

**THE ROLE OF ADVERTISING IN CREATING PRODUCT AWARENESS:
A CASE STUDY OF BAMBURI CEMENT COMPANY LIMITED.**

BY

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**A RESEARCH DISSERTATION SUBMITTED TO THE SCHOOL OF BUSINESS AND
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DECLARATION

I **MAKORI JOSIAH JOHN**, hereby declare that this research is my own presentation and that to the best of my knowledge, has never been presented to any institution for any award of either a degree or diploma.

Signature:



MAKORI JOSIAH JOHN

Date:

22/08/2008

APPROVAL

This research report has been submitted for an examination with my approval as university supervisor.

Signature:



MR. TIMBIRIMU MICHEAL

Date:

09/09/08

DEDICATION

I dedicate this piece of work to my Mum Mrs. Lucy Nyanchama Makori who struggled through thick and thin to finance my education and to my late father Mr. John Okowoyo Makori who encouraged me to explore the heights. And to my brothers and sisters and friends.

ACKNOWLEDGEMENT

The successful completion of this study was a result of effort of a number of people to whom I'm indebted.

First of all, I wish to extend my sincere gratitude to my beloved parents for the constant and tireless efforts plus support they have rendered ever since my childhood to today when I complete my first degree in marketing at Kampala international university.

Great thanks goes to my special friend, Stella who has always encouraged me and stood by me thought thick and thin.

Much, more thanks extended to my supervisor, Mr.Timbirimu micheal for his assistance, guidance and commitment towards this study for the successful completion of my degree.

In addition to that, I also thank my dear sisters Lydia, Alice and Beacky for their financial and social support all through the course of my study.

My invaluable gratitude goes to the secretary who helped greatly in typing this work; May God Bless you all abundantly.

Above all, I am grateful to the Almighty God for the good health, tender care, joy, happiness and protection during this course.

ABSTRACT

The primary purpose of this study was to find out the role of advertising in creating product awareness: a case study of Bamburi cement Company Limited. The study investigated the role of advertising for Bamburi, in creating product awareness, the advertising technique that the firms used and the levels of awareness on Bamburi company products by the consumers. The study covered the marketing department's staff of Bamburi Cement Company, namely the marketing manager and the sales representatives. Also a sample of the target population was used which consisted the residents of two estates from Mombasa and Eldoret towns. A total of 40 Subjects were used. Data was collected through interviews and issuance of questionnaires. Information was presented in the form of analysis tables whose findings were reinforced by descriptions on their contents for easy analysis and clarifications by the researcher. The results of data analysis showed that Bamburi Cement Company did not have clear policy on advertising, but advertising as a mode of promotion used to reach out to the consumers by the firm was definitely there. Awareness levels by the consumers on the brand name of the company's cements were low and the firm used the product concept to be in the market. In conclusion, the data suggested that the firm did not give an emphasis to advertising in its marketing activities, especially to inform the public about its products. It is recommended that the firm should recreate current advertisements and increase their rate of advertising and the overall shift from the product to the marketing concept to be adopted by the firm.

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CHAPTER ONE

1.0 Background of the study

The American Marketing Association (AMA) defines advertising as “any paid form of non – personal persuasion and promotion of ideas, goods and services by an identified sponsor”. The purpose of advertising is thus to inform, advocate, remind and assist other marketing activities. The need for advertising developed with the expansion of the population and the growth of towns with their shops and large stores, mass production in factories, roads and railways to convey goods and popular newspapers in which to advertise. The large quantities of goods being produced were made known by means of advertising to unknown customers who lived far from the place of manufacture.

This process developed some 200 years ago in industrialized countries.

For companies to be successful in increasing their sales volumes, and market share, they must create awareness of their products to the target market. It's through achieving these objectives that advertising comes in mind. Advertising provides an avenue through which firms can present their products to the intended market. Hence, advertising links the products to the consumer. Over and above all, it intends to “pass on” ownership of a brand to consumers. For Bamburi Cement Company Limited, this has not been the case for a significant part of its existence. This can be attributed to its current position (market leader) in the industry, commanding more than 60% of the market share.

The recent past has seen the company engaging in publicity exercises which can be linked to advertising. These included the sponsorship of sporting events; they are Bamburi Rugby Sevens and Bamburi Open Golf tournament. These are annual events which the company hosts. There are also a few advertisements both in print and electronic media which have not made a lasting impression among the members of the public with increased competition and globalization. The market has become dynamic especially with the revival of the East African Community, markets have expanded. More effective marketing strategies should be put in place, with an emphasis to advertising not only to increase sales, but to remind the public of their product.

1.1 Problem Statement.

The Kenyan media waves are dominated with advertisements by firms competing in the same industries. Advertising has evolved from being a luxury to a necessity by firms who want to compete, retain and increase their market share in the industry in which they are operating in, here in Kenya which has been largely attributed to liberalization of markets by the government from state owned firms which had a monopoly to a "free market". The cement industry here in Kenya is no exception. It is dominated by three firms which are competing for the market share with Bamburi Cement Company having the largest share with over 2 million tones of cement produced annually according to a report "partnership in building, 2004" by the company.

The building and construction industry in Kenya has experienced an upsurge in demand especially with projects like the slum-upgrading initiative programs where demand for permanent housing structure is on the increase in an effort by the government and the international community to improve the lives of Kenyan citizens living in slum areas. An improvement in the economy and accessibility to loans has made people to go for better housing prospects. Finally, there has been a paradigm shift in the construction of roads using cement as one of the major ingredients. The above stated factors have led to a scramble for sales through acquisition of tenders for the various projects and an increase in overall sales from their normal operations by the firms. To gain a competitive advantage, the firms can utilize the advertising functions. Advertising provides an avenue through which firms can present their products to the intended market. Hence, advertising links the products to the consumer. Over and above all, it intends to "pass on" ownership of a brand to consumers. For Bamburi Cement Company Limited, this has not been the case for a significant part of its existence. This can be attributed to its current position (market leader) in the industry, commanding more than 60% of the market share.

The study expects to reveal the advertising strategies that Bamburi uses currently, the role it plays for the firm and the levels of awareness by the consumers on the products offered by Bamburi Cement Company Limited.

1.2 Research objectives

1. To identify the role of advertising in creating product awareness for Bamburi Cement Company limited.
2. To find out the advertising techniques that the firm is currently using.
3. To find out the level of awareness for consumers about the firm and its products.

1.3 Research questions

1. What is the role of advertising in creating product awareness for Bamburi Cement Company limited?
2. What are the advertising techniques that the firm is currently using?
3. What are the awareness levels for consumers about the firm and its products?

1.4 Significance of the study.

The study was conducted specifically to benefit the company's management and employees especially in the marketing department. Its significance is mainly to enable the firm to evaluate its current policies and strategies on advertising in creating awareness of its products among consumers, offer appropriate advertising techniques and strategies to be used by the firm and enable the firm to embrace advertising as a competitive tool in its overall marketing strategies.

1.5 Scope of the study

The study was confined to a period of four months, September 2006 to December 2006. It covered the marketing department of Bamburi which mainly included the marketing manager and sale representatives of Bamburi found in various regions who are concerned with the policies and strategies on advertising in line with the research objectives. The researcher also made a deliberate choice of the target population of consumers from Mtwapa Estate in Mombasa and Kahoya Estate in Eldoret because of the convenience to the researcher and the location in the geographic aspect. The two extreme ends of the

target population provided a fantastic opportunity for the researcher to rate the role of advertising by the firm.

1.6 Limitations of the study

1. The limitations of this research method are well known, but attempts will be made to mitigate their effects. Because some judgment is inevitably required by the analyst (Dexter 1970), a major concern is that of subjectivity in interpreting the data. One way to mitigate subjectivity is to be as transparent as possible; that is, to demonstrate as clearly as it can be how certain conclusions are reached (Golden-Biddle and Locke 1993). Extensive use of quotations can add objectivity as well as depth of understanding. The researcher will quote liberally, and unless otherwise noted, quotations are representative of what will be expressed by several informants. As acknowledged above, anonymity will be granted to all informants to help mitigate biases and demand effects related to social desirability and posturing.

2. Finally, the Target population or Company chosen may not be representative of the total population, but they will varied on many dimensions, including job function, experience level, client base, and geographic location. In keeping with one of the goals of qualitative research, portraying the range and depth of the phenomena is important to developing theory (Bonoma 1985; Eisenhardt 1989; Kover 1995).

1.7 Theoretical framework

The main objective about advertising is to persuade and create awareness. Advertising by Bamburi Cement Company has not been a major focus of attention in their marketing activities. The company in the past realized a lot of profits and the industry was a near monopoly especially when its major rival, The East African Portland Cement faced management and cash problems, with the other competitor, Athi River Mining Company coming into the scene later. Now that East African Portland Cement has re-engineered and revitalized itself and has started vibrant marketing activities especially advertising, emphasis by Bamburi should be focused on this development. It must be stressed at the outset that there were no easy solutions or magic formulae that could be applied to measure the role of advertising in product awareness.

Nevertheless, insight into the various factors that will help managers understand the critical role that advertising plays in creating product awareness for the profit of the organization were pointed out. The independent variable advertising whereas the dependent variable was product awareness. The study sought to highlight the benefits that advertising would bring to a firm like Bamburi Cement Company Limited operating in the cement and production industry in Kenya.

CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Introduction

This chapter mainly deals with the works featured by other researchers, especially authors. The study gives information about advertising, how it evolved and its impact on the modern business world. A brief overview of how the advertising industry is in other parts of the world especially the big economies is discussed. The chapter also looks at the types of advertising approaches, their differences and goals, the organizations in advertising with an emphasis to the development of advertising agencies here in Kenya and the international community. How advertising effectiveness can be measured according to different authors, is finally mentioned. In summary, the researcher discussed the role of advertising and justifies the purpose of this research.

2.2 Background of Bamburi cement

Holding A.G. Zurich. Bamburi Cement Ltd. was founded in 1951 by Felix Mandl - a director of Cementia. Cementia later went into partnership with Blue Circle PLC (UK). In 1989, Lafarge, the world's largest building materials group, acquired Cementia, and thus became an equal shareholder with Blue Circle. Lafarge bought Blue Circle in 2001 to become the largest building materials company in the world and Bamburi Cement Limited.

Its first plant in Mombasa started production in 1954 with annual capacity of 140,000 tonnes of cement. Today the Mombasa based plant has the capacity to produce of 1, 1 million tonnes.

In 1998, a new one million tonne per annum clinker grinding plant was added just outside Nairobi, increasing the total production capacity to 2.1 million tonnes. With the new plant, Bamburi Cement has been able to improve its service to Nairobi and upcountry markets, through speedier and more efficient packing turnaround time; the rail siding at the Nairobi plant has also facilitated sales to Western Kenya and Uganda.

Bamburi Cement is the largest cement manufacturing company in the region and its Mombasa plant is the second largest cement plant in sub-Saharan Africa. It is also one of

the largest manufacturing export earners in Kenya; exporting 28 per cent of its production in 1998 (29 per cent) Export markets include Reunion, Uganda and Mayotte. In the past, they have also included Mauritius, Sri Lanka, The Comoros, Madagascar, Seychelles and the Congo.

2.3 Historical Background of Advertising

According to Frank Jefkins, in his book, Advertising, 4th edition, marketing is more than just advertising goods from the manufacturer to the final consumer. It comprises all the stages between creation of the product to the after – market which follows the eventual sale. One of these stages is advertising. The stages are like bridges in a chain and the chain will break if one of the bridges is weak. Advertising is therefore as important as any stage or link whereby they will depend on each other for success.

Thousands of years ago, people used primitive hard tools to produce goods. They lived in isolated communities where artisans and farmers bartered goods and services amongst themselves. Distribution was limited to how far people could walk and advertising to how well they could talk. Eventually Greek and Roman merchants expanded contacts to other societies and with the development of more sophisticated tools, people achieved a higher level of production. These factors increased the demand for goods and increased a need to advertise their availability. Merchants hung curved signs in front of their shops so that passersby could see what products were being offered. Most people could not read so the signs used symbols.

Throughout history, technological developments affected advertising and communication. This concept means that technological advances have been responsible for fundamental changes in the way people communicate. Advertising grew with the development of media such as newspapers and the arrival of advertising agencies. The first advertising agencies were space brokers.

2.4 Advertising and the modern world.

The British are apt to disdain advertising claiming that they are not persuaded by the advertisement. In spite of this, houses are full of advertised products and if a product is advertised on TV, there is a heavy demand for it in the shops. "Marketing week" engaged the human factor to research the situation and the results were published in the issue of 26th February 1993. "One thousand adults were interviewed, overall, the study found a surprising high level of distinct and condemnation of advertising. Even people who claim to enjoy the advertisements on TV more than the program, do not believe advertisements present a true picture of the product". Yet they buy them. The researchers identified three extreme groups. These were the moralities (41 percent), who regard advertising as a bad influence on society, advertising immune (46 percent) who say they pay little attention to advertisements and the enthusiastic (9 percent) who pay great attention to advertising.

This is a curious situation in which advertising has to operate in. It is like saying that passengers on an airline have belief that it will not take them anywhere. Without advertising modern industrial society will not exist. So does this public disregard for advertising mean that its effect is subliminal? Does the eye tell the mind to act in a way it pretends not to do? Or is it just a kind of intellectual snobbery?

Today advertising is a powerful device that announces the availability and location of a product, express their quality and value brands with personality and simultaneously defines the personality and of the people who buy them – Frank Jefkins, advertising, 4th edition.

In 1946, United States of America advertising spending was slightly more than \$3 billion. By 1982, it was \$66 billion and in the last decade the amount doubled i.e. \$133 billion. During this decade, the spending on many parts of the world has increased even more rapidly than in the USA. However, although exact figures aren't available, all other nations combined spend only about 25% more than the United States alone and roughly of that spending takes place in Europe.

While total spending on advertising seems high, especially in the US, it represents a small portion of what people pay for the goods and services they buy. US corporations spend on average 2.5% of their sales dollar on advertising. Worldwide, the percentage of sales

dollars carries significantly across product categories. Producers of consumer products generally spend a large percentage than firms that produce business products. For example, US beverage companies spend 8.8% and perfume companies spend 10.1% plastic to manufacturers spend only about 0.7% on advertising. Some business product companies, those that depend on personal selling may spend less than a tenth of 1%. In general, the percentage is smaller for retailers (and wholesalers) than for producers.

Individual firms may spend more or less than others in the industry, depending on the role of advertising in their promotion blend and marketing mix. Of course percentages don't tell the whole story. Nissan which spends less than 1% of sales on advertising is among the top 50 advertisers worldwide. The real big spenders are very important to the advertising industry because they account for a very large share of total advertising spending. For example Proctor and Gamble, Philip Morris, Unilever, General Motors and Nestle – the five biggest advertisers worldwide, in combination spent about \$40 billion. In the U.S.A, the top 100 advertising (many of which are based in other countries) account for about 25% of all advertising spending – Basic Marketing, McCarthy Perrualt, Eleventh Edition.

2.5 Types of advertising

According to Francis N. Kibera, there are a number of types of advertising. The type used by an organization depends upon the objective of its campaign. The following pairs of concepts describe different types of advertising.

- i. Product versus institutions advertising
- ii. Primary demand versus selective demand advertising
- iii. National versus local advertising.

The subject of product advertising is the product itself (or service idea) and advertising is aimed at informing people about it in a persuasive way. Product advertising is further sub – divided into direct action and indirect action advertising. Direct action advertising seeks an immediate response from the customer by such methods as including a campaign in the advertisement. For example, indirect action attempts to stimulate demand over a longer period of time. Such advertisement presents information about the benefit product so that consumers can retain and use it when the time comes to make a buying decision.

Institutional (or Corporate) advertising is designed to build a long – range goodwill for a firm rather than stimulate a purchase. If a company is known at all, it always has an image. People form such images from company initiated and company controlled information from other sources. A strong corporate image of a firm is advantageous in the market place. Besides attempting to enhance the image of a firm and prompting a particular firm's products or services, advertising may also stimulate demand for a whole class of goods.

Primary demand advertising as it is called is used mainly for new products in the first stage of their life – cycle. Most firms are somewhat reluctant to use primary demand advertising because it benefits the competitors as well as the initiating firm.

Most people associate advertising with a message which tries to increase consumer preference for a particular firm's brand. Advertisers refer to this as selective demand advertising. This form of advertising is the most common, probably because there appears to be a more immediate payoff with its use than with that of primary demand advertising.

The terms national and local identify the level of the advertiser and not the geographical areas of coverage. National (or general) advertising is sponsored by manufacturers as other producers whereas local advertising is placed by retailers. The objectives of national and local advertising are usually different. The national advertiser promotes the shop and does not really care which products are purchased at the shop. - Fundamentals of marketing, An African perspective, Francis N. Kibera and B. Chege Wairungi.

2.6. The organizations in Advertising

The advertising business is composed of four different groups. The first group consists of the advertisers (clients). These are the companies that advertise themselves and their products. Advertisers range in size from huge multi-national firms to small size independent stores and in type from large size organizations to small industrial concerns. The second group is the advertising agencies that plan, create and prepare their clients campaigns and promotional materials. The third group (suppliers) which is the media

sells time (in electronic media) and space (in print media) to carry the advertiser's message to the target market.

The last group, the suppliers include the photographers/illustrators, printers, typesetters, video producers and all those who assist both advertisers and agencies in preparing advertising materials.

2.7 Advertising agencies in Kenya

The advertising agencies are privately owned firms that specialize in advertising. Historically, the communication specialist assisted in the buying and selling of newspapers space and acted primarily as agent of the medium. The independent advertising agency emerged in the early 19th century as an outgrowth of the realization that these middlemen could perform services beyond the mere selling of space. The advertising agencies tended to be the manufacturers specialist. However, the marketing tasks were conducted in-house and delegated the creative task to the advertising agency.

In Kenya the first advertising agency to be established in Nairobi was The Kenya Advertising Agency in 1933, by the late 1940s; Nairobi had four such agencies, Kenya Advertising, Taylor Advertising, Benson Advertising and Afamal. By 1952, two newcomers, Skyline and Lintas had appeared on the horizon to make the number six. At the end of 1982, there were at least fourteen advertising agencies in Kenya. These included Access Advertising Limited., Advertising Designers Limited, Afri Limited, Communicators limited, McCanne Erickson (k) Ltd, Hill Ayton Ltd, Kenya Advertising Corp Ltd, Marketing Communicators Ltd, Media Communicators, plus Ogilvy and Mathew, the largest agency which had a turnover of Kshs 40Million in 1982.

2.7.1 The International Advertising Agencies

The international advertising and communication industry has evolved from one characterized by a larger number of traditional advertising agencies in the 1970s to an industry which today is dominated by few super agencies also called holiday companies and Niche Market players. The emergence of super agency as dominated players in the industry as attributed to micro-economic and industry specific factors summarized as follows:

- i. Clients preferring to source advertising and communication services from agencies with a world wide network to ensure extensive coverage of their brands on a regional or global basis.
- ii. Volatile swings in global economic conditions meant that agencies with a limited range of advertising and communication services were more vulnerable to swing in the economic cycle.
- iii. Liberalization of economic and the emergence of common markets (such as European Union) witnessed the entry of a number of players in all industries, leading to intensive competition and thinning of profit margins across the board. In this context a number of clients sought agencies which could coordinate the advertising and marketing initiatives of their brands under independent multi-agencies to ensure socialized service for each brand outlast cost, as part of their strategic initiatives to enhance earnings.
- iv. Increased shareholder awareness and pressure to deliver strong earnings meant the agencies had to aggressively see new clients with a view to enhance revenue. This meant that agencies had to attain critical competitiveness or entry in to new areas, such as specialty communication.
- v. The explosion of the media channels (cable and subscription Television, FM radio and the internet) led to media fragmentation as a consumers had more entertainment choices. Clients were no longer finding traditional mass media advertising as an efficient way of reaching consumers and began to seek agencies with expertise in media planning and media buying to ensure that they were reaching the targeted audience.

In the light of the above, the traditional agency business model was no longer sustainable if agencies were to retain or attract new clients in addition to remaining profitable. This marked the beginning of restructuring and consolidating phases in the industry, with resistance high rates of merges and layouts as players sought to consolidate and enhance their market share and the emergence of super agencies and niche players.

2.8 Media selection

A wide variety of media is available including the process (newspapers and magazines) television, radio, outdoor advertising, cinema and direct mail. Each of these media has its own characteristics. Marketers must understand these characteristics in order to select appropriate medium for their message. The advertiser should evaluate the message. The advertiser should evaluate the following characteristics with respect to each medium, reputation, life span, target audience, cost, flexibility, messages reproduction, availability of medium opportunity to convey complex message, ability to reach large audience and library levels expected or the target audience.

2.8.1 Types of Media

According to Kotler and Armstrong, as network television costs soar and audiences shrink, many advertisers are looking for ways to reach consumers. The move toward micro – marketing strategies focused more narrowly on specific customers/ consumers groups, has always failed. The search for alternative media to replace or supplement network television is on the increase. Advertisers are shifting larger proportions of their budget to media that costs less and targets more effectively.

Three media benefiting greatly from the shift are outdoor advertising, cable T.V and Digital Satellite Television Systems. Billboards have undergone resurgence in the recent past. Gone are the ugly eye sores of the past, in their place we now see clear attention grabbers. Outdoor advertising provides an excellent way to reach important local consumer segments at a fraction of the cost per exposure of other major media.

Cable TV and digital satellite system are also booming. Such systems allow narrow programming formats such as all sports, all news, nutrition, arts and gardening, cooking and others that target select groups. Advertisers can take advantage of such “narrow casting” “to riffle in” on special market segments rather than use the “shotgun” approach offered by network broadcasting.

Out door cable and satellite media seem to make good sense. But increasingly, advertisements are popping up in far less likely places. In highly targeted ways to and more consumers, advertisers have discovered a dazzling collection of alternative media.

As consumers we are used to advertisements on television, in magazines and newspapers, on radio and along roadways. These are the changing times, no matter where you go, what you do, you probably will run into some new form of advertising. Tiny billboards are attached to shopping carts, advertisements on shopping bags and even advertising tiles in supermarkets floors urge you to buy.

These days, you are likely to find advertisements, everywhere and anywhere you go. Advertising space is being sold on video cases parking lot tickets, golf score cards, delivery trucks, gas pumps and municipal garbage cans. Some of these alternative media seem a bit far fetched and they sometimes irritate the consumers. But for many marketers, these media can save money and provide a way to hit selected consumers. But for many marketers, these media can save money and provide a way to hit selected consumers where they live, shop, work and play. Of course this may leave you wondering if there are any commercial free-havens remaining for ad-weary consumers- P. Kotler and Armstrong, Principles of Marketing, 12th Edition.

2.8.2 QUALITIES OF A GOOD ADVERT

Must be an extension of a good marketing communication strategy. If it differs from the other components of the strategy, then is not meeting the goals of the strategy and perhaps creating unintended results or messages. Therefore, when you create advertisements you should try to keep the message consistent with the message strategy.

Advertising needs to be relevant to the consumer's needs, wants, and values. Marketers often create advertising that is stated in a way that relates to the marketer's needs, wants and values, instead of the consumers. It is essential to find what the consumer needs and then to direct you're your advertising message to those in need.

It is getting harder and harder to get a consumer's attention these days, therefore, you should design your advertisements in such a way that it cuts through all the other things that are trying to get the consumer's attention as well. Consumers tend to block out advertisements, so you need to try and find a unique way of getting them to pay attention. There are many ways of doing this. You can use humor, sound, lack of sound and many more.

Advertising should be truthful. If your advertisement says your car can go 0 to 60 in 1 second, then your product better be able to meet that promise. Being honest is not only ethical; it is also the intelligent way of doing business. No one likes being deceived, and if deception occurs, the consumer will have a negative view of the company.

Sometimes advertisement creators get so caught up in designing a creative, cool advertisement that they fail to effectively deliver a message that will facilitate the success of their marketing communications strategy. The final outcome of your advertising efforts should be to sell your products, not to have advertisements that look amazing and win all kinds of awards. The awards for your creativity won't sell your innovations.

2.9. Measuring the effectiveness of advertising.

With the kind of money spent on advertising, marketing managers want some assurances that their messages will bring back results. It would of course, be convenient if we could measure advertising results by simple analysis of sales. Unfortunately, this is not possible because the total marketing mix is responsible for the sales results. The one exception to this rule is direct mail advertising. If it does not produce immediate results, it is considered a failure.

Regardless of the difficulties involved in measuring advertising effectiveness, Francis Kibera in his book, "Fundamentals of Marketing, An African Perspective", argues that there are various methods to test results at two stages in the advertising process.

- i. To see whether proposed advertising should be used and, if it will be, how it might be made better.
- ii. To see whether proposed advertising should be continued, modified or stopped. To answer these questions, marketers use pre-tests and post-tests. Post tests are particularly useful in providing information for the development of future advertising.

Pretest provides marketers with information about the likelihood of an advertising success. Most pre-test involve a panel or “jury” of consumers’ reaction to ideas, concepts, pictures, and layouts before these are communicated to the market at large. The suggestions gathered from such efforts lead to change in wording, layout, appeal and colors used. The consumer’s opinions are considered more reliable than the judgment of the marketers.

The most frequently used technique for the post – testing of advertisements are recall and recognition methods, post – testing aided recall is a measure of memory and relies on probing questions such as “what advertisement for a toothpaste did you see on TV last night?” if the respondents says he saw a Colgate advertisement, the interviewer engages in a probing recall process that includes such questions as “what did the advertisement say?” and “How did the advertisement look like?”

Respondents are classified into three groups (expressed in percentage) depending on whether they:

- i. Remember seeing a particular advertisement,
- ii. Associated the sponsors name with the advertisement and
- iii. Read half or more of the copy. These classifications can then be combined to provide an indication of recognition for advertisements.

Although protest and post – tests measures have been used over the years with some degree of success in North America and western Europe, much improvement is still ruled. Researchers are hand at work seeking improvement in these techniques.

CHAPTER THREE

3.0 RESEARCH DESIGN AND METHODOLOGY

Introduction

In this chapter, the researcher has specified the design used in the study, its preference and suitability. The target population is specified and presented, and the data collection instruments used in this study while advising on the chosen instruments. Finally, the procedures used in the analysis of data and the technique that were used in obtaining particular results have been clearly outlined.

3.1 Research design

The research used a case study design. In a case study information is collected from a single case example a single group of individuals or organizations and generalizations are made using this single case. This study was on the basis of an evaluation that is a systematic process of collecting and emphasizing data in order to make decisions. A case study approach enabled the study to focus on a single group that is Bamburi Cement Company limited operating in the cement producing and selling industry here in Kenya, which translated to a detailed examination of the problem being investigated.

3.2. Target population.

The study targeted Bamburi Cement marketing department that directly deals with the entire marketing activities of the company. The sales staff that is the marketing manager, sales representative. Residents from two estates in the coastal town of Mombasa and in Eldoret were used as a sample for the consumers. The total population consisted of 58 individuals in their different categories as classified by the researcher.

3.3. Sampling size and sampling techniques.

3.3.1. Table 3.1 Sample size.

Category	Population number	Sample size
Marketing Manager	1	1
Sales representatives (Regions)		
Coast – 1	7	4
Nairobi – 2		
Eastern – 1		
Rift valley		
North Rift – 1		
South Rift – 1		
Nyanza - 1		
Estates		
Mtwapa	25	17
Kahoya	25	18
Total	58	40

Source: Primary data

3.3.2 Sampling Techniques

Sampling techniques used by the researcher was stratified sampling. In stratified sampling, the sample is obtained by dividing the population into layers/strata and elements are proportionally picked from each layer. Classification is useful where the population is not uniformed. In this case, the data is obtained from different a category that is the marketing manager, sales representatives and the consumers, hence the need for the development of strata. Each strata has hints that are similar as possible, thus the proportion of the population was represented well in the sample.

Data collection Instruments

3.4.1 Primary Data.

Interview

One-on-one interview that probe and elicit detailed answer to questions, often using non directive techniques to uncover hidden motivation

An in-depth personal interview involving the marketing manager was conducted to get his views on the advertising activities that the firm engages in. The manager was asked interview questions which touched on the existing methods of advertising by the firm. The questions asked were designed to elicit answers pertinent to the topic in focus, awarding their sequence which defined the structure of their interview. 3.

Observation

A method of gathering research information. This is done by observing a respondent's overt behavior. Example structured-unstructured, disguised-undisguised, human-mechanical.

Questionnaire

A questionnaire is a pre-formulated written set of questions in which the respondent record their answers it's a deficient data collection mechanism when the researcher knows exactly what is required to measure a variable of interest. Example of questionnaires is personally administered questionnaires and mail questionnaires

The questionnaires used were mainly structured and also included unstructured questions because it was important to get the views of the sales staff on the role of advertising and the techniques used in creating product awareness for their products. The questionnaire was made up off direct questions. This method ensured that the problem of biasness and incomplete information was dealt away with.

3.4.2 Secondary data

Are statistics gathered for the immediate study at hand but for some other purpose? Example internal data; those found within the organization for whom the research is being done. External data; those obtained from outside sources.

The secondary data available was used for confidential use by the organization hence not available for external use. However, some of the information obtained from the marketing manager was very helpful and it was released to the researcher only because it was based on academic purposes. I therefore used publications from the Internet (bamburi cement website and newspaper publications).

Data Collection Methods.

For interviews, the interviewer had to book appointments with the manager and the interview was conducted with the researcher using pre-set questions that were already prepared prior to the session. For questionnaires, the questionnaires were given to the sales representative and the consumers from the two estates in question that is Mtwapa and Kahoya. The questionnaires were dropped to households that were randomly selected by the researcher. A period of one week was given to the respondents to fill the questionnaires. A random check was also done by the researcher in looking for advertisements that showed Bamburi Cement Company products. This constituted the search for billboards advertising the firm's product in three major towns and its environment. The towns included Mombasa, Nairobi and Eldoret. The researcher also looked for advertisements in the print media and also the electronic media i.e. Television and Radio.

Data Analysis

Data collected was analyzed both quantitatively and qualitatively. Qualitative Data was systematically and intensively analyzed through standard procedures for qualitative analysis (Spiggle 1994; Strauss 1990). Qualitative Data analysis involved several steps. First, the transcripts was reviewed individually and summarized. Second, in a phase that Strauss called "open coding," the interview transcripts were scrutinized line by line and paragraph by paragraph to suggest initial categories or themes. In the third step, which Strauss called "axial" coding, the transcripts was scrutinized again and again to consider

each of the themes across the interviews and to assess the fit of each theme to the data. In a final stage, which Strauss called "selective" coding; the data was examined once again to refine the themes and findings for each. Quantitative data from questionnaires was edited so as to eliminate errors and ensure consistency, uniformity, comprehensiveness and legibility of answers. Quantitative data (from close ended questions) processing was done with the help of computer package namely SPSS (Statistical package for social sciences) and was presented using graphs and percentages.

CHAPTER FOUR

4.0 DATA PRESENTATION AND ANALYSIS

4.1 Introduction.

Findings of the study are presented here in this chapter concerns with the analysis of all data gathered by the questionnaires issued to the company's staff, namely the marketing manager, sales representatives and also, consumers from two estates in different parts of the country that is in Coast and the North Rift (Eldoret). The analysis was carried out through appreciation of several techniques which include the use of tables, techniques, percentages and description as found appropriate. After completion of data collection, the data was coded to allow easy analysis and edited to ensure completeness and accuracy of data gathered then and finally data information deduced. Open ended questions allowed the respondent to provide their own understanding of the question asked and to express their views from their own perspective. Data was analyzed qualitatively that is the research analyzed information in a systematic order to come to some useful conclusion and recommendations. Descriptive statistics were used to analyze qualitative data. The data analyzed was presented using response tables, percentages and description as found appropriate.

4.2 The role of advertising for Bamburi Cement Limited.

Feedback from questionnaires given to the sales representatives whose total number was seven but the researcher used a sample of 4 or 57%.

4.2.1 Monitoring of competitors activities.

Table 4.1 below represents the findings on the monitoring of competitors activities by the sales representatives in the respective areas of operation.

Table 4.1. Monitoring competitors' activities

Do you monitor competitors advertising activities?	Frequency	percentage
Yes	4	100
No	0	0
Total	4	100

Source: Primary data.

An overwhelming 100% of the sales representatives monitor competitors' activities all of them admit to doing this especially in the area of advertising.

4.2.2 Threat of competitors advertisements.

The table 4.2 below illustrates the impact that the competitors' advertisements have on the market share for Bamburi products.

Table 4.2 Threat of advertisements by competitors.

Do the advertisements pose a threat to your market share?	Frequency	Percentage
Yes	1	25
No	0	0
I don't know	3	75
Total	4	100

Source: Primary data.

Here the responses varied. One of the sales representatives actually agreed that the advertisement by competitors' affects sales in his area of operation, the rest were of the opinion that the advertisement posed a threat to the market share but to a small extent. All in all, there was an overall agreement that the advertisement of Bamburi cement competitors posed a level of threat to them; it is the degree in which it affected them that differed according to the respondents.

4.2.3 Promotional methods in reaching consumers.

The respondents were also asked to state which method of promotion that the firm adopts to reach its consumers and the results are presented as follows.

Table 4.3. Methods of promotion used in reaching out to consumers.

Mode of promotion to reach out to consumers	Frequency	Percentage
Sales promotion	0	0
Advertising	0	0
Public relation activities	0	0
Any other	4	100

Total	4	100
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Source: Primary data.

The findings in the table 4.3 above indicate that an overwhelming 100% of the respondents could not exactly point to a particular mode of promotion in reaching out to consumers. They instead opted for others category and went ahead and stated that they do not have a particular mode of promotion, but used all of the above methods.

4.2.4 Advertising as an integral part of the firm's marketing strategies.

As part of the research objectives it was important to establish if indeed advertising is an integral part of the firms marketing strategy. Table 4.4 below shows the findings to these questions.

Table 4.4. Advertising as an integral part of Bamburi's marketing strategies.

Is advertising an integral part of your marketing strategies?	Frequency	Percentage
Yes	4	100
No	0	0
I don't know	0	0
Total	4	100

Source: Primary data..

The respondents all agreed i.e. 100% that advertising is part of their firms marketing strategies.

4.2.5 Which mode of advertising does Bamburi Cement Company use?

Table 4.5 below represents the findings to the question of which methods of advertising the firm uses to reach out to its customers.

Table 4.5 Mode of advertising.

Which mode of advertising does the firm use?	Frequency	Percentage
Radio	0	0
Television	0	0
Newsprint	0	0
Public demonstration	0	0
Internet/E-mail	0	0
Seminars and workshops	1	25
Billboards	0	0
Others	3	75
Total	4	100

Source: Primary data.

When asked about the mode of advertising that the firm used, 25% of the respondents said that the company uses seminars and workshops as venues to reach out to consumers, 75% settled for other category citing that the firm actually has a combination of the above methods, as asked in the questionnaire, but not all. Use of the internet was not very common.

4.2.6 Feedback concerning advertisements

Table 4.6 below shows that findings to the question on the feedback that the company gets by advertising its products.

Table 4.6 Feedback from advertisement

Feedback	Frequency	Percentage
Increased sales	0	0
Decreased sales	0	0
Increased enquiries	0	0
Increase in competitors activities	4	100
Total	4	100

Source: Primary data

The respondents all overwhelmingly agreed, 100% that on advertising their products the competitors increased their marketing activities especially advertising.

4.2.7 Organizational concept in the market place.

The table below represents the findings from the question “which concept does your organization use to be in the market? And the following responses were analyzed.

Table 4.7. The concept used by the firm.

Concept	Frequency	Percentage
Production	0	0
Product	4	100
Marketing	0	0
Society marketing concept	0	0
Total	4	100

Source: Primary data.

All respondents were in agreement that the firm used the product concept in the market.

4.2.8 Preference for a market oriented firm.

Table 4.8 below represents the findings on the question whether the sales representatives from the particular regions wanted a market oriented firm.

Table 4.8 Preference for a market oriented firm.

Do you prefer the company to be market oriented?	Frequency	percentage
Yes	4	100
No	0	0
Total	4	100

Source: Primary data.

When asked about the preference of a market oriented firm, the sales representatives all agreed that this was the best approach in the market 100% said yes to the question.

4.3 Response from questionnaires given to consumers.

4.3.1. Feedback on the introductory part of the questionnaire

The introductory part of the questionnaire given to the consumers in an effort to determine their levels of awareness prompted the respondents to indicate their gender. Table 4.9 below represents the response to this probe.

Table 4.9 respondents gender representations.

Gender	Frequency	Percentage
Male	25	70
Female	10	30
Total	35	100

Source: Primary data.

The questionnaires were deliberately constructed in such a way to elicit direct information from the respondents. The questionnaires were distributed to two estates in Mombasa and Eldoret. The total number of questionnaires distributed was 50.17 or 68% were returned for those in Mombasa and 18 or 72% were returned for those issued in Kahoya and the results are shown below in table 4.10. The questions asked were mainly to find out from the respondents what they know about the company, its products, brands, advertisements and if they are aware of any advertisements by other firms selling cement. The analysis was done in totality all the respondents combined, they were 35 in number.

Table 4.10 feedback on awareness levels of consumers on Bamburi Cement Company.

Awareness levels of consumers as asked in the questionnaires	Respondents		Percentage	
	Yes	no	Yes	No
Do you know about Bamburi Cement company limited?	29	6	83	17
Do you know the brands that the company produces?	14	21	40	60
Have you come across advertisements by Bamburi cement company?	16	19	46	54

Are the advertisements about the company and its products informative?	15	20	43	57
Do you know other firms selling cement?	26	9	74	26
Do these firms advertise their products?	27	8	77	23

Source: Primary data.

The table 4.9 above illustrates the findings on the levels of awareness for Bamburi products and the firm as a whole according to the consumers. When asked about knowledge of the existence of the firm, 83% of the respondents claimed they knew about it. 60% of the respondents also confirmed that they do not know the brands that Bamburi specifically offers. 54% claimed that they do not know any advertisements by Bamburi and those who knew were not informed that is they did not highlight about the brand comprehensively. However, a majority 74% and 77% of the respondents indicated that they know other firms selling cement and have come across their advertisements. Generally, a majority of the respondents indicated that they know about Bamburi Company Limited but do not know the brands that the company has and the awareness levels of the Bamburi cement company advertisements by the respondents were not very impressive that is 46%.

CHAPTER FIVE

5.0. FINDING, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter highlights the findings that were obtained through the various data collection instruments and an analysis done. The researcher also made a conclusion on the research based on the findings. Finally recommendations were stated according to the researchers own view with regard to advertising and its role to Bamburi Cement Company in line with the research objectives as stipulated at the onset of this study.

5.2 Summary of findings.

5.2.1 Findings on interview Conducted on Management

On interviewing the marketing manager of Bamburi Cement Company, he revealed that advertising had a role to play in their firm but not to a large extent. This was partly because at the moment the firm is a market leader in its industry and has been that way for a significant part of its existence. This has led to the firm not investing heavily in their time and resources to this particular marketing activity leading to an absence of advertising policies. According to the respondent, large volumes of their sales were mainly from contractors who were engaged in various constructions projects around the country; with a relatively small percentage of their sales volumes being attributed to the consumers who buy the cement in relatively small quantities compared to the other group that is the contractors. According to the marketing manager, the firm engaged the services of Lowe Scanad Limited to design their advertisements for them. This is done together with the firm's own marketing staff to come up with advertisements that would conform to the company's interest. The firm relied much of its sales on goodwill which has been created in the past making advertising not to be a priority.

However, the respondent admitted that when the firm engages in advertising, it was not easy to measure its levels of success. The main focus for the firm was actually on promotion of their products through seminars rather than advertisements. The seminars are aimed at creating awareness on the product features to the contractors and their employees in a program called "Partnership in Building" rather than focusing their attention to advertising.

5.2.2. Findings from Questionnaire

Two different types of questionnaires were given to two target groups' by the researcher that is the sales staff of Bamburi and the consumers (segmented). The first category of the questionnaire was issued to the company's sales staff, revealed that advertising was a part of the organizations marketing activities but did not constitute a priority of marketing activities conducted by the firm. The respondents all affirmed that promotions were carried out by them but did not have a particular mode of promotion to reach out to their customers. None of them pointed out advertising as striking out from the rest; instead, they were all in agreement that the firm used a combination of the choices as stated in the questionnaire, which included sales promotion, advertisements and public relations activities.

The questionnaire also revealed that the firm engaged in a combination of various advertising techniques that is radio, television, billboards, newspapers, etc. the sales representatives, to whom the questionnaires were issued, were all in agreement that the firm did not have an emphasis in one of the advertising modes stated above, but used all of them. Of notable concern here and relevant to this study was the level of activity that resulted after the firm engages in advertising of its cement, especially from their competitors. It was revealed that when Bamburi Cement Company advertised its cement, their competitors reacted by increasing their marketing activities, highlighting the fact that indeed advertising can be used by the firm to help it have an increased competitive advantage over its rivals.

The questionnaire given to the sales representatives also revealed the fact that advertising is not being effectively used to generate sales because all the respondents were in agreement that the firm used the product concept to be in the market. This revealed interesting facts about Bamburi. The firm relies on the consumers positioning of the products with regard to those of its competitors. This approach was used by the firm because of its goodwill and product attributes over the years. This clearly shows the reason as to why the firm does not employ advertising to effectively market its products. The respondents also agreed that they would like their firm to be more market oriented

and shift from the current employed concept of the product. This was affirmed by all of them.

The levels of consumer awareness about the company, its products, about its advertisements and its effect on the competitors were clearly brought out through the feedback obtained from the second questionnaire given to the sample for consumers. Majority of the respondents said that they knew the firm but did not know the brand name of its cement. This was seen in table 4.10, where 83% of the respondents said that they knew the firm and 60% of the respondents stating that they did not know about the brand of cement it sold. This clearly shows how low the levels of consumer awareness on the firm being very low.

The respondents also affirmed that although advertisements by Bamburi were there, they were not very common and if one saw them they were not that informative. A majority of the respondents also stated that they have come across advertisements by other cement selling firms and an average number of them saying that the advertisements were informative about the competitor's brand that is 74% and 43% respectively of the respondents attested to this.

5.3. Conclusions

From the data collected, analyzed, and the findings that the research has revealed, it can be concluded that the firm indeed uses promotional methods to reach out to its customers and advertising is one of them. However, the firm does not have an emphasis to advertising. Advertising is not given a priority among other promotional methods that the firm uses, and if the company decides to use it, they don't use a particular mode of advertising. The inconsistency in this area can be seen through the firm engaging in different advertising channels and at low levels. Why give the consumer the task of searching out information about your products? For advertising campaigns to be effective in achieving their objectives, there should be consistency and a high rate of advertising through a particular media example television, newspapers or radio.

As already mentioned, the advertisements engaged by the firm have not been effective due to inconsistency and low levels of appearance in the media waves. The advertisements have not been informative enough, especially on the brands the company

sells. The competitors have taken advantage of this situation and have gone ahead and created advertisements which are informative about their products and increased their levels of advertising. This conclusion was arrived at from the feedback by the questionnaires given to the consumers. A majority of them stated that they know more about Bamburi's competitors' advertisements than those that represented the firm.

Finally, it was established that the firm uses the product concept to stay in the market. This means that the firm relies on retaining its customers through its goodwill that has been there for a significant part of Bamburi's existence. This has led to low levels of marketing activities, especially with regard to advertising.

5.4 Recommendations

Can advertising be used as a tool for competitive advantage by Bamburi Cement Company? The answer to this question is definitely yes. This has already been hinted out in the research. The sales representatives pointed out that when Bamburi Cement Company advertised its products, the competitors raised their marketing activities. However, the firm needs to first of all reconsider its stand on advertising. And the following recommendations have been put forward by the researcher.

Advertising should be given priority in the marketing activities conducted by the firm. This will mean a commitment of resources by the top management both in terms of time and monetary resources because the manpower is already there. The firm should also identify with a particular form of advertising media. The suggestion put forward here is the radio and television. These two media work well concurrently, especially with an incline to the radio.

Another recommendation put forward is that the firm should recreate the existing advertisements to be more informative about the brand and the company name. The rate at which these advertisements air needs to be increased to become more frequent with consistency emphasized. A closer working relationship between the firm's marketing department staff and the advertising agency Lowe Scanad, should be forged. The firm has got the resources, both human and financial, to ensure that its advertisements are well created.

Finally, for the advertisements to be well accommodated in the firms marketing activities and given the attention it deserves, the firm should move from the product concept to the marketing concept. The firm should not leave the consumer with the task of positioning its products to those of its competitors, but should help them in this regard. How this fete can be achieve this is simply through careful executor ship of the advertising function.

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KAMPALA INTERNATIONAL UNIVERSITY
MARKETING RESEARCH QUESTIONNAIRE

Dear respondent

As a third year student of business management carrying out a research on identification of advertising as part of Bamburi Cement Company marketing strategies and the levels of awareness of consumers on the products offered by the company, I will be pleased to get your response to the following questions. The answers to these questions will help me in accomplishing the objectives for this research. The information provided will be used specifically for academic purposes and will be handled with maximum confidentiality. Your cooperation will be highly appreciated

☺

INTERVIEW SCHEDULE: SENIOR MANAGEMENT (MARKETING DEPARTMENT).

1. What current position do you command in the industry with regard to the market share?
2. With regard to the above do you think advertising has a role to play in your marketing activities?
3. Does your organization have in place an advertising policy for its product?
4. What goals does your organization hope to achieve when it comes to advertising their products?
5. Does advertising account for the sales volumes that your organization is making at the moment?
6. How well do you think your customers know your products?
7. What is your comment about the advertising activities of your competitors?
8. Do you make your own advertisements or do use advertising agencies i.e. outsource?
9. In the line with your advertising goals, can you say that you are achieving them with your current advertisements and advertising techniques?

CONUMERS QUESTIONNAIRE:

SECTION A: personal information {tick where appropriate}

1. Please indicate your gender

Male ☐

Female ☐

2. Would kindly state your age?

Below 20 years ☐

20 to 30 years ☐

30 to 40 years ☐

40 years and above ☐

SECTION B: General knowledge about Bamburi Cement Company and its advertising activities.

1. Do you know Bamburi Cement Company limited?

Yes ☐

No ☐

2. How did you come to know of it?

Advertisements ☐

Promotions ☐

Word of mouth ☐

Others ☐

Specify

3. Do you know the brands of the cement being sold by Bamburi cement?

Yes ☐

No ☐

If yes, which ones

4. Have you come across any advertisements by Bamburi Cement Company?

Yes []

No []

5. How many times have you come across the advertisements?

Often []

Not so often []

Rarely []

6. Do the advertisements tell say a lot about Bamburi Cement Company and/ or its products?

Yes []

No []

7. Have you come across other firms in the same industry advertising their products?

Yes []

No []

8. If yes, how regularly have you encountered the advertisements?

Often []

Not so often []

Rarely []

9. Which brand of cement have you seen mostly advertised in your day to day activities?

10. What comments do you have about Bamburi Cement Company limited?

All brands

[]

5. What is the reason behind the large sales of this particular category of cement?

The market for that cement []

Popularity among consumers []

Price friendly []

Quality and good performance []

Production economies of scale []

Others, specify

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

6. Do you attain the sales goals of your company in this region?

Yes []

No []

7. Do you monitor your competitors' activities especially on advertising in your area of operation?

Yes []

No []

Not Really []

8. Do these competitors with their advertisements pose a threat to you market share?

Yes []

No []

Not Really []

9. Which promotional methods do you apply to reach your consumers?

- Sales promotion []
- Advertisement []
- Public relation activities []
- Others []

From the above which one will you prefer to use and why.....

10. Is advertising an integral part of your marketing strategies for the firm?

- Yes []
- No []
- Not Really []

11. Which mode of advertising do you mostly use to reach out your customer?

- Radio []
- T.V []
- News Print []
- Public Demonstration []
- Internet/Email []
- Seminars and workshops []
- Billboards []

Others,

Specify

12. How do your customers communicate to you?

- Email []
- Fax []
- Letter []
- Telephone []
- []