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## THE EXTENT TO WHICH CONSUMER PROMOTIONS BUILDS AWARENESS OF DAIRY PRODUCTS: A CASE OF CONSUMERS IN NAIROBI.

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### ABSTRACT

**T**his study was conducted with the objective to determine the extent to which consumer promotions build awareness of dairy products. The focus of the study was the consumers in Nairobi. To achieve the objective, a sample of 108 customers was picked and a questionnaire was administered to each of them. The four main supermarket chains in Nairobi which include Uchumi, Nakumatt, Tusker and Ukwala were picked. Three respondents were picked from each of the 36 branches of the four chains. A recruitment guide was used to determine the extent of awareness. Every tenth customer leaving the supermarket was asked to fill the recruitment guide to determine the awareness status and then the questionnaire if one qualified. The researcher picked the next person in cases where one failed to qualify. Data collected was analysed using the percentages, means and standard deviations. The study found that dairy industry emphasizes preference for the brand awareness element in its quest to meet the tests of appeal, appropriateness and differentiation of firms' various brands. This is achieved by heavy promotions of their dairy brands. The strategy which various managers of brands would choose to adopt must depend upon the brands' own life cycle as well as the development of brands' own market. It is recommended that brands be promoted properly so that consumers become aware of some of the product(s) which are quite good and nutritious.

**Key Words:** Dairy products; Promotions Builds Awareness; Brand Awareness

## **1.0 INTRODUCTION**

### **1.1 Background**

As we move into the twenty-first century, the Kenyan economy will become more and more market driven. Customer needs including those of the organizations will in turn have to be more critically analyzed and appropriately satisfied. Failure to do this, an organization will find itself at the brink of collapse for lack of customers. It is wrong for an organization to assume that it is currently providing quality products. What is needed is a systematic customer survey to determine key areas of strengths and weaknesses as it endeavors to operate in more business like manner. Organizations have therefore to provide better commodities than hitherto before since the customers want “value for their money” (Kibera 1999). (Mbau 2000) notes that the past one-decade has witnessed unprecedented emergence of various forces that have posed serious challenges to the traditional premises and practices of marketing. These forces include stiff competition, globalization of product markets, deregulation, increasing convergence of consumer preferences, dumping, explosion of information technology, a desire to access a portfolio of international brands and a difficulty in establishing new brands (Capron and Hulland, 1999). Consumers have become better educated, more inquisitive and demanding while products have become increasingly complex and specialized. All these constitute a new marketing environment and pose serious challenges to the survival and profitability of firms.

Mburu, (2001) notes that to cope with these challenges an increasing number of firms have undertaken various measures including horizontal mergers and acquisitions, restructuring and reorganizations with a view to becoming a fast changing, high value creators of niche markets so as to avoid being swept by the wayside new product developments and now the most current one, retrenchment (Omondi 1999, Mbau 2000). However attractive any or a combination of these measures may be, they have to be customer oriented since it is the customers who determine which product survive in the market (Omondi, 1999). To cope with these changes, firms need to build brand awareness (Aaker, 1991). Its important as individual and industrial consumers are overwhelmed by choice and thus the distinction of a firm’s output had better stand out (Mbau, 2000).

### **1.2 Statement of the problem**

While thousands of new products are introduced to the market every year estimates are that as many as 90 percent of them fail within the first year of introduction. Many of these failures are due to the fact that the new product or brand lacks the promotional support needed either to encourage initial trial by a sufficient number of consumers or to induce enough of those trying the brand to repurchase it. (Belch, 1990). Today there are large number of brands available, constant changes in price promotion and amount of other information consumers may need or prefer to keep in mind. Markets however, are quite sensitive to price promotions, possibly because even a small group of consumers who are informed and respond to the low price is enough to cause a serious loss in a sellers sales. (Kotler 1999). The dairy Industry continues to post a decline in the production and marketing of its products. Statistics indicate that the total milk produced and marketed declined by 23.9 percent from 180 million litres in 1999 to 157 million litres in 2000. Butter and ghee declined by 57.8 percent from 268 tonnes to 113 tonnes during the same period, while cheese production declined from 464 tonnes in 1997 to 315 tonnes in 2000. Economic survey 2001, and budget speech 2001/2002. Being at the core of many Kenyans livelihood, the industry continues to receive much attention from both the public and private sectors and as such it has become one of the most important agro-based industries in Kenya (Kenya Dairy Board, 1999). Consumers are becoming less brand loyal and purchasing more on the basis of value and convenience. Many purchase decisions are being made in the

store by consumers who are increasingly time poor and facing “hyper-choice” or too many choice options. (Belch, 1990). When consumers make purchase decisions in the store they are very likely to be attentive and responsive to promotional deals. Buying a brand that is on special or being displayed can also be a way of simplifying the decision-making process and dealing with the problem of over choice. The main objective of this study was to determine the extent to which consumer promotions build the awareness of dairy products.

## 2.0 LITERATURE REVIEW

A consumer promotion is any time bound program of a seller that tries to make an offer more attractive to buyers and requires their participation in the form of an immediate purchase or some other attraction (Tellis, 1998). Consumer promotions are sales promotions that a manufacturer offers consumers directly. They have a major advantage of independence from dealers and retailers. As a result, manufacturers can design the promotion to pass through to consumers. However, consumer promotions are costly, risky and require considerable organization. For this reason, firms plan and execute various aspects of their promotions. (Richard, 1987). In deciding to use a particular incentive, marketers have several factors to consider. First, they must determine the size of the incentive. A certain minimum is necessary if the promotion is to succeed. A higher incentive level will produce more sales response but at a diminishing rate.

Second, the marketing manager must establish conditions for participation. Incentives might be offered to everyone or to selected groups. A premium might be offered only to those who turn in proof-of-purchase sales. Sweepstakes might not be offered in certain regions or to families of company personnel or to persons under a certain age. Third, the marketer has to decide on the duration of promotion. If the period is too short, many prospects will not be able to take advantage of it. If the promotion runs too long, the deal will lose some of its “act now” force. According to one researcher, the optimal frequency is about three weeks per quarter and optimal duration is the length of the average purchase cycle. Of course the optimal promotion cycle varies by product category and even by specific product. (David, 1982). Fourth, the marketer must choose a distribution vehicle. Fifteen cents off coupon can be distributed in the package in the stores, by mail, or advertising. Each distribution method involves a different level of reach, cost and impact. Fifth, the marketing manager must establish the timing of promotion. For example, brand managers develop calendar dates for annual promotions. These dates are used by the production, sales and distribution departments. Finally, the marketer must determine the total consumer-promotion budget. The budget can be built from the ground up, with the marketer choosing the individual promotions and estimating their total cost. The cost of a particular promotion consists of the administrative cost (printing, mailing and promoting the deal) and the incentive cost (cost of premium or cents-off, including redemption costs), (Kotler 1999).

Maina (2001), observed that the promotional messages must be consistent with the language and customs of the particular target society. It is commonly accepted that certain product categories, such as food and beverages have a very high degree of cultural grounding, where such cultural differences make standardization more difficult than in other categories. Magana (1998) found out that sales promotion effort also requires some improvement in the area of focussing the effort to the needs of the consumers. A customer-based orientation in developing promotional program is therefore of paramount importance in order to have the desired impact in the future.

For all sales promotional activities planned program personnel should also ascertain the types of promotional incentives that would be applicable for the particular target group and the amounts. This means that marketing research programs should be undertaken regularly so as to keep a breast of changing consumer needs and expectations and enhanced through the use of appropriate media to inform target

audience of the existence of the promotional campaign. Jones (1990) observed that sales promotion must be carried out in a planned and well-disciplined fashion. He suggests further that to test the soundness of the planning of each promotional program, it is important to estimate what proportion of the promotion is to counter aggressive promotional action of the largest and most direct competition.

The most visible forms of sales promotion are those aimed at the ultimate purchaser of the product. Sales promotion aimed at the consumer is particularly useful when the manufacturer is introducing a new product. A gentle promotion can overcome the consumer's natural hesitancy to try something new. Consumer promotion can also be used to encourage consumers to buy more of the product at one time, thus increasing total usage. Despite logic to the contrary, the consumer who has a reserve supply of a product will be inclined to use more of it than if the item in use is the only one on hand. How many times have you continued to use a bar of bath soap, when it has become paper thin because you had no spare bars in the house? (Kibera, 1988). Finally, the manufacturer may simply want to provide the consumer with additional incentive to pick the 'right' brand from an often large number of brands available in the market place.

## 2.1 Brand Awareness

Brand awareness is the ability of a potential buyer to recognize or recall that a brand is a member of a certain product category. A link between product class and brand is involved. (Aaker, 1991). Is the ability of a potential buyer to recognize or recall that a brand is a member of a certain product category. According to the American Marketing Association, a brand is a "name", term, sign, symbol or design or a combination of them intended to identify the goods and services of sellers and to differentiate them from those of competition." (Keller, 1998).

Brand awareness involves a continuum ranging from an uncertain feeling that the brand is recognized, to a belief that it is the only one in the product class. This continuum can be represented by 3 very different levels of brand awareness: brand recognition, brand recall and top of mind. The role of the brand awareness in brand equity will depend upon both the context and upon which level of awareness is achieved.

### THE AWARENESS PYRAMID

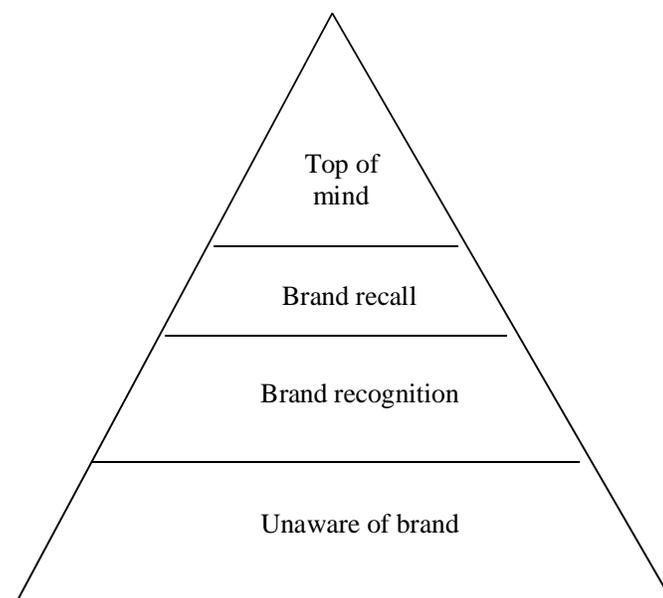


Figure 1: Aaker, 1991 *Managing Brand equity*.

**Brand recognition**

Its based upon an aided recall test i.e. the respondents are given a list of brand names, from a given product class. Then customers are asked to identify those names they have heard before. Here although there need be a link between the brands and the product class. It need not be strong. Brand recognition is a minimal level of brand awareness. It's particularly important when the buyer chooses a brand at the point of purchase.

**Brand recall**

It's based upon asking a person to name the brand in the product class. It stands "unaided recall" examples, name of a toothpaste they know! the respondent is not assisted by having the names provided. Unaided recall is a substantially more difficult task than recognition and is associated with a stronger brand position. A person can recall minimal items on an aided recall basis than on unaided recall basis. The first named brand in unaided recall task has achieved top-of-mind awareness, a special position. In every sense it's a head of the other brands in the person's mind.

**Dominant brand**

A still strong position not presented in figure will be that of a dominant brand. A brand that is only brand recalled for a high percentage of the respondents. Having a dominant brand provides a strong competitive advantage in many purchase situations, it means that no other brand will even be considered. (Aaker, 1991). Recognition is simply remembering that there was past exposure to the brand. Exposure is important because consumers prefer an item they have previously seen to one that is new to them so when the brand choice is made, the familiar brand will have an edge. When consumers see a brand several times they realize that company is spending money to support the brand and companies will not spend money to support bad brand.

When a brand is promoted many times familiarity factor comes in, brand becomes more visible than other brands that are not being exposed. This visibility constitutes awareness building. For example number one brand in the world is - Coca-Cola with \$69.9 billion assets, Coke is exposed so many times, brand name must be short for people to remember easily. Slogans, tagline help increase brand awareness.

**Creating Brand Awareness**

A lot of resources are required to create health awareness level. For that to be possible a broad sales base is required. Companies make sure all the brands are called by the corporate name, so all brands become corporate brand example Toyota, Mitsubishi, Sony.

**Be different and memorable.**

Do not copy somebody else colour, name. Occupy your own special name Publicity goes on with brand relations. For example the December tusker promotion, which run "help tusker save lives" promotion. Do not give five million shillings and go away, do many times with small amounts. People talk about you without you paying. However, publicity should usually play a role and sometimes carry, the ball (ensure press coverage). Its less expensive than media advertising, if well planned its very effective. People are more interested in learning about a new story than reading, advertising. The problem is to generate events on issues associated with the brand that are news worthy.

**Slogan or jingle**

Slogan or Jingle can make a big difference. Slogan is the tagline slogans help recall. The slogan should be short and memorable. Have only one slogan at a time. A symbol should be linked to the brand so that it can create and maintain awareness. It involves a simple image, which is much easier to recall than a word or phrase, which are not linked to the brand.

There are often creative ways to win symbol exposure besides using advertising example use of

- ❖ Exhibitions
- ❖ Contests
- ❖ Sponsorships

Involves shape of the brand colours, writing on label, product tagline

Exposing the symbol to all consumers so as they can distinguish your brand from others. Primary role of sports sponsorship is to maintain and create awareness thus the Caltex equator rally, the physical sponsorship rally calendar are meant to generate exposure to spectators to view them live in television and from others to read about them either before or after the occurrence.

### **Create Brand Extensions**

One way to give brand recall and to make the brand name more salient is to put the name on other products or to use name on all your products example Sony on all electronics was selected so that it's widely used hence benefit from multiple promotion efforts. Mitsubishi was used on more than 25,000 products including vehicles, financial products, and food products.

### **Using cues**

Awareness campaign can be created by cues.

One brand cue that is particularly useful is the package because is the active stimulus with which the shopper is confronted/stimulated.

### **Recall requires repetition**

It's very important that the brand is recalled as often as possible. Recall is difficult; it requires an in-depth learning, experiences and many repetitions. Top of mind-recall is of course even more demanding. For a brand like coke to maintain high levels of top-of-mind recall relatively high levels of repetitions may be needed indefinitely; it requires of course high spending.

### **The recall Bonus**

Maintaining a strong top of mind awareness through constant exposure can create not only brand awareness, but also brand salience that can inhibit the recall of other brand.

## **2.2 How Awareness Works to Help the Brand**

### **❖ Anchor to which other associations can be attached.**

Brand recognition is the first basic step in the communication task. It is only after establishing a brand name that we can associate it with other attributes. Learning about features and benefits of a new product is difficult without achieving recognition. With recognition established the task is simply to attach a new association such as attribute.

### **❖ Familiarity/ liking.**

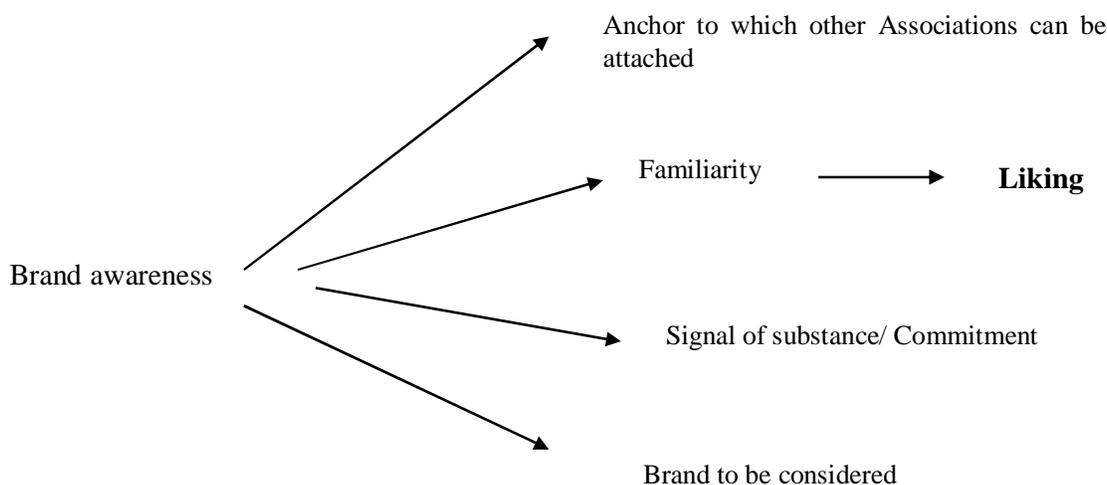
Recognition provides the brand with a sense of familiarity-and people like the familiar. Especially low involvement products like soap, chewing gum, paper towels, sugar, disposable pens, familiarity can sometimes drive the buying decision. Studies have shown a positive relationship between the number of exposure and liking. The level of liking was found to increase with the number of exposures.

### **❖ Substance/commitment.**

The first step in the buying process is to select a group of brands to consider (consideration set). Brand recall is crucial to getting into consideration set. The first firms that come to mind will have an advantage. The role of the brand recall (or better yet, top-of mind recall) can also be crucial for frequently purchased products (fast moving consumer goods) like coffee, detergents and headache remedies for which the brand decisions

are usually made prior to going to the store. Case studies have shown a relationship between recall and consideration set. Generally, if a brand does not achieve recall, it will not be included in the consideration set. However, people do recall brands that they dislike strongly. Hence it is important for the brand to be remembered for the right reasons.

A study on coffee market clearly showed the impact of awareness. For 19 successful periods, market share and advertising expenditure were obtained and linked to the results of 19 coincident telephone surveys. From the results, it was demonstrated that advertising impacted on market share only indirectly through its impact upon awareness and attitude. Furthermore, there was much influence on a change on awareness as there was via a change in attitude, suggesting awareness can be an important factor independent of changes in attitudes (Aaker, 1991).



**Figure 2: Aaker ,1991 Managing Brand equity**

Building brand awareness is a long-term process. What a brand does today predicts what it will do tomorrow. Consumer promotions are short-term and temporary, whether they are reduction, a tie in with another brand, a coupon , or some other incentives,

Tips on making promotion an effective brand building tool,

- Make sure the promotion is justified, a new store opening , and other kinds of celebrations are all good reasons for running a promotion. They put the brand name in the forefront. Celebrating spring or back-to school time are not good reasons to run a promotion, they are too generic.
- Tie the promotion to brand's image, birth dates and anniversaries.
- Look at every promotion both for the sales job it can do and as a communications tool.

A promotion is one of a brand's many voices, it can help build brand awareness if it says the right things. For example, Tuzo milk could run a coupon promotion, thus offering a price reduction and use the promotion to reinforce the name Tuzo (Chevron, 1998). Sometimes the impact of a contest or incentive promotion can be significantly increased by trying it in the international level (Rosenbloom,1995).

But usually, when a brand is price promoted too often, the consumers begins to devalue it and buy it mainly when it goes on sale. So there is risk in putting a well-known brand leader on promotion over 30 percent of the time. Dominant brands offer deals less frequently, because most deals only subsidize current users. (Kotler, 1999)

### **3.0 RESEARCH METHODOLOGY**

#### **3.1 Research design**

The study design that was appropriate to use was descriptive research design. According to Mugenda & Mugenda, (2009), a good research design is characterized by its ability to detect the relationship among variables, its appropriateness to research questions, amount of errors being small and its ability to yield and provide an opportunity from considering different aspect of a problem. The researcher used descriptive research to find out about the inventory management processes in both companies and compare them against the stated objectives. Descriptive research is a scientific method which involves observing and describing the behavior of a subject without influencing it in any way (Carolado, 2009).

#### **3.2 Sampling Procedure and Sample Size**

A sample is a finite part of a statistical population whose properties are studied to gain information about the whole. A good sample should be adequate and representative of the underlying population. A sample of 10% is an adequate sample in a descriptive study of this nature as supported by (Kombo & Tromp (2006). Sampling as a process of selecting units from a population of interest so that by studying the sample, one may fairly generalize results and attribute it to the population from which the units were chosen. It is the process of selecting a number of objects from a population. This process is carried out in such a way that the selected members of the population have characteristics representative of the entire population. Mugenda & Mugenda, (2003) states that stratified sampling are applicable if a population from which a sample is to be drawn does not constitute a homogeneous group. Simple random sampling was then used to select 30% of the population from each stratum. This led to a total of 110 respondents as the sample size for the study. A sample size of 10 % is justifiable since according to Mugenda & Mugenda (2009) 10% of the sample gives unbiased representation of all respondents' opinions in the target population and this assists in generalization of research findings when the study design is descriptive. The general procedure for taking a stratified sample was to stratify population, defining a number of separate partitions using sample size, and then the researcher combined the results to obtain the required stratified sample.

#### **3.3 Data Collection and analysis**

Data was collected by use of self-administered semi - structured questionnaires which were hand delivered to the respondents and collected after they were completed. This method was adopted because it covered all the areas that the researcher intended to cover and the perception that the respondents were well versed with the subject under research, thereby requiring no guidance when responding to the questions. The data collected was inspected, filtered, transformed and modeled with the goal of highlighting useful information and suggesting conclusions. Descriptive statistics was employed to analyze the data. Tables and other graphical presentations as appropriate were used to present the data collected for ease of understanding and analysis. Cooper and Schindler (2003) notes that the use of percentages is important for two reasons; first they simplify data by reducing all the numbers to range between 0 and 100. Second, they translate the data into standard form with a base of 100 for relative comparisons. The mean score for each attribute was calculated and the standard deviation used to interpret the respondents deviation from the mean. The results were presented on frequency distribution tables and bar charts. Here the interest focused on frequency of occurrence across attributes of measures.

## 4.0 Empirical Results and Discussion

### 4.1 Response Rate

**Table 1: Response Rate**

Targeted Respondents	Actual Respondents	% Response Rate
108	100	92.6%

A total of 108 respondents were targeted and only 100 responded representing 92.6% response rate. The researcher deemed this as adequate and sufficient for the purpose of data analysis. This compares with other studies such as Wambugu (2002) with 75% and Ngatia (2000) with 68%.

### 4.2 Demographic Characteristics of Respondents

#### 4.2.1 Education Level

**Table 2: Educational Levels of The Respondents**

	Frequency	percentage
Primary	9	9
Secondary	30	30
College	32	32
University	29	29
Total	100	100

Table 2 shows that 32 (32%) of the respondents have college education while 29 (29%) have university education. This means that 61% of the respondents have minimum of college education. This was considered important in this study.

#### 4.2.2 Occupation of the respondent

**Table 3: Occupation of the respondent**

	Frequency	percentage
Formally employed(private sector)	30	30
Formally employed(public sector)	20	20
Informally employed(private sector)	6	6
Informally employed (public sector)	6	6
Self employed	20	20
Unemployed	18	18
Total	100	100

From Table 3, it can be concluded that formally private sector employees form the majority of respondents with 30 (30%). This category is followed by formally employed Public Sector workers with 20 (20%) of all the respondents, this can be attributed to the relatively better pay that the private companies give to their employees. Further, private companies are at the moment the major source of employment in Kenya.

#### 4.2.3 Age of the respondent in years

Table 4: Age of the respondent in years

Age(years)	Frequency	percentage
Below 18	9	9
19-24	19	19
25 –29	22	22
30 –34	18	18
35 –39	23	23
Above 40	9	9
Total	100	100

The results above indicate that most of the respondents are between the ages of 35 – 39 years forming 23% of all the respondents. Majority of consumers are between the ages of 19 years to 39 years. These are the young adults whose consumption is relatively high.

#### 4.2.4 Gender of the respondent

Table 5: Gender of the respondent

Gender	Frequency	percentage
Male	37	37
Female	63	63
Total	100	100

From the research findings, majority of the respondents were female with 63% score whereas 37% represent males. This implies that 30% Kenya constitution threshold of any gender has been achieved.

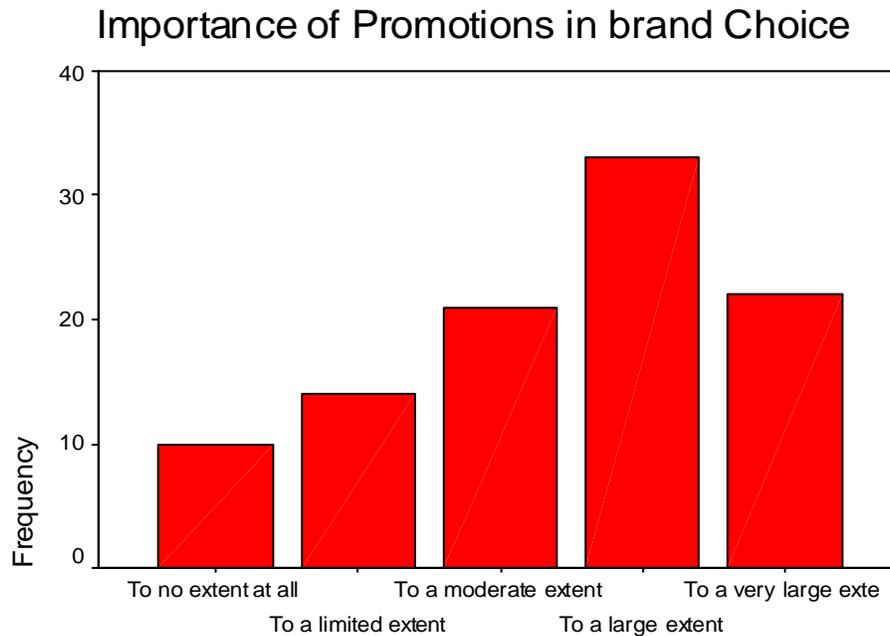
#### 4.2.5 Marital Status

Table 6: Marital status of the respondent

Marital status	Frequency	Percentage
Single	55	55
Married	45	45
Total	100	100

From the research findings, it can be seen that 55 (55%) of the respondents were single, mainly the young adults.

### 4.3 Importance of Promotions in brand Choice



Importance of Promotions in brand Choice

The figure above suggested that to large extent promotions in brand choice is important, Majority of the respondents have expressed significant important of promotions in brand choices.

### 4.4 Attraction of The Dairy Brand

**Table 7: Attraction of The Dairy Brand**

	Frequency	Percentage
Function it serves	23	23
Psychological/emotional satisfaction it gives	21	21
Association with success	8	8
Promotional campaigns	48	48
Total	100	100

From the above table, 48% indicated that a promotional campaigns were important in attraction to Dairy brand

**Table 8: Descriptive statistics**

Statistics	Promotional campaigns	Friends information	Proximity to diary	Label conspicuiness	Promo Media	Opinion leaders	Easy name	Out lets
Mean	4	3.23	2.98	3.03	3.53	2.53	2.15	2.26
Standard deviation	1.02	1.14	1.31	1.14	1.21	1.26	1.18	1.24

The table summarize the mean scores and standard deviation of the variables under brand awareness. Promotional campaigns was highly rated with a mean score of 4 ,followed by promotional media with the mean of 3.53.while easy to recall brand name was leastly rated with mean of 2.15.

## **5.0 CONCLUSIONS AND RECOMMENDATIONS**

### **5.1 Conclusion**

As we move into the 21<sup>st</sup> Century, firms should focus their activities to their markets. The market place, not the factory, ultimately determines which companies will succeed. The dairy industry firms are beginning to be more market driven in many aspects. The dairy industry emphasizes preference for the brand awareness element in its quest to meet the tests of appeal, appropriateness and differentiation of firms' various brands. This is achieved by heavy promotions of their dairy brands. Data from the study point to a rising trend of awareness of the sectors' brands with a third of them having achieved the 'top – of – mind' position. Dairy firms will have to appreciate that quest for successful brands call for long term view of brand profitability. This can be frustrating and risky in the short term for an investor but those firms that are patient and consistent with consumer promotions even when they absorb losses in the short and medium term stand to gain tremendous pay – offs which can last for decades when their brand awareness activities have matured.

### **5.2 Recommendations**

The strategy which various managers of brands would choose to adopt must depend upon the brands' own life cycle as well as the development of brands' own market. It is the duty of managers to ensure that marketing functions recognize brands for what they are and ensure that they are available at an appropriate price, are properly presented and adequately advertised, heavily promoted and supported, in addition to having the full range of varieties and alternatives which the consumer might require. Firm owners and managers must also realize that due to the rapid proliferation of similar products serving similar functions, the enormous value of brand awareness must effectively be used to tip the balance of customer's decision at the point of sale in favour of the company's brand. The concept is already strong and growing in Kenya and given global trends, it is a matter of time before it is fully embraced and implemented by Kenyan firms. No doubt, the dairy sector shall not be left behind. It is recommended that brands be promoted properly so that consumers become aware of some of the product(s) which are quite good and nutritious.

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