize them. The word brand as used in the early 20th century meant “to burn” as brands were used as a means by which livestock owners mark their animals to identify them (Kelvin Keller, 2003).

A brand is a name, term, design, symbol or sign or combination of these, intended to identify the goods or services of different sellers. The legal term for brand is trademark (America Marketing Association 2005). Technically speaking, a brand is created when a new name, logo or symbol is created for a new product. However practicing managers refer to brand as more than a mere logo/name or trademark. Managers refer to brands in terms of having actually created certain amount of awareness, reputation, prominence and so on in the market (Rodley D Ryder, 2001)

Product is anything that can be offered to market for attention, acquisition, use or consumption to satisfy a need or want while a brand is a product with added dimensions that differentiate it from other products designed to satisfy the same needs. The differences may be related to product performance of brand and to what a brand represents. Thus a brand as opposed to unbranded commodity is the sum total of consumers' perceptions and feeling about the products' attributes/ values, benefits and performance. A brand name is what product stands for and about the company associated with the brand (Philip Kotler, 2001). Brands on which firms have invested in and developed over time period are the most valuable assets. Unlike manufacturing

process, strongly held beliefs and attitudes established in the mind of customers often cannot be easily duplicated. The difficulty and expenses of introducing new brands, however puts more pressure than ever on firms to skillfully launch new brands as well as managing their existing brands (Kelvin Keller 2003).

A good brand name must be legally protectable, easy to pronounce, remember, recognize, appealing or attractive to consumers, suggests or portrays positive company image and distinguishes products' superior positioning relative to competitors (David d'alessandro, 2001).

Brands are of various types namely premium brands, economy, fighting and retail brands. Premium brands are typically more costly brands than others in the product category. Economy brands are the brands which target high price elasticity market segments while fighting brands are the ones specifically designed to counter competitive threats. Retailer brands are retailers own brand name on manufacturers' products. Retailers buy in bulk from manufacturer(s) and put their own brand name on the product (Kortler.P, 2001).

The names themselves given to products come in many different forms. There are brand names based on people (e.g. Porsche automobile, Mercedes Benze and Estee Lauder cosmetics), places (e.g. Sante Fe cologne, Chrysler's New Yorker automobile and British Airways), animals or birds (e.g. Dove soap, Greyhound buses and Flamingo soap) or other things or object (e.g. Apple computer, shell gasoline, Tusker beer etc) (Keller K. 2003). Marketers thus have many choices over the number and nature of brand elements they choose to identify their products.

Brands create competitive advantages with product performances. For example, brands like Gillette, Merck, Sony, 3M and others have been leaders in their product categories for decades, due, in part, to continual innovation. Steady investments in research and development have produced leading-edge products and sophisticated mass marketing practices have ensured rapid adoption of new technologies in consumer market. Other brands create competitive advantages through non product related means, for example, Coca-Cola, Kenya Breweries brands, Marlboro and others have become leaders in their product categories by understanding consumers motivations and desires and creating relevant and appealing images surrounding their products. These intangible images associations may be the ways to distinguish different brands in product category (D'alessandro, 2001)

Brands have a number of different types of associations and marketers must account for all of them in making marketing decisions. Not only are there many different types of associations to link to the brand, there are also many different means to create them. The entire marketing program can contribute to consumers' understanding of the brand and how they value it. Creating a successful brand entails blending all these elements together in a unique way---the brand has to be of high quality and appropriate to consumer needs, brand must be appealing and in tune with consumers' perceptions of the brand, the packaging, promotion, pricing and all other elements must similarly meet the test of appropriateness, appeal and differentiation (John Murphy, 1990)

By creating differences among products through branding, marketers create values that may translate into financial profits for the firm. Branding establishes product identity

that stirs consumers' feeling. Product branding is not a one time process but is built over time period. Branding may take four main forms namely, corporate, family, individual and store or private branding. Corporate branding is a type of branding whereby a company name is used as product brand while family branding is whereby a brand name is used for several related products. Branding whereby all company products have their own different brand names is the individual one while store or private branding is a type whereby large retailers buy products in bulk from manufacturers and put their own brand names on them. Branding may also take the forms of co-branding and generic. Co-branding is a form of branding whereby two or more brands work together to market their products while generic branding refers to a class of related brands or products with a wide or general application (Keller L. Hecker, 1998).

2.2 Brand Management.

Brand management is the application of marketing techniques to a specific brand. It seeks to increase product's perceived value to the customer and thereby increases brand equity, an intangible asset that depends on associations consumers have on brands. To a marketer a brand is an implied promise that the level of quality people have to expect from a brand will continue with present and future purchases of same product. Thus brand management substantially influences a consumer choice of brand since consumers' perceived product value is enhanced. A manufacturer may even charge a premium for a well managed brand. A brand value is determined by the amount of profits it generates and the market share it commands. The profits come from increased sales and increased prices (Baker.M.J, 1991).

2.3 Brand Equity Concept.

Brand equity is an intangible asset that depends on the association consumers make of/have on brands. This equity provides marketers with valuable perspective and a common denominator to interpret potential effects and tradeoffs of various strategies and tactics for their brands. This equity stresses the importance of the role of brand in marketing strategies. It relates to the fact that different outcomes result from the marketing of a product or service because of its brand name or some other brand element(s) than if that product or service did not have brand identification. Brand equity therefore is the marketing effects uniquely attributable to the brand. It represents the added value endowed to a product as a result of past investment in the marketing activity for a brand and serves as a bridge between what happened to the brand in the past and what should happen to the brand in the future. Brand equity is measured in three main perspectives or models namely the financial, brand extension and consumer based. Financial brand equity is the premium price a consumer is willing to pay for a branded product over generic product while brand extension equity is how a successful brand can be used as platform on which to launch new related products. Meanwhile consumer based brand equity (CBBE) is how strong brand increases the consumers' attitude strength towards products associated with the brand (Aaker D.A, 1996).

Attitude is built on the experience with product. Consumer awareness and association lead to perceived product quality, inferred attributes and eventual brand loyalty. Customer based brand equity model approaches brand equity from the perspective of consumers. This model of brand equity stresses the understanding of the needs and wants of consumers and devising products and programs to satisfy them. The basic premises of CBBE model is that the power of a brand lies in what customers have learnt, felt, seen and heard about the

brand as a result of their experiences over time. The power of the brand lies in what resides in the mind of customers (Murphy J, 1990)

The insurmountable challenge to marketers in developing strong brand is to ensure that customers have the right type of experiences with products or services and their accompanying marketing programs so that desired thoughts, feelings, images, beliefs, perception, opinions, and so on become linked to the brand. CBBE is either positive or negative. When consumers react more favorably to product and the way it is marketed when the brand is identified than when it is not, CBBE is positive. In cases of positive CBBE, consumers readily accept new brand extension, less sensitive to price increases or more willing to seek the brand in new distribution channels. In cases of negative CBBE, consumers react less favorably to marketing activity for the brand compared with unnamed version of the product (Bettman J, 1992).

Brand knowledge is the key to creating brand equity. Knowledge of brand creates the differential effects that drive brand equity. What marketers ensure is insightful way to represent how brand knowledge exists in consumers' memory. Brand knowledge is characterized in terms of two components: brand awareness and brand image. Brand awareness is reflected/ measured in consumers' ability to identify the brand under different conditions. Brand awareness is a necessary, but not always sufficient, step in building brand equity. Meanwhile brand image is perception about a brand as reflected by brand associations held in consumers' memory. Associations come in all forms and may reflect characteristics of the product or aspects independent of the product itself e.g. user friendly, creative, prestige, a symbol of success etc. and has far reaching effects in consumers' choice of brands. Associations are linked strongly to the brand depending on how marketing program and other factors affect consumers' brand experiences. Associations

will vary in strength of their connection to the brand. The strength is a function of the quantity and quality of processing the information received and nature. The more deeply consumers' think of product information and relates it to existing brand knowledge, stronger resulting brand association (Holt.D.B, 2002).

2.4 Importance of Brand to Consumers and Firms.

The obvious question is, why is branding of product important? What functions do brands perform to make them valuable to marketers? Brands have value to both consumers and firms. Brands are important to consumers to identify source of product thus consumers use brand to assign responsibility to product makers. From the names, consumers find out brands which satisfy their needs to choose and ones which do not to abandon (Keller K, 2003).

Economically brands lower consumers' search costs in the purchase decision process. If consumer recognizes a brand and have knowledge about it, they do not engage in a lot of thoughts or information processing to make product decisions (Tulin Eden, 1998).

The meaning imbued in brand can be quite profound. The relationship between brand and consumers can be a type of bond or pact. For example beer drinkers with their respective beer brands. Consumers offer their trust and loyalty with an external understanding that brands will behave in certain ways and provide them with utility through consistent product performance, appropriate pricing, promotion and distribution programs and actions. To the extent that consumers realize advantages and benefits from purchases of a brand and so long as they derive satisfaction from product consumption, they are likely to continue buying it (Shocker D.S, 1990)

Brands, as symbolic devices, allow consumers to project their self images, thus consumers make brand choices befitting to their group roles, status and norms. In this context, brands help consumers to communicate what type of people they are or would like to be. Brands define consumers and communicate that definition to others (Ted Roselius, 1996).

Brands reduce consumers' perceived product purchase decisions risks (Dobni Dawn, 1998). In the purchase process, consumers are faced with financial, physical, functional, social, psychological and time risks. Although consumers have a number of means by which to handle these risks, certainly one way is by choosing well known brands, especially the brands with which they have favorable past experience.

In a nutshell, the special meaning that brand takes to consumers change their perceptions and experiences with products. Brands take unique personal meanings to consumers that facilitate their day to day activities and enrich their lives. (Keller K, 2003).

Just as they are to consumers, brands are important to firms or manufacturers (Bettman J.R 1992). According to Bettman, brands serve as means of identification to simply handle or trace. Brands are means of legally protecting unique features. Operationally brands help to organize inventory and accounting records.

Brands also offer the firm legal protection for unique features or aspects of the products. Brands retain intellectual property rights, giving legal title to the brand owners. A brand name can be protected through registered trademarks. These intellectual property rights ensure that the firms can safely invest in the brand and reap the benefits of a valuable asset (brand name) (Nigel J. M, 1999).

Since investment in the brand endows a product with unique associations and meaning, brands provide fertile base to build consumers' loyalty. Brand signals some level of quality so that satisfied buyers can easily choose the brand/product again (Bymer C, 1991). Consumers' brand loyalties provide predictability and security of demand for the firm and create barriers of entry that makes it difficult for other firms to enter the market. Just as Murphy once puts in explaining how valuable a brand loyalty is to a firm, he stated that: "Unlike manufacturing process and product design, brand is lasting in the minds of consumers for years of marketing activity and brand experience may not easily be reproduced or duplicated".

In this sense brands can be seen as a powerful means of securing a competitive advantage. Strong brands result in better earnings and profit yielding for the firms, which, in turn, create greater value for shareholders. At the times of firms' mergers or acquisitions, price premiums paid for companies are often clearly justified on the basis of the extra profits that could be extracted and sustained from their brands, as well as the tremendous difficulty and expense of creating similar brands from scratch (Dobni, 1998). For typical fast moving consumer goods (FMCG) companies, vast majority of their corporate values are made of goodwill and intangible assets, 70% of which are made up by brands, Dawn further stated.

2.5 Factors influencing choice of brands

The previous studies identified a number of factors responsible for the choice of brands in general which provided building blocks of the conceptual framework of this study. Broadly these factors are categorized into three groups namely brand related factors, consumers' personal factors and external factors.

Brand related factors of choice are the brand features, attributes and benefits. These include brand price, shape, color, size, ingredients, smell, packaging, name and others. Consumers often choose brands on the basis of brand characteristics. For instance consumers choose brands on the basis of perceived quality. They discriminate brands whose quality they perceive to be low or can not satisfy them (Chinsall P.M, 1995). Also they choose brands on the basis of price. Quite often consumers attach high prices to high quality. In the absence of complete brand information or experience, consumers use prices as signal of quality and a primary basis of brand choice (Schiffmann L. and Kanuk, 1997). Price is a major factor of choice of brands among the low income bracket consumers.

The consumers' related factors are the consumers' personal attributes which influence their brand choices. These include consumers' age, sex, income, lifestyle, past brand experience, feelings, self images, motive (self drive) etc. Consumers' age, sex, incomes etc substantially influence their brand choices. Given the influence of these demographic factors, brands are designed to suit consumers' age, sex and income groups' requirements (Aaker D.A, 1996). Consumers also choose brands to satisfy their motives. Motives impel consumers into actions to choose brands that relieve their inner state of tension. Motives direct other internal influences like perception, attitudes and personality thus they are the main internal driving force in choosing brands. A brand that satisfies consumers' motives will always be chosen until the motives are fully satisfied and cease to exist (Abraham Maslow theory of hierarchy of needs).

Consumers also choose brands on the basis of their attitudes, that is, their positive or negative feelings towards brands. Consumers have attitudes towards brands in market

depending on the brand information and experience they have. Brands with consumers' favorable attitudes are always chosen.

External factors are the brand choice factors which are neither brand nor consumer related. These are factors from the society or larger consumers' environment and are totally out of control of individual consumers. These include technological factors, environmental factors, authority directives, cultural values, group influence, promotional activities and many others. Culturally consumers choose brands which enhance their social acceptance (Chinsall, 1995). Culture provides standards of consumers' purchase decisions. They choose brands to fulfill their cultural values like youthfulness, achievement and success, freedom values, mastery over environments and others. Also they choose brands to reinforce their group positions. To avoid social sanctions consumers choose brands which their group members support. Groups, especially reference ones (families, peers, workmates, age mates etc) have great powers to influence consumers' brand choices (Schiffmann, 1997).

In the local scene, that is, domestic learning institutions, a number of researches had been carried out in the field of branding and brands. A few of these researches include the one of Koskey Stanley, an Egerton University MBA student, 2001, who researched on factors of consumers' switching of brands, a case of cooking fat brands in Nakuru town. The finding of this study was that brand factors were the leading reasons of consumers to switch cooking fat brands. Specifically the study singled out cooking fat prices, packing material hygiene and cholesterol levels as the leading factors consumers consider switching from a brand of cooking fat to the other. Cooking fat brand consumers are very health conscious and have high degree of brand loyalty.

Simel Eric, also an Egerton MBA student, 2003, did a research on consumers' perception on brand personality, a case of Safaricom and Celtel. The study concluded that perceived brand personality of the two organizations had a gap of 17.6%. Based on this finding it was recommended that the two organizations should compete on quality consumer service to gain competitive advantage.

Mbau Elias, University of Nairobi MBA, 1998, researched on creation and application of brand equity in Kenya. The findings of this study had that imported brands, especially from Europe, had a better brand equity among the local consumers. It is a common belief among Kenya consumers that imported brands are superior.

Hongo Pamela, University of Nairobi MBA student, 2001, researched on practice of brand extension, a case study of fast moving consumer brands. This study had it that a first quality brand of a firm is a major spring board on which to introduce other related brands. Consumers easily accept such new brands.

The field of branding and brands is quite extensive and a lot has been and are yet to be done. Wanjau Rose, Kenyatta University MBA student of 2000, researched on the use of brand personality in brand positioning in lubricant market.

Nguruna S.K, University of Nairobi, 1999, researched on how value propositions influence brand choices, a case of Horse feeds.

Kwena Francis, University of Nairobi MBA student, 2004, researched on the impact of branding on consumer brand preferences: a case of sugar branding by local sugar firms in Kenya.

2.6 Conceptual Framework of the Study.

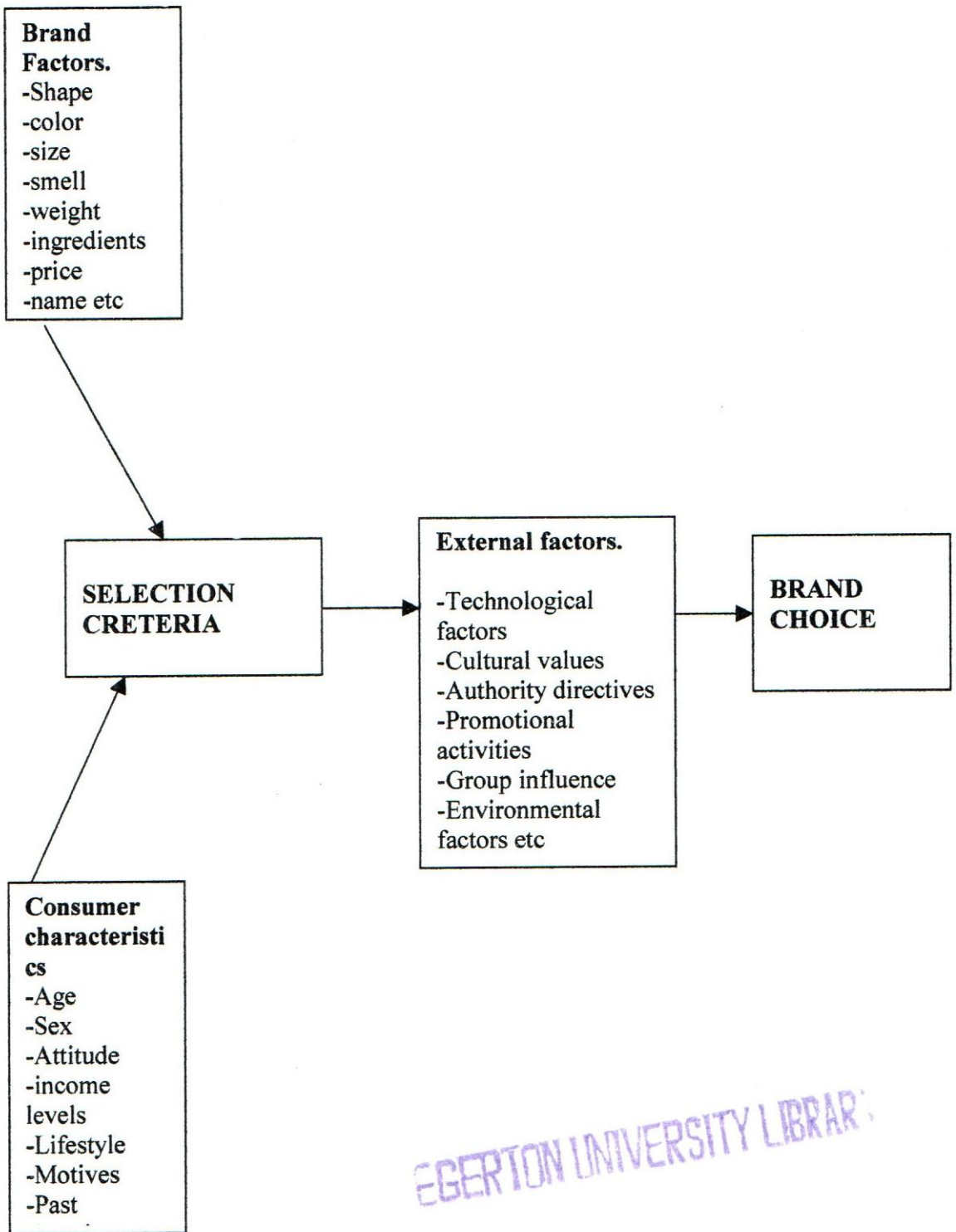
The conceptual framework identified factors responsible for consumers' choice of fast moving brands and indicates their interrelationship. This was basically expected to indicate the factors which were responsible for consumers' brand choices. These factors were divided into three main classes, namely brand characteristics, consumers' related (internal factors) and external factors.

Brand factors: These are brands' manufacturing attributes that consumers consider to select brands. These factors include brand shape, size, weight, color, flavor, ingredients and price.

Consumer factors: These are consumers' personal attributes that influence their brand choices. These include consumers' motives/expectations, past experience, needs, lifestyle, feeling, age, sex, income and perception.

External factors: These are factors that are neither brand nor consumers related. These are factors that come from the society and are totally outside the control of individual consumers like the prevailing culture, Technological factors, environmental factors, group influence, authority directives and promotional activities.

The external factors are the intervening/moderating factors influencing consumers' choice of brands. Meanwhile brand and consumer factors are independent variables.



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Figure 1
Source: Author.

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Introduction

This study sought to analyze factors responsible for consumers' choice of bathing soap brands, as one of the fast moving brands, in Nakuru town. This section describes the study/research design, study area, target population, sample size and sampling procedures, data collection instruments, data analysis and presentation format. This section also specifies the techniques that were applied to test hypotheses of the study.

3.2 Design of the Study.

The design of the study was cross sectional. Data was collected from/across all purposively sampled respondents (Individual bathing soap consumers) at one point in time. This being a social science study, cross sectional data collection design was most ideal given that human beings are ever mobile. One significant advantage of this design study is that it is conducted in a natural setting and thus it enables researcher to make logic inferences or generalize research findings to the target population. The design suffers from inability to analyze changes in the study variables over time but this is insignificant compared to its contribution to this study.

3.3 Study Area.

The study was confined within Nakuru town. The study covered Nakuru high, middle and low income class residential areas. The data collection duration was three and half weeks.

3.4 Target Population.

The target population of the study was the consumers of bathing soap brands in Nakuru town in the year 2007. In a survey of this kind it would be ideal to conduct a census

study on all bathing soap brands' consumers in the whole country. However this was practically impossible due to financial and time constraints. Given these constraints and limitations, target population was only the residents of Nakuru town. The mixed population of Nakuru town in terms of tribes and races could provide representative data which could be generalized on the entire bathing soap consumers in the country. Because of the town's central location in the country and on the main highway, Nakuru is inhabited by individuals from many or various parts of the country making the town ideal for this study. The town also has well developed transport and communication infrastructure that enables well distribution of many bathing soap brands. Also its great agricultural potential makes it business attractive area for soap brand manufacturers.

3.5 Sample size and Sampling Procedures.

The data of the study was collected from a purposive sample of individual bathing soap consumers in Nakuru town. The population of the study was categorized as high, medium and low calibre depending on the caliber of estates in which they reside. The estates were categorized on the basis of dominant house types or rent rates. Estates with most homes having compounds and rent rates over Ksh.10,000 were categorized as high caliber, estates with more than one family in a plot and rent rates ranging from between Ksh.5,000 to Ksh.10, 000 were categorized as medium calibre while estates whose rent rates were below Ksh.5,000 were categorized as low calibre. Purposive sampling of consumers of bathing soap brands was adopted since a sampling framework of all soap consumers in the town was not available.

Given that Nakuru town population is fairly homogenous in various characteristics like income levels, lifestyles, economic activities, consumption patterns etc, a sample of 150

soap consumers as respondents of the study was enough to provide a representative data to reliably test the hypothesis of this study. From each of the three population stratum, 50 respondents were purposively sampled. The respondents were sampled from public and private places like churches, shopping centers, in households, offices, retailing outlets and in learning institutions

3.6 Data Collection Instrument:

The data for the study was mainly primary, that was, directly collected data from the sampled respondents. The study employed the use of personal interview to collect data using structured questionnaires administered personally and research assistants. The questionnaire was properly structured, designed and pre- tested. The questions, their wordings and sequence in the questionnaire, were fixed and identical for all respondents. This aimed at eliciting standard answers to questions, making it possible to compare data from respondents.

CHAPTER 4: DATA ANALYSIS AND RESULTS

4.1 Introduction

Collected data of the study was analyzed using descriptive and inferential techniques to facilitate answering of research objectives and hypotheses. Data was appropriately classified and summarized in statistical tables, pie and bar charts, for easy understanding and analysis. Percentages, frequencies and correlations were calculated for easy interpretation of the collected data and description of the target population. T-test was used to test the hypotheses. The study was limited to or confined within Nakuru town residents in high, medium and low income estates constituting a total study sampled population of 150 respondents.

4.2 Data Analysis.

The preceding tables and charts represent profiles of 150 respondents who were interviewed. The tables and charts summarized the types of soaps in terms of medicated or non medicated soap respondents consume, specific bathing soap brands they consume, factors responsible for their choice of respective bathing soap brands and ranking the extend to which these factors influence their choice of bathing soap brands. Most respondents were females since married men really trivialized the study. Mostly, married men excused themselves to provide data. According to them the study was of little use/help to their problems. Married men felt that it is the responsibility of their wives to choose family bathing soap brands hence they (wives) were the ones who know what they look into when choosing soap brands. The females and teen age males contributed quite valuable data for the study.

Table 1: Soap types of Respondents

Soap Types	No. of Responses	% of Responses
Non medicated	76	51
Medicated	39	26
Both	35	23
Total	150	100

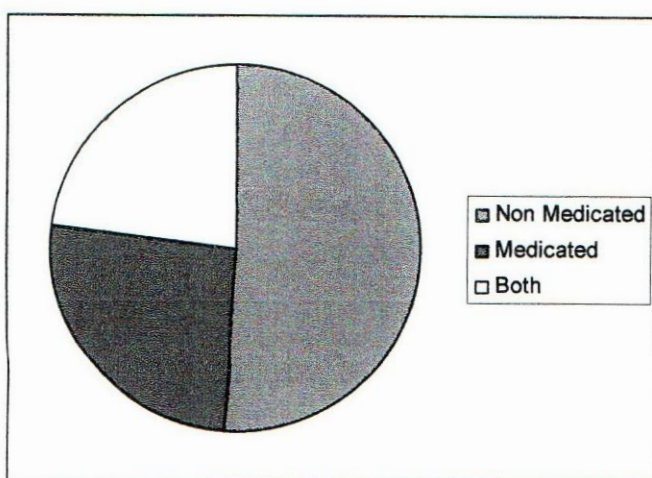


Figure 2: Market share of soap types

From table A1 and pie chart A2, non medicated types of bathing soap are most consumed. 23% of the respondents were reported to be consuming both, non medicated and medicated types of bathing soap. 77% of the bathing soap consumers were specific to the types of soap they consume as either medicated or non medicated. 51% and 26% of respondents reported to be using non medicated and medicated bathing soap types respectively.

Table 2: Bathing soaps consumed by Respondents

Consumed bathing soap	No. of Respondents	% of Responses
<i>Non Medicated Soap</i>		
Imperial Leather	53	35
Geisha	21	14
Ushindi	14	9
Bar Soap	27	18
Sunlight	8	5
Lux	2	1
Flamingo	5	3
Fa	5	3
Joy	2	1
<i>Medicated Soap</i>		
Protex	41	27
Detol	32	21
Aloe vera herbal	2	1
Neem Herbal soap	3	2
Roberts	2	1

Source: Author

In the non medicated category of bathing soap, there was a clear bias towards consumption of Imperial leather with 35% of the respondents. Bar soap was second with 18% of the users. Geisha was third and Ushindi in the fourth position. Bar soap and Ushindi were very popular among low income users because of their multi-purpose in nature.

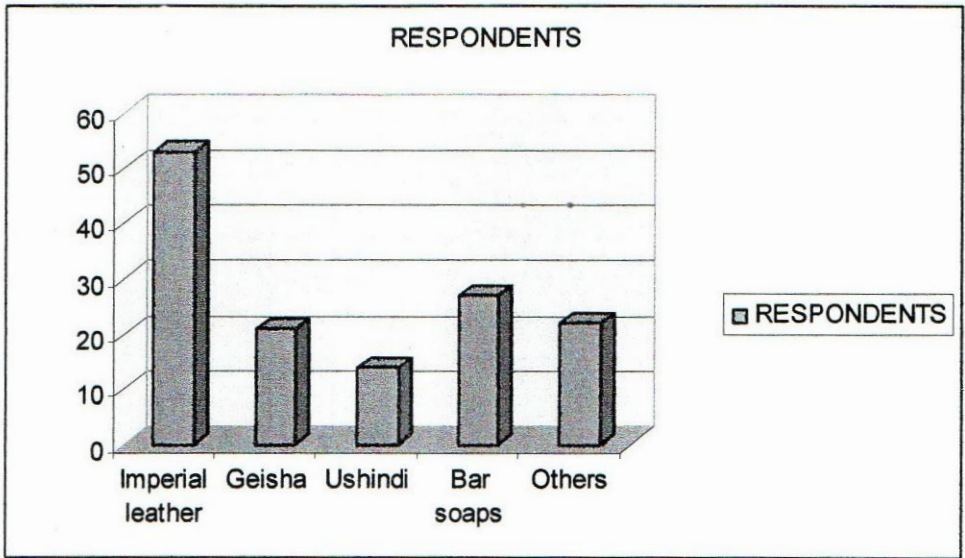


Figure 3: Main non medicated soap brands consumed

Source: Author.

In the medicated soap category, Protex brand was the leading brand with 27% of the respondents using it. Detol soap brand followed very closely in the second position with 21% of the consumers. Protex and Detol emerged as the major brand players in this medicated soap market segment. The consumption of other brands in this category put together was not even a quarter of protex's consumption.

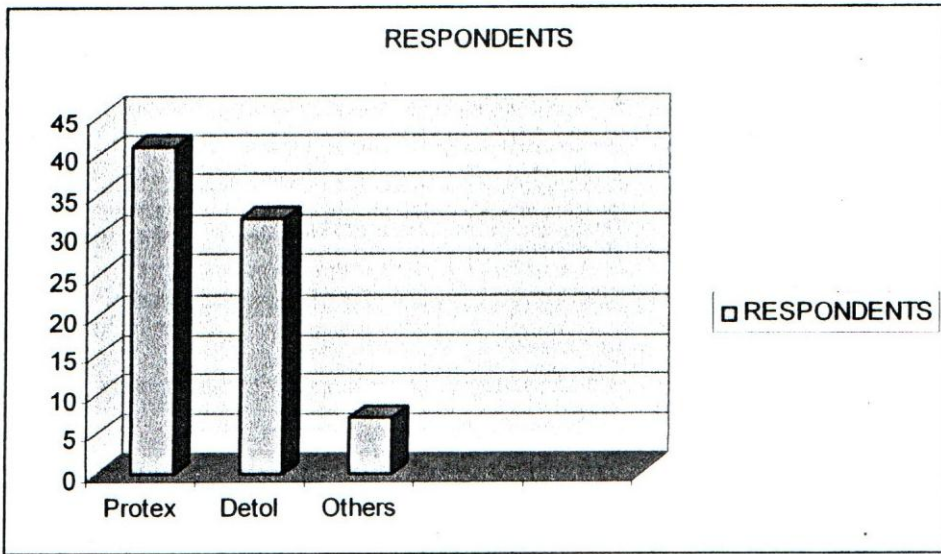


Figure 4: Medicated soaps brands consumed.

Table 3: Bathing soap choice criteria of Respondents

Choice criteria	No. of Responses	Specific Factors of Choice	% of Responses
Brand Factors	147	Brand name, price, size, shape, smell, weight, Ingredient, multi-purpose, color	98
Consumer Factors	120	Attitude, perception, lifestyle, motive, Age	80
External Factors	111	Promotion, authority, group, environment, technology	74

From table 3, brand factors were the leading criteria responsible for consumers' choice of bathing soap brands with 98% of the respondents reported to be using an element or two of brand factors to choose bathing soap brands to consume. Consumer factors followed in the second position with 80% of the respondents found out to be using consumer factors to choose and external factors trailed last with 74% of respondents. These percentages are the strength of relationship between these factors and consumers' choice of bathing soap brands. Technically speaking these percentages are the coefficient of determinations (r^2) between these variables (choice factors) versa the

variable of consumers' choice of soap brands. It was apparent that all the three choice criteria substantially affect consumers' choice of bathing soap.

Table 4: Specific factors of choice of bathing soap

Factors of Respondents' Choice	No. of Responses	% of Responses
Brand name	32	21
Price	80	53
size	41	27
shape	20	13
smell	98	65
weight	18	12
Ingredients	59	39
Multi-purpose	36	24
Color	30	20
Attitude	45	30
perception	23	15
lifestyle	41	27
Motives	53	35
Personality	23	15
Age	14	9
Sex	5	3
Group	35	23
Environment	24	16
Technological factors	35	23
Promotion	36	24
Cultural values	23	15
Authority	36	24

From table 4 of specific choice factors, bathing soap smell was the leading choice factor in the brand characteristics category with 65% of respondents reported to be using smell/fragrance as their main choice criteria. Meanwhile consumers' motives (consumers' special needs) and brand promotions were the leading factors of choice of bathing soaps in consumers' factors and external factors categories respectively.

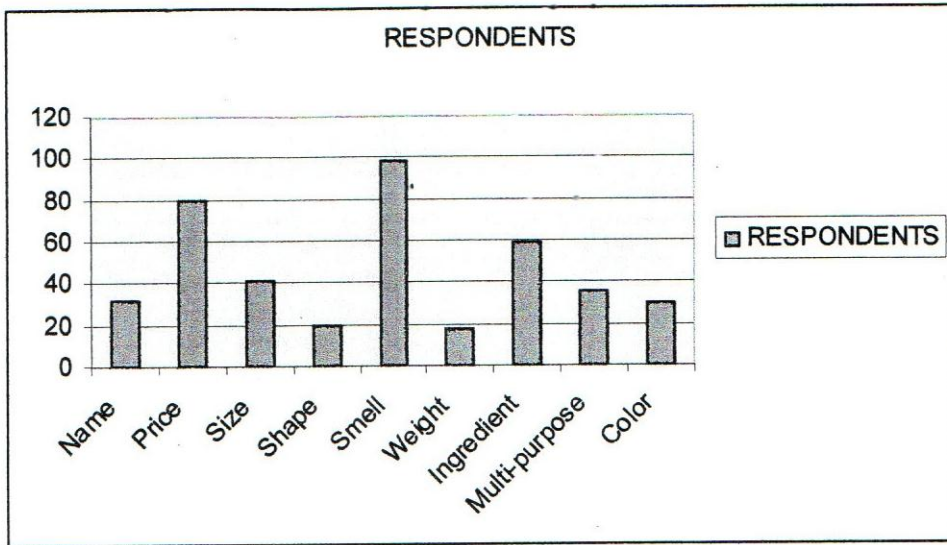


Figure 5: Brand factors' influence levels

Brand smell was the leading brand factor of choice followed by brand price, ingredient, size, multi-purpose nature, name, color and weight respectively.

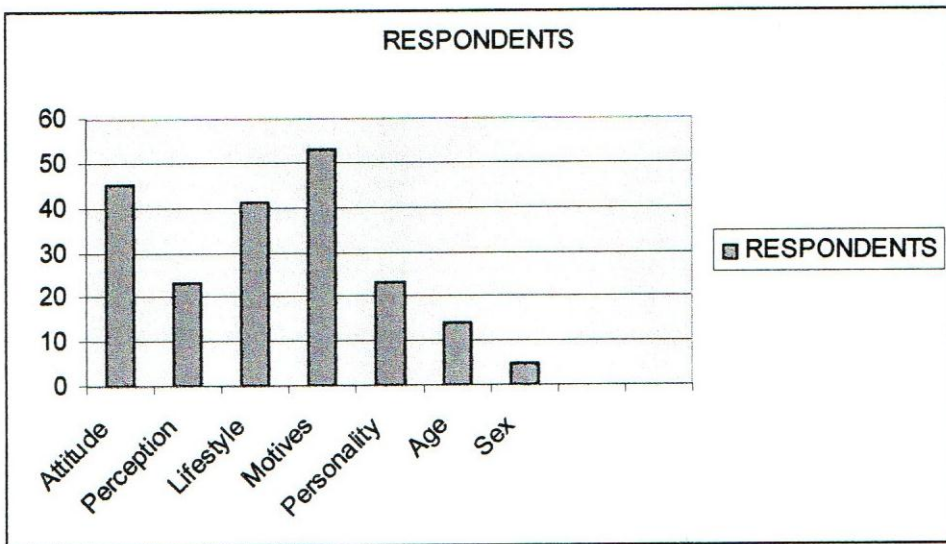


Figure 6: Consumer factors' influence levels

Here consumers' motives were the leading element of choice in the consumer factors of choice category, followed by consumers' brand attitude, lifestyle, perception and

personality respectively. Age and sex were the least influential elements in this category.

Table 5: Consumers brand switching reasons

Switching reasons	Respondents	% Responses
Unavailability of familiar brand	112	75
New soap Introduction	10	7
Seeing advertisement of competing brands	12	8
Promotion	9	6
Price change	7	4

Source: Author.

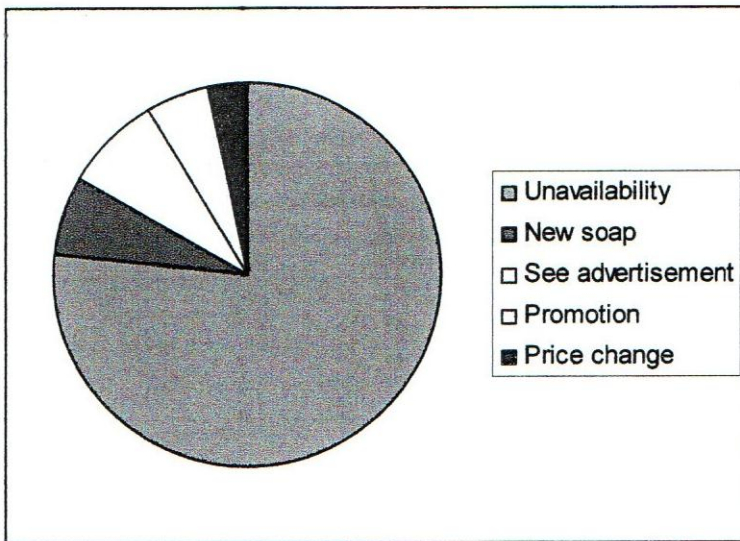


Figure 7: Ranking in % of switching brand reasons.

From Table 5 and Figure A7, 75% of consumers switch bathing soap brands only if their familiar soap brands are unavailable. 8% of respondents switch soap brands by seeing advertisement of competing soap brands, 7% switch if a new soap brand is introduced, 6% of the respondents switch because of sales promotion and only 4% change because of price change.

Table 6: Extend to which specific factors influence Respondents' choice of bathing soap

INFLUENCE RATE OF CHOICE FACTORS						
FACTORS OF CHOICE		<i>V. Greatly</i>	<i>Greatly</i>	<i>Neutral</i>	<i>Less Greatly</i>	<i>Do not</i>
Brand Name		70	29	19	16	16
Price		51	31	21	27	20
Shape		8	18	35	33	56
Size		32	45	20	23	30
color		19	35	36	22	38
smell		76	47	13	8	6
weight		31	31	30	19	39
Ingredients		74	29	15	7	25
Multi-purpose nature		44	44	19	15	27
Maker reputation		48	53	14	11	24
Group influence		26	29	19	21	55
Brand promotion		16	38	39	21	36
Doctor's Advice		88	21	13	5	23
Govt Instruction		18	25	27	25	55
Environment Factors		51	31	15	10	43
Technological Factors		31	35	20	17	47
Consumers' Perception		55	35	24	7	29
Attitude		54	52	18	4	22
Past experience		97	31	6	6	10
Motives		60	41	26	8	15
Personality		54	42	20	9	25
Lifestyle		34	38	23	12	43
Age		17	17	30	13	73
Sex		17	19	40	15	59

Source: Author

From table 6, the first six specific factors which very greatly and greatly influenced consumers' choice of bathing soap brands were; consumers' past experience with soap brands, smell of soap brands, soap ingredients , reputation of soap makers, doctors'

advice to soap consumers and the motives (internal drives/special needs which soap satisfies) of consumers respectively. 85% of the respondents felt that they were very greatly and greatly influenced to choose soap brands by their past experience with the brands. 82% of respondents felt that soap smell was what very greatly and greatly influences them to choose bathing soap brands, 68% of the respondents were very greatly and greatly influenced by soap ingredients. Meanwhile makers' reputation, doctors' advice and consumers' motives each, very greatly and greatly influenced 67% of the interviewed respondents.

4.3 Testing hypotheses using t-test.

HO: 1 Bathing soap characteristics/factors do not influence consumers' choice of bathing soap brands.

HO: 2 Consumers' personal characteristics do not influence their choice of bathing soap brands.

HO: 3 External factors do not influence consumers' choice of bathing soap brands.

Level of significance is 0.05

Test statistic

$$t = r \sqrt{\frac{n-2}{1-r^2}}$$

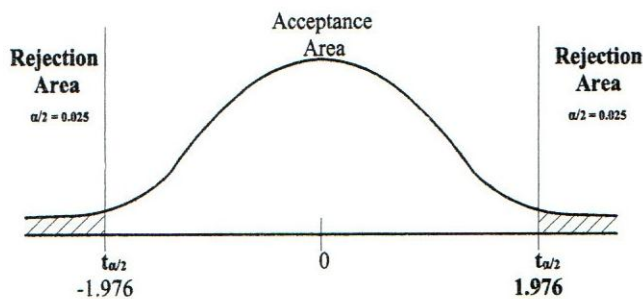
Whereby

r^2 is the strength of relationship between choice factors in the hypotheses and consumers' choice of soap brands, that is, the co-efficient of determination,

n is the sample size

r is the co-efficient of correlation (square root of r^2)

Decision rule



If calculated “t” value is less or greater than critical t-values (-1.9760 and 1.9760), reject null hypothesis.

Calculations.

HO: 1 of brand factors.

$$r^2 = 0.98$$

Therefore $r = 0.9899$

$$t = 0.9899 \times \text{square root of } (150-2) / (1-0.98) = 85.15$$

HO: 2 of consumer factors, $r^2 = 0.8$. Therefore $r = 0.8944$

$$t = 0.8944 \times \text{square root of } 148 / 1-0.8 = 24.33$$

HO: 3 of external factors, $r^2 = 0.74$. Therefore $r = 0.86$

$$t = 0.86 \times \text{square root of } 148 / 1-0.74 = 17.43$$

Statistical conclusion

Since calculated “t” values, 85.15, 24.33 & 17.43 are greater than 1.9760, critical value of t at 148 degree of freedom, level of significance 0.05, the null hypotheses of the study are rejected.

Managerial decision.

Since null hypotheses were rejected, it was concluded that brand characteristics/factors, consumer factors and external factors are responsible for or influence consumers’ choice of bathing soap brands even though they do influence consumers’ choice of bathing soap brands at different levels. Brand factors had the greatest influence, followed by consumers’ factors and external factors trailed last in the third position.

Table 7: Demographic details of Respondents

Demographic	NO OF RESPONSES	% OF RESPONSES
Factors		
SEX		
Male	72	48
Female	78	52
MARITAL STATUS		
Single	80	54
Married	68	45
Widow	2	1
Widower	0	
AGE BRACKET		
0-17	3	2
18-28	71	47
29-38	56	37
39-48	14	10
49-58	6	4
INCOME BRACKET		
Less Ksh.5000	21	14
5001-10000	23	15
10001-20000	21	14
20001-50000	27	18
Over Ksh.50000	31	21
Uncomfortable	16	11
Do not Know.	11	7
EDUCATION		
Primary	11	7
Secondary	35	23
College	47	32
University	52	35
Post graduate	5	3

From table 7, most respondents were females comprising of 52% of the 150 bathing soap consumers/respondents as opposed to 48% of men. It was noticed in the field that married men felt that choosing family bathing soap was females' affairs so once the researcher introduced his area of research to the male respondents they always shied off giving females chances to provide data. Even single aged males had low opinion of the research area and were reluctant to provide information. Females and male teenagers were enthusiastic to provide and actually provided data for this study.

From the above summarized data it also appeared that Nakuru town had very young population with 86% of the population being 38 years and below and 54% of them were single/unmarried. In terms of income, Nakuru population appeared not to be very wealthy with only 21% of the interviewed population falling in the above Ksh.50, 000 per month income bracket. In terms of education, the population was fairly educated with only 7% of the respondents fell off the formal education at primary levels. 70% of the respondents had education of college level and above. The actual figures had it that 3% of respondents had post graduate education level.

CHAPTER 5: SUMMARY, CONCLUSION AND RECOMMENDATION.

5.1 Summary

The dominant type of bathing soap consumed in Nakuru was non medicated with 51% of consumers' loyalty. 23% of consumers apportioned loyalty to both medicated and non medicated bathing soap types. In the non medicated category of bathing soap, 35% of consumers consumes imperial leather soap brand, 18% of respondents reported to be using bar soap. Meanwhile in the medicated soap category, protex was the most consumed brand with 27% of consumers and 21% of the consumers use detol soap brand.

98% of consumers used brand factors to choose soap brands, 80% and 74% of them use consumer and external factors respectively to choose soap brands. Of the specific factors, 65% of consumers relied on smell to choose bathing soap brands. This was the leading choice factor in the brand factor category. Consumers' motives and brand promotion were leading choice factors in consumer and external factors categories respectively. Familiar bathing soap brands unavailability was the consumer leading reason for switching brands with 75% of consumers reported to switch their usual brands only if the familiar brands were not available in the selling outlets.

The overall leading specific factor of choice was soap brand smell with 65% of the responses. In consumers' factors category, consumers' brand motives led with 35% of responses and brand promotion led in external factors category with 24% of responses. The first six specific factors which very greatly and greatly influence consumers' choice of bathing soap brands were; consumers' past brand experience, soap brand

smell, soap ingredients, soap makers' reputations, doctors' advice to soap consumers and consumers' brand motives respectively.

5.2 Conclusions

Nakuru town soap brand consumers were always consistent in choosing their preferred bathing soap brands. Brand names greatly influenced consumers' choice of bathing soap brands in Nakuru, going by the collected and analyzed data. 90% of the respondents were unlikely to buy familiar soap brands if they (brands) did not have brand names on them, even if the soap had similar brand characteristics of their current soap brand of preference. While in retail outlets to buy their usual soap brands, consumers did not or rarely take notice of other competing soap brands. In other words consumers were specific to their soap brands and offer no attention to competing brands. Bathing soap brand consumers in Nakuru showed high degree of soap brand loyalty. They only change to an alternative soap brand if their familiar soap brands are unavailable or out of stock in the sale outlets. Consumers tended to ignore even price offers, special promotion and advertisement of competing soap brands. They were quite skeptical to try newly introduced soap brands in market. Smell of soap brand was very important factor consumers use to choose soap brands. Brand price, ingredients, size, color, shape and shape just play second fiddle to soap brand smell as factors responsible for consumers' choice of bathing soap brands.

5.3 Recommendations

This area of study (branding and brands) is fairly a wide one. It is as wide as the number of brands in market(s) given that factors responsible for their (brands') choice vary from one brand to the other, therefore it is logical to recommend that further

research needs to be done on other brands like toothpaste brands, washing detergents, tea leaves, sugar, cars, etc for comprehensive knowledge of consumers' choice factors of all brands in the market.

Since 23% of bathing soap consumers in Nakuru apportion loyalty to both non medicated and medicated soap types, it is recommended that specific soap brands' marketers should rise to the occasion to make this undecided group of consumers to be specific in their brand loyalty to either medicated or non medicated soap types. The marketers' challenge therefore is to develop appropriate marketing programs, tactics, policies and strategies targeting this undecided group of consumers for them (Marketers) to expand their respective market shares.

Brand factors were the leading factors responsible for consumers' choice of bathing soap brands in Nakuru town with 98% of total responses. In this category of choice, brand smell was the leading specific factor of choice with 65% of responses. The second and third factors responsible for consumers' choice in this same category were brand prices and ingredients. To gain market competitiveness based on these findings, it is recommended that bathing soap manufacturers/ marketers should improve or be very particular on their soap brand smell, ingredients and price. They need to reduce their profit margins and cost of production so as to lower prices to improve on their market shares in the industry. It is better to improve profits by increased sales volumes rather than by big profit margins. The soap brand smell should be mild for the consumers to be neutral with the brands. Consumers are very conscious of their body smell. For this reason, they are very critical on the bathing soap smell. Soap smell very greatly influence consumers' brand motives, attitudes and perception.

The other factors which very greatly and greatly influence consumers' choice of bathing soaps were the consumers' past soap brand experience, brand manufacturer reputation and doctors' advice to consumers of soap brands to use. Soap consumers are highly health conscious. It is therefore recommended that soap brand marketers should be keen with their reputation with the consumers as best or undoubted quality soap producers, using quality ingredients to make soap. The marketers should use doctors prominently in their promotion campaigns in order to gain market competitive advantage in the bathing soap industry since consumers registered high degree of confidence in medical doctors as their soap consumption advisors.

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APPENDICES

APPENDIX 1

Table 7: Work Plan used.

Year	Month(s)	Activities
2006	September to October	1.Literature Review and theoretical/conceptual development
2006	November to December	1.Proposal writing and consultations with supervisors
2007	January and February	<p>Cleaning up drafts.</p> <p>Proposal presentation and defense</p> <p>Methodology revision for field work</p> <p>Development of questionnaire ready for data collection.</p>
2007	March to May	<ol style="list-style-type: none"> 1.Direct survey of study area 2. Oral data collection using questionnaire 3. Data editing and entry ready for analysis 4. Detailed data analysis and final entry 5. Report writing. 6. Presenting drafts to supervisors 7. Final Submission

APPENDIX 2

Letter of Introduction

F.J. Oyier

MBA Finalist

The MBA Office

Faculty of Commerce

Egerton University

Town Campus

NAKURU.

Dear Respondent,

I am a MBA finalist at Egerton University. I am undertaking a research study entitled “An analysis of factors responsible for consumers’ choice of fast moving brands. A case study of bathing soap brands in Nakuru town, as a partial fulfillment for requirements of the Masters of Business Administration, Faculty of Commerce of Egerton University.

I am confining the study to bathing soap consumers within Nakuru town.

For the purpose of enhancing my research work, I wish to collect data using questionnaire method. I shall highly appreciate if you kindly extend to me the help I really need to get this questionnaire completed. I assure you that the information you’ll give is purely for the purpose of this research work and will be kept completely confidential

Thank you for your kind cooperation. May God bless you.

Yours truly,

F.J Oyier

APPENDIX 3

QUESTIONNAIRE

Section One.

Q1 Please indicate the type of soap you use for bathing?

1. Medicated soap
2. Non Medicated soap
3. Both

Q2 If non medicated, which of the following non medicated bathing soap do you use often currently?

1. Imperial leather
2. Geisha
3. Sunlight
4. Lux
5. Palmolive
6. Flamingo
7. Fa
8. Bar Soap
9. Ushindi
10. Carex
11. Others (specify) _____

Q3 If medicated, which of the following medicated bathing soap do you use often currently?

2. Detol
3. Pimplex
4. Neem Herbal soap
5. Durbum Herbal soap
6. Asepso soap
7. 5) Others (specify) _____

Q3 How long have you been using soap brand(s) specified above?

1. Less than two months
2. Two months to six months
3. Six months to one year
4. One year and above

Q4 Have you ever used another bathing soap brand rather than the one specified in Q2 or Q3?

1. Yes _____
2. No _____

Q5 If yes, please specify your previous soap brand _____

Q6 What factor(s) do you look into when choosing your bathing soap brand?

1) Brand characteristics such as:

1. price
2. name
3. size

4. smell
5. weight
6. color
7. shape
8. Multi-purpose nature of the brand
9. Ingredients (what it is made with e.g. herbal, Aloe, Olive, citrus cream etc.
10. Others (specify)_____

2) Personal characteristics like:

1. Just take/think it is good (perception).
2. Just feel it is good (attitude)
3. Goes well with life you're used to (Lifestyle)
4. It is right soap for your needs (Motives)
5. Makes one feel different/unique(Personality)
6. Age- it is good for your age
7. Sex- right soap for you as a lady/man
8. Others (specify)_____

3) External factors like

- a) Cultural values e.g. makes one look young, smells nice, a show of success etc
- b) Group influence e.g. family members, friends, workmates, peers etc i.e. using the brand which is also used by group members.

- c) Authority directives e.g. doctors' advice, government advice (buy locally manufactured)
- d) Promotional/Marketing activities of manufacturing firms e.g. advertising, personal selling, distribution, shelf display, packaging style and material, discounts etc.
- e) Environmental factors: its chemical and packing material are environmental friendly.
- f) Technological factors: it works well or able to produce enough foams in the type of water we use.
- g) Others (specify).

Q5 If you were to switch, which soap brand would you choose and why?

Q6 If you were to change your current soap brand, how would you rank the following reasons for changing from 1-6, whereby 1 is the strongest and 6 is the weakest soap brand switching reason _____

1. Price change (special offer)
2. Special promotion e.g. quantity discount
3. Seeing an advertisement of other competing brands.
4. Unavailability of your familiar brand
5. New soap brand introduced
6. Others (specify)

Q7 If you come across brand less bathing soap of the same weight, color, size and packaging of your current soap brand costing less, are you likely to purchase it?

1. Very likely
2. Likely
3. Very unlikely
4. Do not know.

Q8 In your opinion does higher price means a higher quality?

1. Always
2. Occasionally
3. Seldom/Rarely
4. Never.

Q9 How often do you take notice of other soap brands and their prices when you visit soap shelf in retail outlets.

1. Always
2. Occasionally
3. Rarely
4. Never

Q10 Are you bound to change your soap brand to be similar with the brand of your group members e.g. neighbors, friends

1. Yes
2. No
3. Not always.

Section two:

Please respond to the following statements by crossing the number which accurately reflects your ranking of the various bathing soap choosing criteria.

Responses are 1, 2, 3, 4 & 5 whereby

1----- Very greatly

2----- Greatly

3----- Neutral

4----- Less greatly

5----- Do not

To what extent do the following bathing soap brand characteristics influence your choice

- | | | | | | |
|-------------------------------|---|---|---|---|---|
| a) Brand price | 1 | 2 | 3 | 4 | 5 |
| b) Brand name | 1 | 2 | 3 | 4 | 5 |
| c) Brand shape | 1 | 2 | 3 | 4 | 5 |
| d) Brand maker reputation | 1 | 2 | 3 | 4 | 5 |
| e) Brand Size | 1 | 2 | 3 | 4 | 5 |
| f) Brand ingredients | 1 | 2 | 3 | 4 | 5 |
| g) Brand multi purpose nature | 1 | 2 | 3 | 4 | 5 |
| i) Brand color | 1 | 2 | 3 | 4 | 5 |
| j) Brand smell | 1 | 2 | 3 | 4 | 5 |
| k) Brand weight | 1 | 2 | 3 | 4 | 5 |

To what extent do the following external factors influence your choice of bathing soap brands?

a) Family members, peers, friends etc	1	2	3	4	5
b) Brand promotion e.g. advertise	1	2	3	4	5
c) Brand fits society's values	1	2	3	4	5
d) Doctors' advice	1	2	3	4	5
e) Government instruction	1	2	3	4	5
f) Environmental factors	1	2	3	4	5
g) Technological factors	1	2	3	4	5

To what extent do the following individual characteristics influence your choice of bathing soap brands?

a) Brand perception	1	2	3	4	5
b) Attitude towards brand	1	2	3	4	5
c) Past experience	1	2	3	4	5
d) Motives	1	2	3	4	5
e) Personality	1	2	3	4	5
f) Lifestyle	1	2	3	4	5
g) Age	1	2	3	4	5
i) Sex	1	2	3	4	5

Section Three:

Q1 May I know your name? _____

Q2 You are residing in which estate, if you won't mind, in this town? _____

Q3 Which of the following best describe how long you've been residing in this estate (mentioned one).

1. Less than 1 year
2. A year
3. Two years
4. More than two years

Q4 Gender of respondent (observed not asked).

1. Female _____
2. Male _____

Q5 Which of the following best describe your marital status?

1. Single
2. Married

3. Between 29-38
4. Between 39-48
5. Between 49-58
6. Above 59

Q7 Which of these best describe your household monthly income?

1. Less than Ksh.5,000
2. Ksh.5001-Ksh.10,000
3. Ksh.10,001-Ksh.20,000
4. Ksh.20,001-Ksh.50,000
5. Above Ksh.50,000
6. Uncomfortable to identify.
7. Do not know.

Q8 Which of these categories best describe your highest attained education background?

1. None
2. Nursery
3. Primary
4. Secondary
5. College
6. University
7. Post graduate and above.

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Thanks so much for sparing time to provide data for this research study.