

**IMPACT OF DIAPER TELEVISION ADVERTISEMENTS ON
CONSUMER PURCHASING BEHAVIOR IN KISUMU CITY,
KENYA.**

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DECLARATION

I certify that this research project has not been previously presented for a degree in Masters of Arts in Communication Studies in Maseno University or any other university. This research project herein has been carried out by me and all sources of information have been acknowledged by means of references.

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ABSTRACT

Advertising is a form of communication and a marketing strategy that marketers can use to make their products known. There are various marketing strategies and communication media today but not all of them are effective, with some even being at risk of being counterproductive. Marketers are always looking for effective communication media and ways of making their marketing strategies effective. This study analyses the impact of baby diaper television advertising on consumer purchasing behavior. The overall objective of the study is to determine the impact of advertising on consumer purchasing behavior and to find out how effective TV is in influencing this behavior. Specific objectives are to find out the relationship between consumer awareness through advertisements and their buying behavior and to investigate the preferred communication media as a source of information by baby diaper consumers vis-à-vis TV. The study is guided by Leon Festinger's (1989) cognitive dissonance theory which states that we are possessed with a powerful drive to maintain cognitive steadiness and reliability which may sometimes become irrational. The theory is supported by a model illustrating how consumer purchasing behavior is related to advertising where the dependent variable is consumer purchasing behavior and the independent variable is diaper advertisements. The study adopts a descriptive survey design and correlation study design. The study was done in Kisumu City which hosts 5 major supermarkets (Choppies, Tuskys, Uchumi, Nakumatt and Naivas). The target population of the study was 41,883 parents out of which only 384 were sampled scientifically. Snowballing was used to administer questionnaires to parents while purposive sampling was used to collect information from supermarkets and TV. Data was collected through questionnaires administered to parents, interviews in the supermarkets, and observation on Citizen TV to find out diaper brands advertised and the frequency of each brand advertised. The quantitative variable was analyzed by descriptive statistics of mean standard deviation. For categorical closed ended variables, cross tabulations of frequencies was generated for examination of relationships within the data. Open ended qualitative variables were analyzed qualitatively using thematic analysis. Data presentation is in tables, charts, graphs, themes and sub themes. The results show that consumer purchasing behavior is much dependant on advertisements. Also, the study revealed that TV is the most preferred medium of communication. The findings of this research can help marketers to decide whether or not to advertise their products and also when contemplating on which communication media to use.

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ABBREVIATIONS

APA	- Association of Practitioners in Advertising
KBC	- Kenya Broadcasting Corporation
K24	- Kenya 24 hour News Channel
KTN	- Kenya Television Network
MSG	- Management Study Guide
NTV	- Nation Television
TV	- Television
VOK	- Voice of Kenya

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CHAPTER ONE: INTRODUCTION

This chapter contains background information, statement of the problem, objectives of the study, research questions, significance of the study, scope of the study and the theoretical framework.

1.1 Background

There are various marketing strategies today but not all of them are effective, with some even being at risk of being counterproductive. Marketers are always on the look for effective communication media and ways of making their products successful. With a number of communication media available and also various marketing strategies to select from, marketers are always left contemplating on which media to use and the type marketing strategies to embrace in an attempt to positively influence consumer purchasing behavior.

Television is a type of communication media that marketers can use to place their advertisements to effectively reach out to consumers and make them purchase their products. These marketers could be going for other communication mediums instead without looking at the effectiveness of those mediums vis-à-vis TV.

Advertising is a form of communication and a marketing strategy that marketers can use to make their products, like baby diapers, known to their target consumers and convince them to buy their brands. Advertisements are meant to influence consumers purchasing behavior positively by creating awareness about a product and drive consumers to buy a particular product and not others. This has not always been the case as other underlying factors could be affecting this.

This study focuses on disposable baby diaper consumers, and a number of these consumers are using specific diaper brand and not others simply because they were swayed by advertisements to their brand choice. Marketers of baby diapers could be investing highly on other communication media to run their advertisement yet TV broadcast media could be the most effective medium to reach consumers and make their products known to them, attract them to their products and make them to purchase their brands and not any other.

Communication media refers to the means of delivering and receiving data or information (Cory Janssen 2017). According to Janssen, information can be relayed through different media that exist today; this can be print media, broadcast media or the internet. Janssen divides communication media into two forms: analog- which includes conventional radio, telephonic and television transmission, and digital communication media- which includes mediated communication, computer networking and telegraphy. Malhan (1985) defines communication as the successful transmission and reception of messages. This means that there is no communication if a message intended for a specific audience/receiver is not transmitted successfully (distorted information) or the audience fails to receive the message. An example to a failed communication may be a case where information is placed on TV for a specific audience but due to power failure the audience fails to access the information. In this study, the focus is on TV which is an analog form of communication media that marketers of baby diapers could use to relay information about their brands.

Television is a type of broadcast media that can be used to relay information to a mass audience. In trying to define broadcast media, Peters et al (1999) states that broadcast media comes from the word broadcasting which simply means the distribution of audio and/or video content or other messages to a dispersed audience via any electronic mass communication. Mass communication as defined by Baran (2004) is the process of creating shared meaning among two or more people. In his book on introduction to mass communication, Baran explains that the mass media we have today has existed ever since the 1830's. To him it is this system that has weathered repeated change with the coming of increasing sophisticated technologies. He states that the penny press newspaper which was the first newspaper was soon followed by mass market books and circulation magazines and later in the 1990's these popular media were joined by motion pictures, radio and sound recordings. A few years later came television combining news and entertainment, moving images and sound.

The history of communication media dates back to the nineteenth century when newspapers were first invented. Advertising played an insignificant role in conducting of business and business transactions were based on personal selling. It was until when Johann Guttenberg invented the printing press in about 1440 handbills, posters and then newspapers were used to advertise goods and services. This went on until advertising appeared in newspapers in America. By then there was little development due to the level

of trade, it was until 1840 when the volume of trade increased that the volume of advertising also increased (Sandage and Fryburger 1962).

In Kenya, television was introduced in 1962 with the first transmitting station being set up in Limuru, transmitting only a radius of 15 miles. This station was named Kenya Broadcasting Corporation (KBC). Through the act of parliament, KBC was nationalized and renamed the Voice of Kenya (VOK) on 1st July, 1994. In 1970, VOK opened a new television station in Mombasa to relay programmes and produce local dramas, music, culture and other programmes. It was later in 1989 that the Kenya parliament gave autonomy to VOK and changed the name back to KBC. During this same year, Kenya television network (KTN) was established becoming the first private television station in Kenya. It was after the establishment of KTN in 1989 that other private stations like Citizen TV, Nation TV and others were established.

The Management Study Guide (MSG) experts define broadcast advertising to be commercials aired on either television or radio which is referred to as spots. They consider broadcast advertising to be a very effective medium of advertising and observe that the commercials aired on radio and televisions are an essential part of broadcast advertising. According to the experts, broadcast media like radio and television reaches a wider audience as opposed to print media thus its effectiveness. The MSG experts categorize radio and television commercials under mass marketing as the national as well as global audience can be reached through it. To them, the role of broadcast advertising is to persuade consumers about the benefits of a product. By settling on TV broadcast media advertisement to market baby diapers, then chances are that information on these brands could reach out to a wide audience as compared to using print media to advertise the brands.

They also state that broadcast advertising first came into existence in the United States of America with the establishment of radio in the 1920's. With the introduction of radio, trade was enhanced. Two decades after the invention of radio, television appeared and consequently increased broadcast advertising overpowering the effects of radio. The gross television advertising revenues in the United States of America were totaling approximately seventy-five percent broadcastings total receipts while radio only accounted for twenty-five percent. Since then, television has dominated the broadcast advertising, which was formerly monopolized by radio.

Advertisers can use different mediums to advertise their products but TV broadcast is still the most effective advertising medium. This is according to the findings of a new study by Turner Broadcasting and Horizon Media partnered on with marketing-analytics company Market Share, which meta-analyzed thousands of marketing optimizations used by major advertisers from 2009 to 2014 (Jason Lynch 2015). Television advertising offers the benefit of reaching large numbers in a single exposure. Jason observes that in the world today, television is the fastest growing advertising media; television has the best appeal, and most important of course, is the visual component, which permits the transmission of sight, motion, and color on an instantaneous basis. In relation to this study, advertisements on baby diapers through TV could thus appeal the target consumers by bringing out the visual aspect of diaper brands like color and even how to use it on babies. If the color is attractive, then the audience is likely to buy the brand and also if the audiences see how easy it is to use the brand as compared to others, then they could settle for the brand. This visual aspect of color cannot be brought out through other media's like radio. Also, print media and even radio cannot provide a chance for its audience to see a demonstration on how diapers are used which TV offers.

According to Chweya (2005), four TV stations take center stage at the moment in Kenya with Citizen TV being the most Viewed Station. Other stations include KTN, NTV, K24 and KBC TV stations. In his research on the most preferred TV station Chweya found out that, 63% of Kenyans prefer Citizen TV, 14% KTN, 9%NTV, 4% K24 and KBC while 3% was recorded for other stations. It is in line with this that this research focuses on Citizen TV advertising. Being the most viewed TV station it will give a wider reflection on which diapers are advertised and if this awareness affects consumer purchasing behavior.

Advertising is a form of communication which is used to persuade a specific group of people to take some action. It is considered to be a major and important element for the economic growth of the marketer and different companies in competition (Ryans, 1996). Terence (2007) defines advertising as a paid mediated form of communication from an identifiable source, designed to persuade the receiver to take some action, now or in the future. In relation to the analysis of the impact of diaper television advertisement on consumer purchasing behavior, these two definitions by Ryans and Terence show that by incorporating advertisement in their marketing strategy, marketers of baby diapers can persuade consumers to buy their brands. Advertising was introduced by Egyptians who

used Papyrus for sales messages and wall posters, billboards, signboards and outdoor advertising as the most ancient form of advertising. The tradition of wall painting and wall chocking is found in the ancient culture of Greece and Romans and as well in India, which could be now seen in many, parts of the world as well (Kotler & Armstrong, 2008).

It is difficult for manufactures and consumers to ignore advertising because of its persuasive and intrusive social-economic force (Bardi 2010; Agwu 2012). Advertising is a communication medium that invades all Places; pushing in messages about various products and services, ideas, persons (dead or alive) and institutions through various media outlet (Ozoh 1998).

A good advertisement persuades customers to purchase and keeps them motivated to do a certain action (Kennet & Donald 2010). Rather than persuading customers to buy a product or service it also gives them the options to select from. While one wants to purchase something, they will once think about it that there is a certain product with certain features (Agwu 2013; Ikpefan et al, 2014).The impact of television advertising allows consumers to use the cognitive defenses, such as to produce counter arguments and reasons (Bruck & Goldberg 1988). These observations contribute to the study since they bring out that advertisement aims at motivating customers to take some action through their unique features. Marketers of diapers can focus on giving a unique feature of their brands to its audience, this feature should be unique in such a way that the audience can distinct the brand from others.

The purpose of advertising is to convince customers that a company's service or product are the best, enhance the image of the company, point out and create a need for products or services, demonstrate new uses for established products, announce new products and programs, reinforce the sales people's individual messages, draw customers to business and to hold existing customers (Taylor John 1978).

Advertisements should not be seen as means to announce new products and draw customers to business but also as a way of holding these customers. Through continuous advertising of diaper brands, consumers of the brands could remain loyal as compared to when an advert appears once, leading to a low purchase. Clients tend to shift loyalty of a brand if they fail to see advert on the product again but instead see another brands advert. If consumers know that all advertisements are packaged to convince them and not just to help them by giving free information, then they are likely to choose whether to give

attention to advertisements or not by seating to listen to the advert or shift to something else. It has always been shown that majority of viewers Zap at least as much during the advertising as they do during common programs (Heater & Greenberg 1985). This shows that it all depends on the perception of viewers about TV content be it advertisements or commercial programs. If consumers have negative perception about advertisements then marketer's intentions of advertisement will be less effective.

Jefkins (1994) observes that advertising aims at persuading people to buy product "A" instead of product "B" or to promote the habit of continuing to buy product "A". In this study that seeks to analyze the impact of diaper television advertisement on consumer purchasing behavior and in regards to the observation by Jefkins, advertising can persuade consumers to buy and continue to buy a specific baby diaper brand and not any other. Advertising gives an intellectual attitude towards many products and some people are prepared to pay higher prices for purer, healthier and safer ones. Jefkins also observes that in order for factory to maintain its output profitably, advertising ought to be incorporated in a firm's marketing strategies and has to be powerful and continue to induce action. This action may be to telephone an inquiry or order or even to remember a product next time one needs to buy. For example, baby diapers in the market appear in different brands. By continuously advertising brand "A" of diaper may lead to its higher purchase compared to other brands. He goes further to say that without advertising, producers and distributors would be unable to sell, consumers would not know about and continue to remember product, and the modern industry would collapse.

In consuming certain products, one buys not only a "thing" but also an image, an image which invokes the belief and the hope of having the good rather than the bad, happiness rather than misery, success rather than failure, life rather than death. And the more anxious, confused, uncertain and bewildered modern society gets, the stronger will be the role played by advertising (Leymore 1975).

Advertising has been in existence since the ancient times. In ancient Egypt, Greece and Rome, there were advertisement posters, paintings, signboards and drawings on the walls of buildings about products of different kinds (Age et.al 1962). Vendors during this ancient time also carried different products from one place to another just like today's hawkers.

There are many products in the market today but some are likely to pull out (R. Cooper 2011). As Cooper puts it, corporations everywhere are engaged in a new products war. To him the battle fields are the marketplaces around the world and the weapons are the thousands of new products developed every year in the hope of successfully invading chosen marketplaces, but sadly, most attempts fail. In his book “ Winning New Products” in an article that he wrote about ‘identifying industrial new product success’, Cooper states that about half of all resources allocated to product development and commercialization in the United States (U.S) goes to products that a firm cancels or produce an inadequate financial return. Similarly, baby diapers in the market today range from brand to brand each having their unique features but attempts to have some of the brands to invade the market could fail.

It is the intension of every marketer to increase a company’s product consumption in order to help generate sales and profits. Manufacturers of such products might not know the risk associated with not relaying information about their products to the target audience. Advertising is one way that manufactures can use to relay information on their products to consumers.

Baby diapers appear in two forms, disposable and reusable diapers. According to Bedah (2012), disposable diapers became popular in Kenya in the 1990’s and in particular among the middle class. Diaper consumers might not know the extent of the effect of television adverts on their buying behavior and marketers of this product might be thinking that advertising may give them a positive result yet this may be affected by other underlying factors.

In a growing economy like Kenya, the trade environment is highly competitive with marketers constantly trying new ways to help their products gain acceptance among consumers. Despite unadvertised baby products in the market being of good quality, cheap and equally effective, and manufacturers efforts of investing heavily in good product packaging, branding, being innovative and offering consumers free samples and money back guarantees, some producers of such products could still be facing losses as their products could not be selling out.

Among the baby products in Kenya, disposable diapers are among the new products that are still struggling to penetrate the Kenyan market (Bedah 2012). Having been introduced in Kenya in the 1990,s this baby product could be displacing the reusable baby diapers

from the market. The reusable diaper that was common in TV adverts has since been replaced with disposable ones. Many new brands of this product have been introduced since then and chances are many more are yet to come. The Kenyan market is now saturated with different brands of the baby product and some may be advertised more than others while some may not be appearing in any television advert. All the diaper brands available today might not be selling out at the same rate. Advertising is the reason why certain brands are preferred to others. Despite this, other factors like packaging, display and even price can still affect the sale of the preferred brands.

Consumer behavior is the study of individuals, groups, or organizations and the process they use to select, secure, use and dispose off products, services, experiences or ideas to satisfy needs and the impacts that these processes have on the consumer and society (Sabine 2012).

Sabin states that the study of behavior of consumers helps firms and organizations improve their marketing strategies by understanding issues such as the psychology of how consumers think, feel, reason, and select between different alternatives (e.g., brands, products, and retailers); the psychology of how the consumer is influenced by his or her environment (e.g., culture, family, signs, media); the behavior of consumers while shopping or making other marketing decisions; limitations in consumer knowledge or information processing abilities influence decisions and marketing outcome; How consumer motivation and decision strategies differ between products that differ in their level of importance or interest that they entail for the consumer; and how marketers can adapt and improve their marketing campaigns and marketing strategies to more effectively reach the consumer.

Halley & Baidinger, (1991) observe that entertainment and information about some product, which are relayed through advertising, are one of the main reasons of likeability of a product advertised. Entertainment can affect consumer buying behavior since it actually helps in involvement of the viewer or consumer in the advertisement and product and the advertiser could be able to get the involvement of the consumer, rapidly (Mackenzie & Lutz, 1989). Advertisements on baby diapers that are entertaining (showing a baby crying, crawling...) could thus draw most viewers to the advert rather than an advert that is just informative in nature (showing someone speaking about the diaper

without demonstration). This forms part of the study analysis since it brings out that entertainment in advertisement can easily influence buying behavior.

Some consumers give importance to the quality of the product while others are just persuaded by the proper communication techniques and some impactful factors. This likeability which is created by the advertisers, through information and entertainment and involvement of the viewer later becomes a solid reason of buying intention of the consumer (Smith et al, 2006). Brand personality or celebrity endorsement is also considered as the key element of effective advertising (Aaker, 1996). Aaker goes further to explain that effective advertising is that which tries to produce the loyal customers, by building powerful brand image, strong persuasiveness and right celebrity endorsement in the advertisement. All these factors are the real contributors towards the impact of advertising on consumers purchasing behavior alongside other factors like price and quality of the product which also affects the consumers buying behavior to some extent.

Through repetitive advertisements the media also makes people to like a specific product while unadvertised products, despite being of good quality, nice package and even cheap price may end up not being consumed. These unadvertised products may be as good as the advertised products but simply because consumers have not seen them being advertised they may end up not purchasing them. 90% of new products introduced to the market fail because organizations and companies fail to put into consideration that wrong belief about a product or service as brands could inhibit favorable attitudes to purchase (Rice 2001). Advertising can be used to correct such wrong beliefs by telling consumers the truth about a product or service.

Many production companies have products that could end up not reaching their target consumers who may opt to use other similar products by other companies instead. In production of goods, time and money is spent and thus a company always expects to compensate these and also to generate profit through the sale of their products. A low sale for a company's product may often lead to a collapse of a production company.

According to recommendations by several researchers, studies have been conducted across the world to determine the effect of advertising on consumer behavior. In a case study that was conducted in Iran on the effect of TV advertising appeals of communication companies on customer attitudes towards their advertising efforts and their brands, it was discovered that there is a positive, direct, and significant relationship between: advertising

appeals, and attitude towards advertising; advertising appeals and brand attitude; and attitude towards advertising and brand attitude (Davood et.al 2013).

It is necessary to consider with special care the extent and nature of the influence of advertising, how far it extends and in what ways it makes itself felt (Potter 1954, P177). Much advertising is designed to gain attention and build positive attitude to brands essentially by tension-arousal and tension-reduction process (Myers 1978, P176).

In Kenya today, there are various baby products in the market. The products range from baby food, baby clothing, baby toys, to baby toiletries. Not all companies producing baby products have adverts on their product on TV. Advertising on TV is one way a company may use to market their products to the consumers and also to motivate them to use their products. Consumers are more likely to use a product if they are motivated and persuaded. Advertising is without doubt a formative influence within our culture even though we do not get to know the exact effects (Roxane et.al 2015).

This study seeks to analyze the impact diaper TV advertisements on consumer purchasing behavior in Kisumu city. Citizen TV being the number one TV station in Kenya will represent all the other TV broadcast media advertisement. It is difficult for consumers to get information on each models and brands and make rational purchasing decision if there are hundreds of similar brands from which to choose from (Miller 1990). It is important to have more and better information and television being technologically oriented can provide useful information for product comparisons. According to Mowen (1995), if the consumer has ability to process the information, one is likely to generate a number of cognitive responses or supportive or non-supportive of the message making the consumer to have belief change. Following this changes in beliefs, the consumer may then experience change in behavior.

1.2 Statement of the problem.

With various marketing strategies existing today, marketers are left with a pool of strategies to select from and can opt to use specific marketing strategy and ignore others simply because other marketers are using it without assessing its impact. Advertising is a marketing strategy that some marketers use to market their products without researching on whether it will add value to their business or not. It is important to assess whether advertising a product is really important before placing adverts in the media to avoid wasting money which could be spent on other methods of marketing that can make a

product to sale fast. It is important to analyze how effective advertisement is in creating awareness about products and influencing consumer purchasing behavior before incorporating it in a marketing strategy. Consumers also can simply purchase products services and ideas in advertisements yet they could obtain much better satisfaction from unadvertised ones. Consumers of baby diapers could easily be swayed to use brands by advertisements without their knowledge. These consumers may be using other better brands which could give them more satisfaction simply because they are not advertised. Advertisements that are not only informative but also entertaining can lead to consumers being motivated to blindly take in what they see or hear from the advert making them to purchase the advertised brand and not others. All these are the impact of advertisement on consumer purchasing behavior.

As a medium of communication, television may be an important carrier to market products, services and ideas. People may use television to obtain publicity i.e. politicians. This is because of its appeal brought by its visual component that most viewers are engrossed to. Despite this, most marketers are still using other communication mediums to carry their advertisements on their products to create awareness and influence consumers to purchase their products. Broadcast TV advertising is effective in persuading people to take some action. Marketers of baby diapers could be wasting time and money placing adverts on other mediums ignoring TV which can save them from this wastage. Alternatively, marketers could be thinking that television advertising leads to the purchasing and quick sale of their products yet other factors can affect this positive impact of advertising. TV broadcast could be the most effective advertising media since it is the fastest growing advertising media which results from its best appeal that is brought by its visual component that permits the transmission of sight, motion, and color on an instantaneous basis. Marketers could not know or could simply be ignoring this unique features or effectiveness of TV broadcast advertisements which could cost them in the long run.

Today, there are different brands of baby diapers with unique features and there are also different communication mediums that marketers can use to channel information about their brands through advertisements. This study thus examines how TV broadcast advertising communicates the features and characteristics of diapers in a visual form to influence diaper consumers' purchasing behavior. It is important to find out whether the number one product, 'Pampers' is highly consumed in Kisumu town and if so, is

advertising responsible for its high consumption in relation to the impact of diaper television advertisements on consumer purchasing behavior. And if advertisement has impact on consumer purchasing behavior, then what other factors affect the behavior.

1.3 Research questions.

The study will be guided by the following questions:

1. Is consumer purchasing behavior related to consumer awareness through advertising?
2. What is the preferred communication media as a source of information by disposable baby diaper consumers vis-à-vis TV?

1.4 Objective of the study.

The overall objective of the study is to determine the effects of TV broadcast media advertising on consumer purchasing behavior. The specific objectives of the study are to:

1. Find out the relationship between consumer awareness through advertisement and their purchasing behavior.
2. Investigate the preferred communication media as a source of information by disposable baby diaper consumers vis-à-vis TV.

1.5 Significance of the study.

It is every marketers wish to attract many consumers to purchase their products. If products are consumed very fast, manufacturers and retailers can generate more profit within a short period and a country's economy will increase fast through revenue collection. It is also the desire of consumers to buy products that will give them value for their money.

The study helps to find out the relationship between consumer awareness through advertisement and their purchasing behavior. This can help marketers in deciding whether to advertise their products or not. Also if advertising pushes consumers to purchase products that may not give them full satisfaction, then they should be careful never to trust all information obtained from adverts.

Through the study, it was possible to investigate the preferred communication media as a source of information by disposable baby diaper consumers vis-à-vis TV and if they are able to obtain information on the products (price, color, where to purchase...) they consume through their preferred media. If other media are preferred, marketers can choose

to advertise their products in these media. TV is seen to be the most preferred media, then marketers can have it as their first option for reaching consumers.

The findings of this study can guide manufacturers to make the right decision when anticipating whether to advertise their products on TV or not, consumers can decide whether to trust advertised product to be superior and media houses can gracefully or with fear, approach marketers to place advertisements on their TV channels.

This study can benefit the manufacturing sector which is one of the sectors that Vision 2030 strategy focuses on to reform and develop. If manufacturing companies produce products and advertising helps them to generate more sales for the products, then the economy of the country will rise due to increase in revenue collection. One of the pillars of vision 2030 is the Economic pillar which aims at improving the prosperity of all Kenyans through an economic development programme, covering all the regions of Kenya. When more products are sold, much revenue is collected from tax and there is a rise in national savings. The Association of Practitioners in Advertising (APA), a body registered in Kenya in 1984 is mandated to enforce advertising standards through adherence to the code of advertising practice and direct marketing and also professionalism among its members. APA can contribute to the prosperity of all Kenyans by playing its major role of facilitating its member agencies in promoting the highest standards of effective advertising; in working with government and negotiators in developing strong competitive media and free and responsive communication, backed by powerful self- regulation; working with the media on terms of business, recognition and research. The study also provides literature for future research relating to effects of other advertising media like print media, outdoor media... to consumer behavior.

1.6 Scope of the study

The study was carried out in Kisumu city. Kisumu being a city hosts people of all divide who live or visit because of work or business. Kisumu also has the five major supermarkets where information on the sale of diapers was obtained. In an article in the Zakenya website, “A comparison of major supermarkets in Kenya”, Barnabas Muthini states that Naivas, Nakummatt, Tuskys, Ukwala and Uchumi supermarkets are the most famous in Kenya. All the five stated supermarkets are found within Kisumu which makes it an appropriate area for the study.

The study will also give priority to Pampers, Huggies, Bouncy, Bebedou and Tena baby diapers, which according to Masese (2014) are the five most famous diapers in Kenya. Masese observes that Pampers is the market leader in Kenya followed by Huggies, Bouncy, Bebedou and Tena respectively.

The study focused on Kisumu city parents whose children use diapers. According to health system writers at the University of Michigan, the average age for toilet training in girls is 29 months while boys have an average age of 31 months. Children above the age of 31 months are thus believed to have stopped using diapers and instead are trained to use toilet (Kyla et.al 2010). People in charge of stocking diapers in the supermarkets were also approached to obtain information on the diaper brands they stock and the rate at which each diaper brand sales compared to others.

1.7 Theoretical framework

Studies conducted earlier have showed that there is a strong relationship between television advertising and consumer purchasing behavior. An example is a study on the impact of TV advertisement on children buying behavior conducted by Abdul H. Amir W. Mudassar N. Muhammad B. and Muhammad Umair (2014). The findings of their study indicated that there is impact of TV advert on children buying behavior. Despite this, they found out that other factors like age of the children affect the buying patterns.

In this study on the impact of diaper television advertisement on consumer purchasing behavior in Kisumu city, Kenya, Cognitive Dissonance theory is the main theory behind television advertisement, consumer purchasing behavior and other influential factors like beliefs and past experience with advertisements that can either lead to brand loyalty or a change in purchasing behavior. Cognitive dissonance was first investigated out of a participant observation study of a cult which believed that the earth was going to be destroyed by a flood, and what happened to its members- particularly the really committed ones who had given their homes and jobs to work for the cult- when the flood did not happen (Saul McLeod, 2008). While fringe members were more inclined to recognize that they had made fools of themselves and to “put it down to experience”, committed members were more likely to reinterpret the evidence to show that they were right all along (the earth was not destroyed because of the faithfulness of the cult members).

Cognitive dissonance theory was proposed by Leon Festinger, (1989).The theory states that we are possessed with a powerful drive to maintain cognitive steadiness and reliability

which may sometimes become irrational. The mind will attain its harmony by the following steps;

- i. Altering cognitions: Changing the attitude or behavior
- ii. Changing cognitions: Rationalize our behavior by changing the differing cognitions
- iii. Adding cognitions: Rationalize our behavior by adding new cognition.

Diaper TV advertisements can change diaper consumer purchasing behavior

Diaper consumers can embrace a diaper brand simply because they were persuaded by an advert which changes their attitude by making them to like the brand.

Diaper TV advertisements can rationalize consumer purchasing behavior by changing the differing cognitions

If a consumer had a negative attitude towards a diaper brand, advertisement can mend this negative attitude by bringing out the good in the brand and thus rationalizing past behavior.

Diaper TV advertisements can rationalize consumer purchasing behavior by adding new cognition.

Diaper advertisement can rationalize behavior by giving more information about a product that a consumer already liked.

According to Festinger, we hold many cognitions about the world and ourselves, when they clash, a discrepancy is evoked, resulting in a state of tension known as cognitive dissonance. As the experience of dissonance is unpleasant, we are motivated to reduce or eliminate it to achieve consonance.

To support the cognitive theory a framework for studying how consumer behavior is related to advertising is used in this study to illustrate how consumers could behave when exposed to advertisements. The concepts of the framework are drawn from the study conducted by Bshra, Attiy & Dr. Naheed (2005) that indicated that television advertisements have strong and positive relationship to consumers buying behavior pattern. However religiosity changes this relationship by portrayal woman in television advertisements due to their religious beliefs. This conceptual framework is an analytical

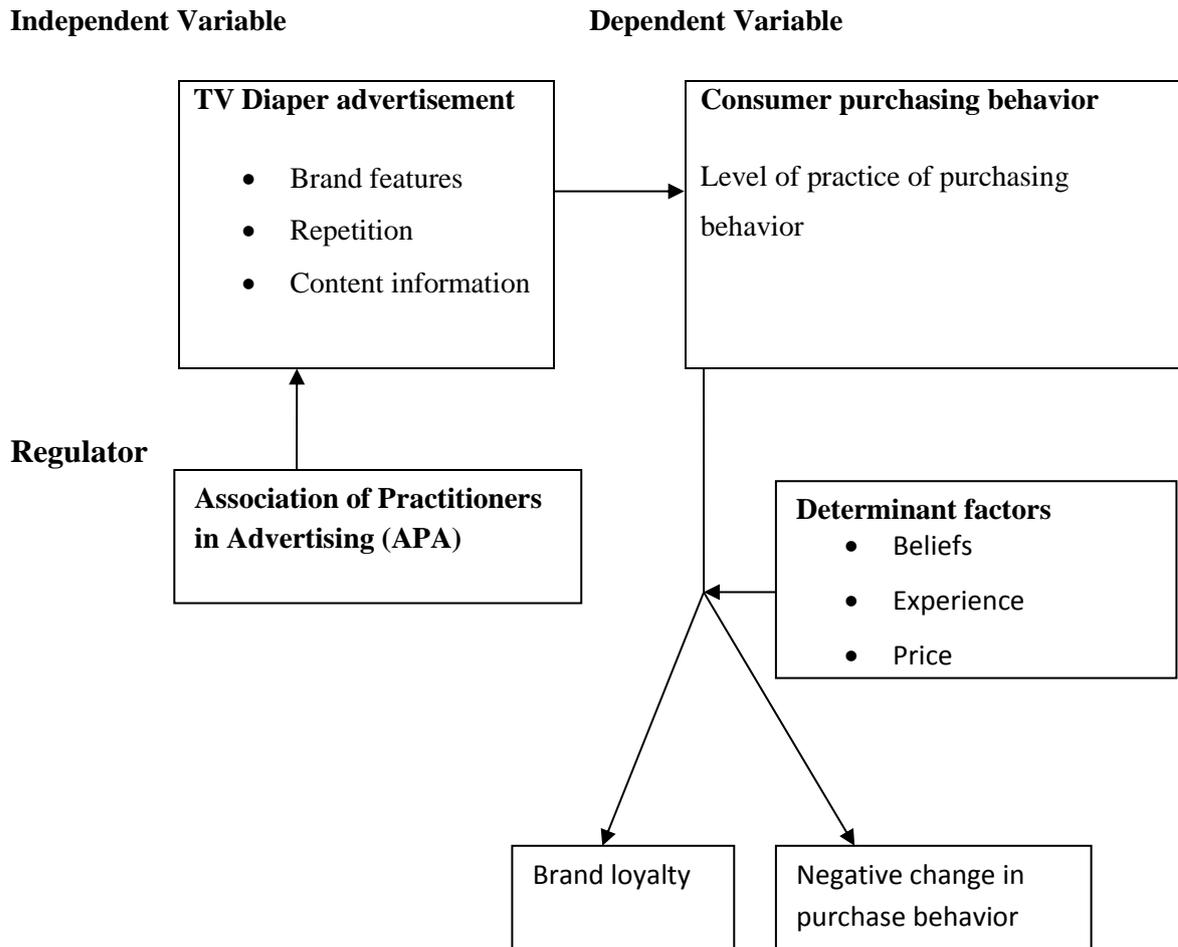
tool with several variations and contexts. It is used to make conceptual distinctions and organize ideas obtained from the study analysis.

The study model demonstrates that television advertisement is related to and has a strong impact on consumer purchasing behavior as depicted by the findings of the study. Most baby diaper consumers in Kisumu City obtain information on the diaper brand they are using from advertisements with a majority of these consumers preferring TV to other communication mediums to be their source of information. However, other factors like exaggeration and lies in the adverts affect this relationship by making consumers not to trust advertisements. And what is likely to take place in consumers mind as brought out by the cognitive response theory is Change in cognitions. The diaper consumers who find the advertisement exaggerated will rationalize their behavior by changing the differing cognitions.

The key variables in this study entail both the independent and dependent variables. This conceptual model explains intensively and extensively how TV advertising is related to consumer purchasing behavior as shown in figure 1. We also have an intervening variable, Association of Practitioners in Advertising (APA) which is a body mandated to enforce advertising standards through adherence to the code of advertising practice and direct marketing and also advocate for professionalism among its members.

The study analyzes the impact of diaper TV advertisement (independent variable) on diaper consumers purchasing behavior (dependent variable). Advertisements come in different forms with different content information as the factors that can determine the effects of advertisements. These factors are independent variables of study that determine the effectiveness on the level of practice of purchasing behavior which is the dependent variable of the study.

Figure 1: A frame work for studying how consumer purchasing behavior is related to advertising.



i. Independent variable

In this study, TV diaper advertisement is the independent variable since it is seen to impact on consumer purchasing behavior. Key issues in the advert that influence this purchasing behavior include;

Brand features: some consumers are attracted to a brand because of its color, usability and quality with most respondents preferring diaper brands made of cotton and those that don't leak because they are comfortable on baby. As highlighted in cognitive dissonance theory, some of the steps through which the mind will attain harmony is by altering cognition that is by adding cognition or by changing behavior or attitude. A good advertisement should thus be packaged well to clearly communicate the brand features so as to affect consumer purchasing behavior by adding to information that consumers already had about a product or giving fresh information about a product and change

consumers negative perception about a product and thus attract them buy the advertised products.

Repetition: running adverts repetitively tends to lead to an increase in purchasing behavior and maintain brand loyalty in consumers. The most used diaper brand – pampers, in the study happens to be the one that has been advertised repetitively. Repetition of diaper advertisements is seen to increase the level of purchasing behavior by adding cognition and rationalizing behavior just as indicated in Leon’s cognitive dissonance theory.

Content information: the way advertisement content is packaged impacts on consumer purchasing behavior. In this study, consumers tend to use diaper brands that give positive information about the brand features. The diaper advertisements are packaged for women ignoring men yet in the study men are also seen to be purchasing the product. Failing to identify all target consumers and communicate to them and have them involved in advertisement can affect the impact of advertising on consumer purchasing behavior by altering cognition.

ii. Dependent variable

The dependent variable in this study is consumer purchasing behavior. As indicated in the model, consumer purchasing behavior pattern is impacted by advertisement. In this study majority of diaper consumers purchase the brands they are using because they obtained information on the brand from advertisement. Despite the positive impact of advertisement, there are factors that can affect this and make consumers either to be loyal to their brands or change brand loyalty:

Beliefs: advertising impact consumer purchasing behavior but belief can affect this impact and instead consumers can go for what they trust or believe in. In this study some consumers use certain diapers brand because they were told by a doctor, a family member or friend. This is as a result of the trust or belief that these people are right.

Experience: experience with advertisement can also affect consumer purchasing behavior. Respondents who don’t trust information on advertisements stated that some adverts are exaggerated. Lies or exaggerations in advertisements affect the impact of advertisements on consumer purchasing behavior as consumers will no longer be influenced by advertisements.

Price: consumers at times purchase diaper brands they don't prefer because they are not to afford their brands and instead go for cheaper brands they can afford. In this study we find that consumers of diapers don't use their brand choice always but instead are forced to use other cheaper brands when they are broke.

2.0 CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

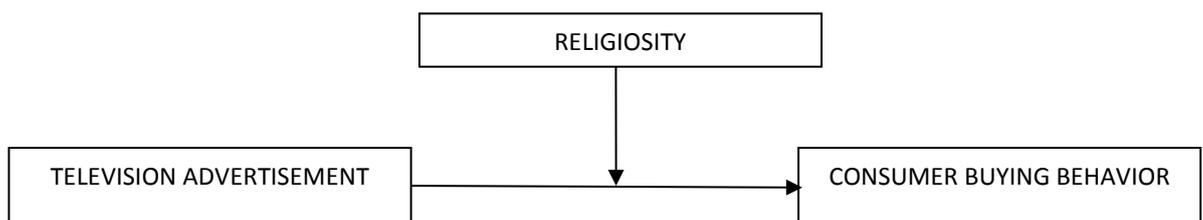
In this chapter, the focus will be on attempting to articulate literature relevant to the study of the impact of TV broadcast media advertising as a communication tool in influencing consumer purchasing behavior. Many researchers in the world today have conducted different studies that bring out the relationship between TV broadcast advertising and consumer buying behavior.

In this study the focus is on works explaining how TV advertising influences consumer purchasing behavior and works discussing consumer preference towards specific advertising media.

2.2 Impact of television advertising on consumer purchasing behavior

In trying to understand the relationship between television advertising and consumer purchasing behavior, this study will focus on the works of Bshra, Attiy & Dr. Naheed (2005). The three did a research on “the impact of television advertisement on consumer buying behavior: The moderating role of religiosity in the context of Pakistan”. The results of their study showed that television advertisements have strong and positive relationship to consumers buying behavior pattern. However religiosity changes this relationship by portrayal woman in television advertisements due to their religious beliefs (figure 2).

Figure 2: Effects of religiosity on consumer behavior



The researchers agree that generally, television advertisements create awareness, knowledge, interest and reaction in consumers about a particular product influencing the buying behavior of consumer and build the behavior of society regarding products. Despite advertising influencing consumers buying behavior positively, the researchers found out that religiosity changes this relationship by portrayal woman in TV advertisements due to their religious beliefs. The behaviors of religious minded consumers

become negative due to women portrayal in television advertisements. They also discovered that religiosity is considered most important for affecting shopping patterns because of its role as a determinant factor on the demand side. Religious people shopping behavior affects the religious beliefs and values (Kamaruddin & Mokhi 2003).

From the findings of this research, it is clear that most marketers while packaging content for advertising could be ignoring that other factors can influence how consumers will perceive advertisement. It is thus important that marketers put into consideration of diversity of their consumers, and ensure that the content of their advertisements comply with the set rules so that their consumers are not negatively affected.

These findings guide this study to determine if Citizen TV advertising on baby diapers is related to consumer purchasing behavior in Kisumu city. Some marketers package content for advertisement that lead to a negative buying behavior of their products. If advertisement does not lead to positive purchasing behavior but instead pushes consumers away, then it is not be playing the role it was intended for. Advertisements are always intended to persuade people to take some positive action.

2.3 Consumers preferred media for receiving advertising and promotional information

In this study, the works of Laura M. Buchholz and Robert E. Smith (1991) are reviewed. In their research on “the role of consumer involvement in determining cognitive response to broadcast advertisement” Laura and Smith focused on radio and TV commercials. They came up with a hypothesis that predicts interaction effects between the type of broadcast media and the level of consumer involvement in the commercials. They conducted a study where mode of presentation (radio versus television) and level of consumer involvement (low versus high) were experimentally manipulated. Analysis of variance of the data provided a general support for their hypothesis. They also discussed other results and the implications for advertising research and practices (Figure 3).

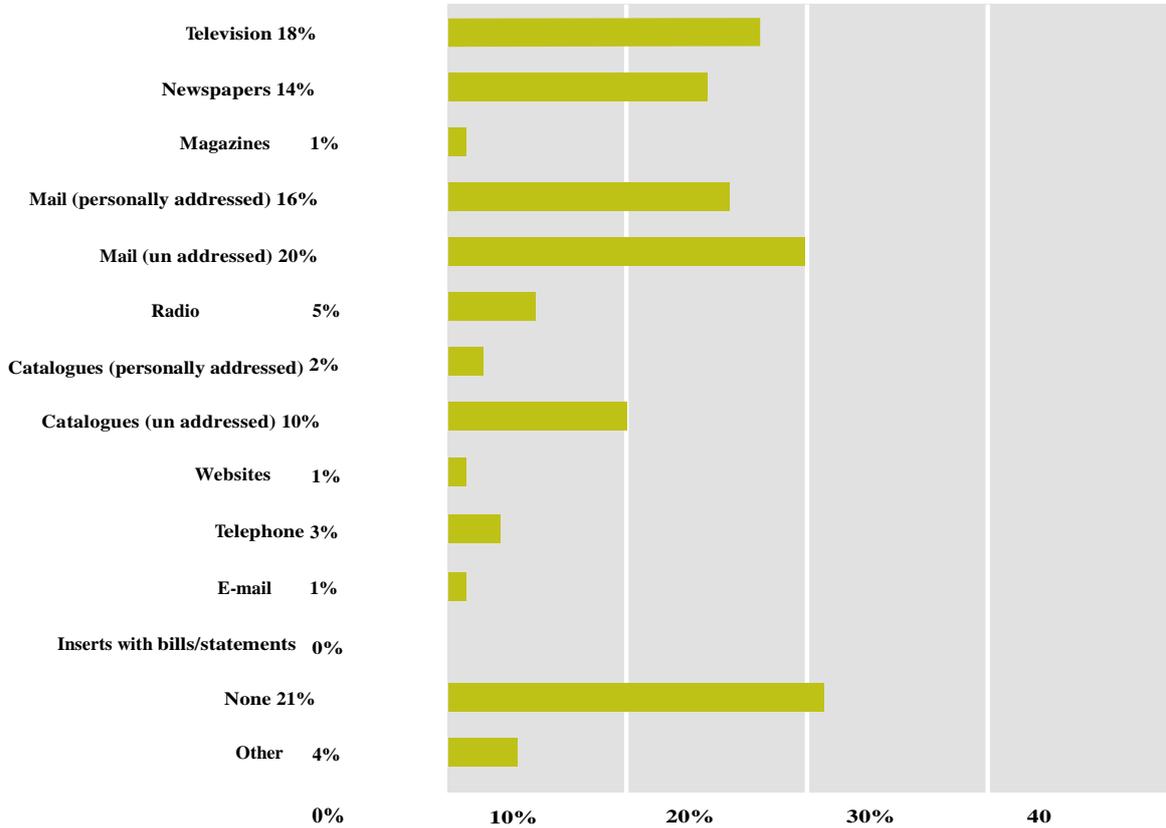
Laura et al observe that advertising research has provided considerable evidence regarding response to persuasive messages. Numerous models that explain consumer’s cognitive, affective and conactive reactions have been advanced and tested. They go on to state that, as theories become more detailed, greater discrimination is possible in understanding the important dimensions of consumer response. Through their research they realized that further research is required on many fronts including investigations of different

advertising media and this is tackled in this study on the impact of diaper TV advertisement on consumer purchasing behavior. In their review of other works like those of Edell and Keller (1989), Greenwald and Leavitt (1984), they discovered that despite calls for research on how consumer process persuasive messages, few models distinguish between radio and TV message processing.

They also highlight that broadcast media is important to advertisers by the fact that some researchers spent \$26 billion on TV and \$7 billion on radio in 1998 (Marketers Guide To Media 1989). They add that these media are often used together in coordinated media campaigns, (Edell and Keller 1989). In their conclusion, they say that to most effectively communicate their messages; creative teams and media planners need to understand differences in the way consumer's process radio and TV commercials.

Marketers could be using specific communication medium to carry their adverts because they are cheap or because other marketers are using them without weighing the outcome of using these media. Yes these media could be used by most marketers or could be cheaper than others yet less effective since they are less penetrative and reaching out to a smaller audience who could prefer other media instead.

Figure 3: Non-supporters'/ members' preferred media for receiving advertising and promotional information from charities



Base: 500 respondents
 Source: Reaching Consumers in the Information Age
 NB 'Other' includes SMS, outdoor billboards and individuals who didn't know their preference
 Where percentages do not total 100%, some respondents provided multiple answers

It is important to always carry out research on the coverage of the medium you want to use and as well find out the preferred communication medium by your target audience before settling on a specific media to relay your advertisement and promotional information.

Literature from these works of Laura was relevant studying preferred medium of information by baby diaper consumers in Kisumu city. This is because the study on the role of consumer involvement in determining cognitive response to broadcast advertisement forms a foundation in determining how effective TV broadcast media is to advertisers.

2.4. Impact of Advertisement

The role of advertisement is to relay information to a mass audience scattered all over despite the distance. The role of advertising on sales volume is very important. It is proved to be a very essential tool in enhancing the sales of brand. Advertisement is directly linked with the sales of the products (Abiodun, 2011).

Advertisements help shape customer behavior and they are motivated to buy products. Most researchers found that repetition in the advertisement hit the mind of the customers which also help them to remember a product and purchase it repeatedly (Pope, 2009).

According to Anil & Dick (1995), price sensitivities depend on factors such as advertising. The two analyzed other studies in marketing and generated a set of three empirical generalizations. These are (1) an increase in price advertising leads to higher price sensitivity among consumers, (2) the use of price advertising leads to lower prices, and (3) an increase in non-price advertising leads to lower sensitivity among consumers. They observe that these generalizations have important implications for managers and researchers. Managers need to coordinate their advertising and pricing decisions to obtain maximum profits.

2.5 Previous Research on how advertising works

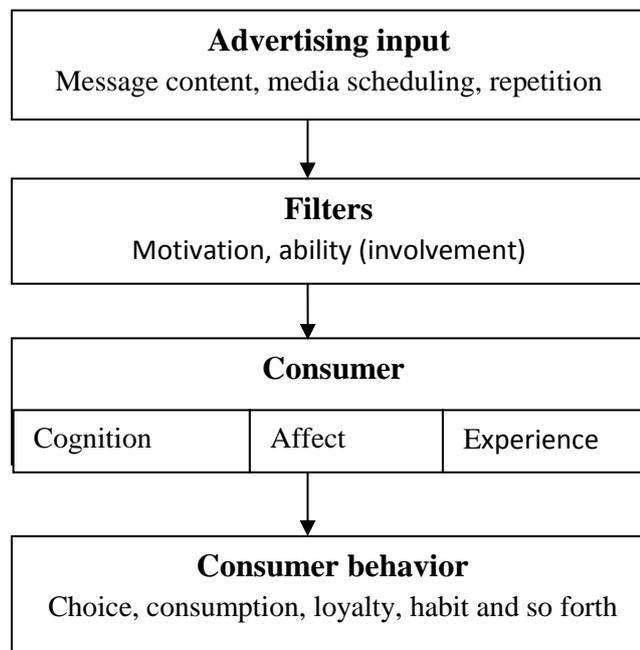
In a previous research on how advertising works, Demetrios Vakratsas & Tim Ambler (1999) reviewed more than 250 journal articles and books to establish what is and should be known about how advertising affects the consumer- how it works. According to them, advertising effects are classified in intermediate effects which they gave an example on consumer beliefs and attitudes, and behavioral effects which they cited effects on brand choice.

In their research, Demetrios & Ambler formulated a study selection criterion on the basis of a simple framework of how advertising works (figure 4). They presented advertising of own and competitive brands as an input for consumer with scheduling of media, message content, and repetition as components of the input which constitute the advertising strategy that triggers consumer response.

The intermediate type of response inputs that consciously or unconsciously advertising must have some mental effect like awareness, memory or attitude towards the brand before it can affect behavior. To them, cognition, the “thinking” dimension of a person response, and affect, the “feeling” dimension, are portrayed as the two major intermediate advertising effects. They thus concluded that individual purchasing and product usage behavior, or changes thereto, represent behavioral effects of advertising in their model.

In this study on the analysis impact of diaper TV advertisement on consumer purchasing behavior, the components for the different diaper brands are the scheduling of the media, message content, and repetition which constitute the advertising strategy that may trigger diaper consumers response.

Figure 4: A framework for studying how advertising works



3.0 CHAPTER THREE: RESEARCH METHODOLOGY.

3.1 Introduction

This chapter discusses the research design, area of study, population of study, sampling procedure, sample size, and tools of data collection.

3.2 Research design

The study adopted a descriptive and correlation study design. Descriptive studies provide an observational view of several heterogeneous units in determining the common behavior or variables affecting them while correlation design help in determining the relationship and level of interdependence between variables (Mugenda 2008) .

In descriptive design, the study sought to find out if advertising influences consumer purchasing behavior and if TV broadcast media is the most effective media to influence this behavior.

Correlation design acted as a guide in finding out how consumers are influenced by content in advertisements. It was important to find out if an increase in advertisement leads to an increase in positive consumer purchasing behavior which the study proved to be the case.

3.3 Area of study.

The study will take place in Kisumu city in Nyanza Kenya. Kisumu being a city composes of people from all over the country. It was thus possible to at least interview people from across the country that were found to be living in the city because of work, marriage and others being in the city for business purposes.

According to Barnabas Muthini, a content writer in the Zakenya website, Naivas, Nakummatt, Tuskys, Uchumi and Ukwala supermarkets are the most famous supermarkets in Kenya with branches all over the country especially in major towns (n.d., para 1.). Kisumu thus will be an appropriate area for this study because it has the five supermarkets.

3.4 Population of study

The population for the study comprised of 41,883 parents in Kisumu City. These included both male and female respondents. '41, 883' is the total population of children under the age of one as at May 2015 and by now are not above the age of 3 years which is

approximately 36 months. This is according to health policy project carried out by Kisumu County Ministry Of health (Kisumu County- Health at a glance, 2015). Each child represented one parent in a household who is either the mother or father of the child.

3.5 Sampling procedure and sample size

This study was guided by two sampling procedures, snowballing and purposive sampling.

Referrals were of great importance in identifying target population to administer questionnaires and thus snowballing procedure was used to reach to parents. This went on until saturation point was reached and respondents start repeating themselves.

Fivesupermarkets in Kisumu were selected through purposive sampling. This sampling procedure was used because the target supermarkets were identified. These supermarkets are Nakummatt, Tuskys, Chopies, Naivas and Uchumi which according to Muthini (n.d.) are the major supermarkets in Kenya and with branches all over the country especially in major towns which Kisumu is one of them.

Adverts on TV were sampled purposively since the researcher was focussing specifically on baby diaper advertisements and thus went ahead to analyse all baby diapers that appeared on Citizen TV advertisements during the study period.

Mugenda and Mugenda (2003) define sample population as a representative population selected from the accessible population to act as a representative. According to Mugenda, when the population is more than 10,000 individuals, 384 of them are recommended as the desired sample size. But when the population is less than 10,000 the recommended sample size is smaller and the formula by Yamene (1970) is applied as shown below.

$nf = n / (1 + \frac{n}{N})$ To be used to calculate sample size.

According to the formula:

nf =desired sample size when the population is less than 10,000,

n=desired sample when the population is more than 10,000,

N=estimate of the population size.

The accessible parent's population for this study is 41883 which is more than 10,000, thus a sample size of 384 parents was recommended.

3.6 Validity and Reliability of Instruments

The researcher introduced herself to the study group using the research introduction letter. The questionnaire was pre-tested by presenting them to parents in Lodwar town that were not part of the sample of study for piloting before the actual data collection. This allowed adjustments to be made on the instruments. In addition, the instrument was validated through consultation with the research supervisor for the guidance and adjustments. Also, the validity of the instrument was determined through consultation with the research supervisor and lecturers.

3.7 Data collection techniques.

The study used three types of data collection, mainly interviews questioners and observation.

3.7.1 Interview.

The study entailed face to face interviews with persons responsible for stocking disposal baby diapers in the five supermarkets to obtain information on the rate at which each diaper sold. During the visit to supermarkets, willing customers who were parents, seen picking baby diapers from the shelves were interviewed to find out why they settled for the brand they picked and not any other.

3.7.2 Questionnaires.

Questionnaires were administered to 384 parents with TV sets within Kisumu town to obtain information on their preferred baby diapers, their attitude towards advertised products and those products and their preferred medium of information.

3.7.3 Observation

Citizen TV station was viewed to obtain frequency of each diaper brand advert so as to find out which diapers are advertised, and out of the advertised ones which is advertised more than others.

The quantitative variables were analyzed by descriptive statistics of mean standard deviation. For categorical/ qualitative closed ended variables, cross tabulations of frequencies/ proportions was generated for examination of relationships within the data. Open ended qualitative variables were analyzed qualitatively using thematic analysis. Data presentation is in tables, charts, graphs, themes and sub themes.

3.9 Ethical considerations

Before embarking on the research, the researcher sought for approval from the School Academic Board at Maseno University.

Further approval was sought from managers of; Tuskys, Naivas, Khetias, Nakumatt, Choppies, and Uchumi, Supermarkets to be able to conduct the research in their supermarkets by presenting the authorization letter to the branch managers at the supermarkets. Respondents will be allowed to ignore items in the research questions that they deem too personal.

4.0 CHAPTER FOUR: DATA ANALYSIS, PRESENTATION AND DISCUSSION

4.1 Introduction

The researcher administered the questionnaire to 384 respondents of which 300 dully filled and returned the questionnaires. The response rate was 78%. The researcher therefore deemed this a good representation for purposes of the research.

A total of 300 questionnaires were serialized, entered and cleaned for analysis in SPSS. Interview data from 5 supermarkets and observation data from Citizen TV was also analyzed. Frequency tables, pie charts, bar charts themes and sub themes were used to present data.

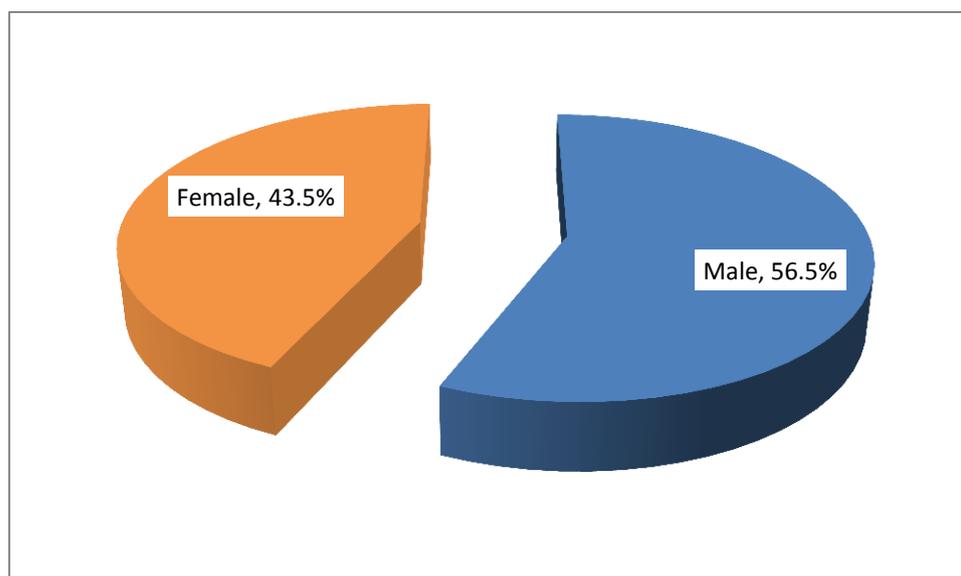
4.2 Data analysis and presentation

Data collected through questionnaires, interviews and observation were analyzed and presented through graphs, charts, pictures tables themes and sub-themes. This data included socio- demographic data, data on advertisement of diaper, data on diaper use among the parents which comprised mainly of quantitative data and on the other hand data on the sale of diaper in the supermarkets and TV advertisement on diapers which was mostly qualitative in nature.

4.2.1 Socio-demographic characteristic

Among the respondents, 56.5% were male while 43.5% were female (Figure 5).

Figure 5: distribution of respondent by gender

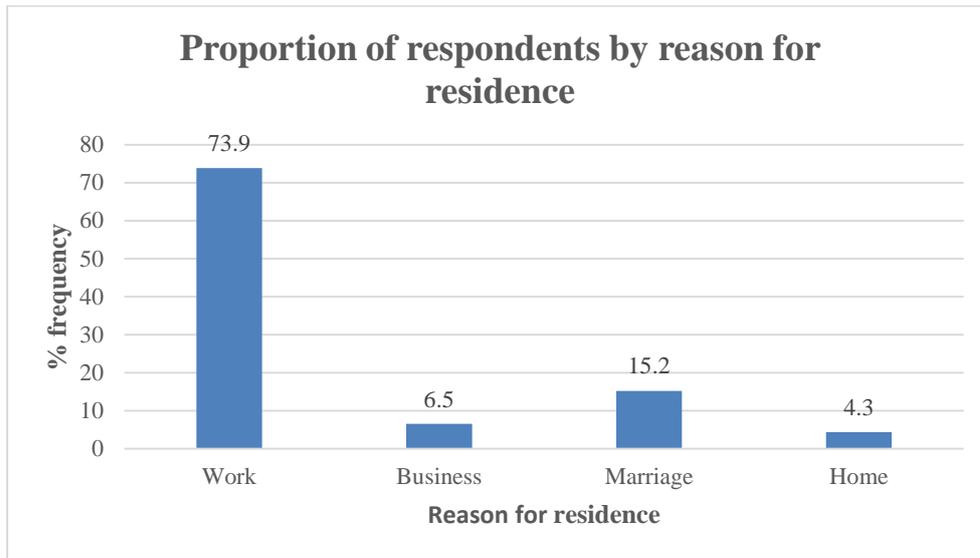


In this study, it is observed that baby diaper advertisements on Citizen Television targets mostly women. Both Pampers and Softcare that were the brands being advertised tend to communicate to mothers while dads are ignored. Marketers of the brands might have assumed that only mothers buy diapers for their children. This finding proves that both parents can make purchasing decision on which diaper brand to be bought. In fact most respondents in this study were males (56.5%)

Bshra & Naheed (2005) shade light that despite advertisement having a strong and positive relationship to consumer buying pattern, other factors can change this. Results obtained from their research indicate that religiosity changes this relationship by portrayal woman in the TV advertisements due to religious beliefs. By ignoring males and targeting only females, marketers of baby diapers tend to portray women to be the only ones concerned with babies. Also as illustrated in the study theoretical framework model for studying how consumer purchasing behavior is related to advertising, it is clear that content of information can affect the purchasing behavior. If consumers fail to agree with the content information, then they cannot buy products. Looking at the cognitive dissonance theory, one of the steps our mind will attain harmony is by rationalizing behavior by changing the differing cognitions. This indicates that consumers are always comfortable with information that they believe to be right. It is thus important for marketers to ensure that content information in advertisement is packaged well to incorporate all its target consumers. It is wrong for marketers of diapers to only target women yet men in this study are also seen to purchase diapers.

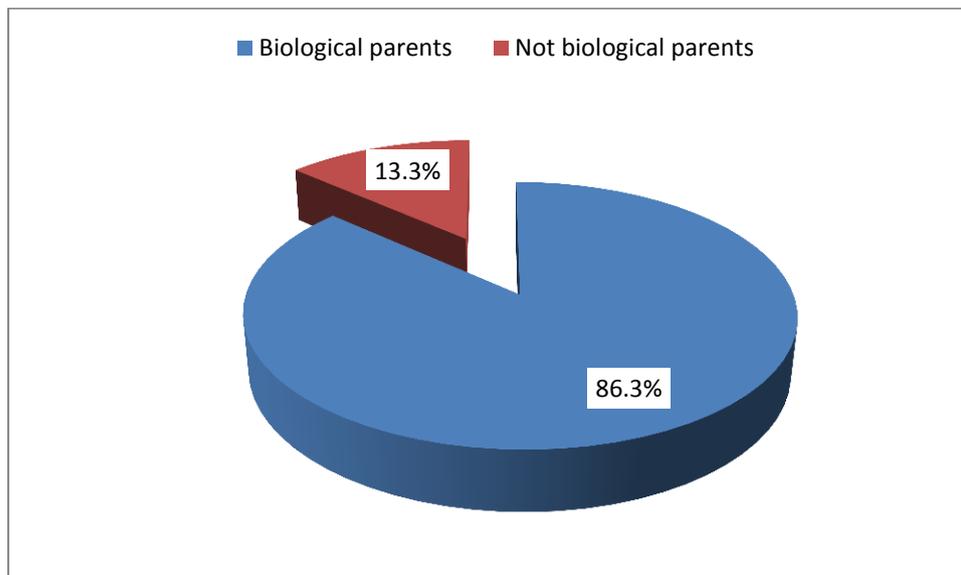
Majority of the respondents live in Kisumu due to work (73.9%) while only 4.3% of the respondents live in Kisumu because it is their ancestral land (Figure 6).

Figure 6: Distribution of respondent by reason for residence



Of the respondents, majority were biological parents (86.3%) while only 13.3% were not (Figure 7). Those who were not biological parents had at least a child under their care. Diaper advertisers should therefore not only target parents but everyone who has a child under their care.

Figure 7: Proportion of respondents by parenting

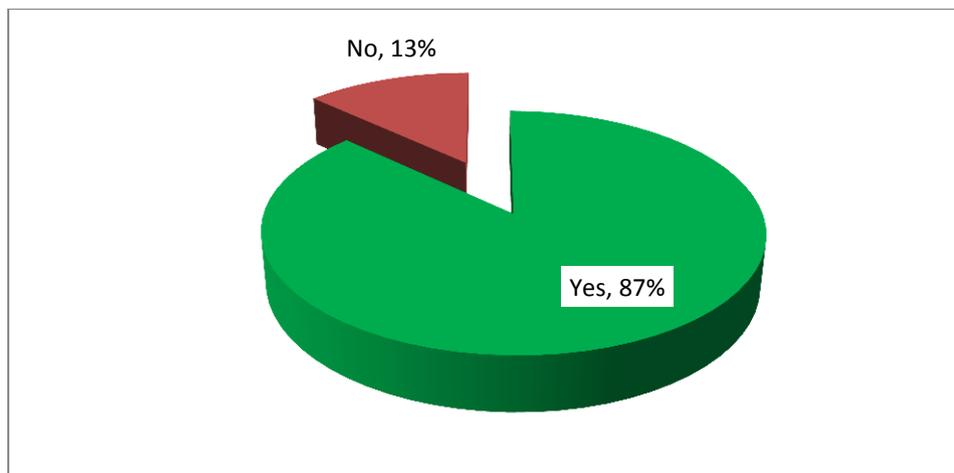


Of those respondents who were parents, 80.5% had a youngest child aged 0-31 months while 19.5% had a youngest child aged above 31 months. This confirms Kayla's (2010) findings as discussed in the background, that majority of children using diaper are below 31 months as children above this age are believed to have started toilet training.

4.2.2 Advertisement on Diapers

Majority of the respondents have heard of an advertisement on diapers (87%) while only 13% have not (Figure 8). This indicates that advertisement reaches many people and can be used to create awareness of use of diapers.

Figure 8: Respondents who have heard of advertisement of diaper



Of those respondents who have heard of at least an advertisement, majority of them (97.7%) have heard of it from TV while only 4.5% from billboards (Table1)

Table 1: Medium of information on diaper

Medium of information	Responses		Percent of Cases
	N	Percent	
Newspaper	36	10.0%	13.6%
Radio	36	10.0%	13.6%
TV	258	71.7%	97.7%
Internet	18	5.0%	6.8%
Billboard	12	3.3%	4.5%
Total	360	100.0%	136.4%

Source: Field, 2017

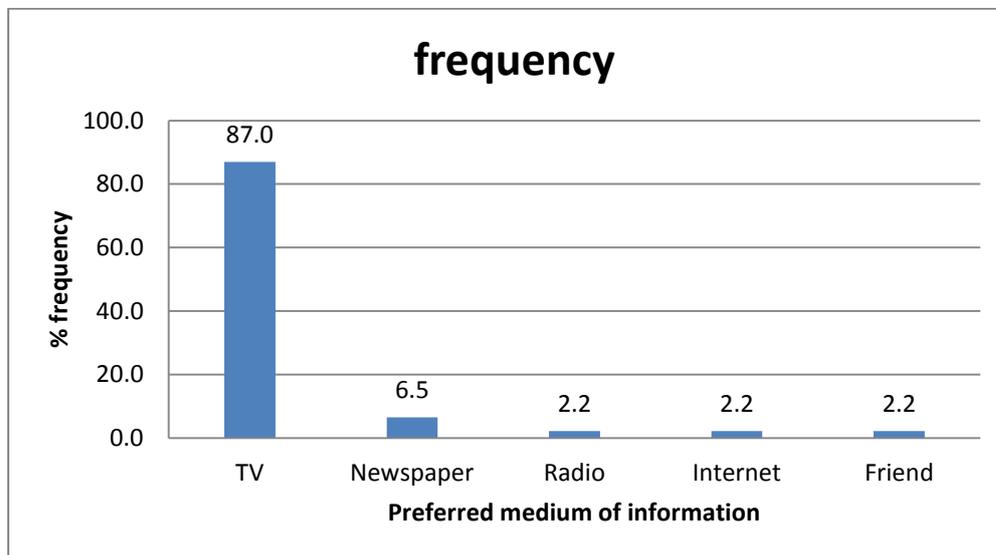
The most preferred medium of information is TV (87%) followed by 6.5% of the respondents preferring newspaper as a medium of information about diapers (Figure 9).

These findings support the study done by Laura and Smith (1991) as discussed in the literature review. In their study on consumer preferred media for receiving information and promotional information, the duo found out that most viewers preferred TV (18%) after un-addressed mail (20%) to be their media of receiving advertising and promotional information from charities. The others like personally addressed mail stand at 16%, Newspaper at 14%, radio 5%, others 4%, telephone 3%, magazine, E-mail and website at 1% while 21% preferred none.

According to Leon Festinger’s cognitive dissonance theory, human beings are possessed with a powerful drive to maintain cognitive steadiness and reliability which may sometimes become irrational. Consumer’s preference for TV indicates that we have a drive to maintain steadiness in cognition. Most consumers prefer TV because they are satisfied by how information is relayed through TV. If the consumers find it no longer reliable then they are most likely to shift their preference and this can be irrational.

Therefore, TV is seen to be the leading communication media since it reaches out to a wider audience and also it is the most preferred medium of information.

Figure 9: preference of medium of information



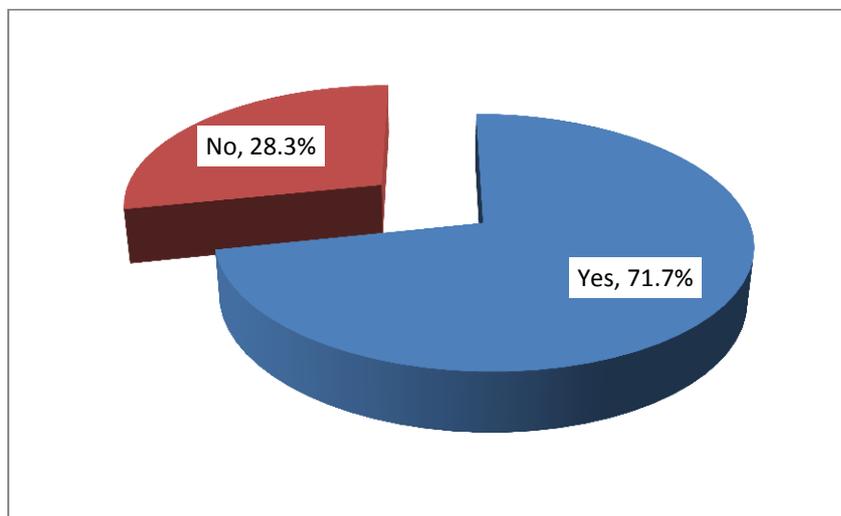
Most of the respondents prefer TV since they have one which makes it convenient for them. They also like the audio-visual nature of TV advertisements and the fact that the advertisements are comprehensive but not time consuming. Those who prefer newspaper do so because the information can be stored for a long time and be read at any convenient

time. Those who prefer getting information from friends do so because they trust their friends. Those who prefer radio and internet do so because it is accessible to them.

When looking at the role of consumer involvement in determining cognitive response to broadcast advertisement, Laura et al find out that TV is preferred media for receiving advertising and promotional information from charities. This is also reflected in this study as most respondents prefer TV to be their medium of information. It is therefore evident that TV is one of the most preferred medium of information.

Majority of the respondents (71.7%) trust information they get from advertisement (Figure 10).

Figure 10: Trust for information from advertisement



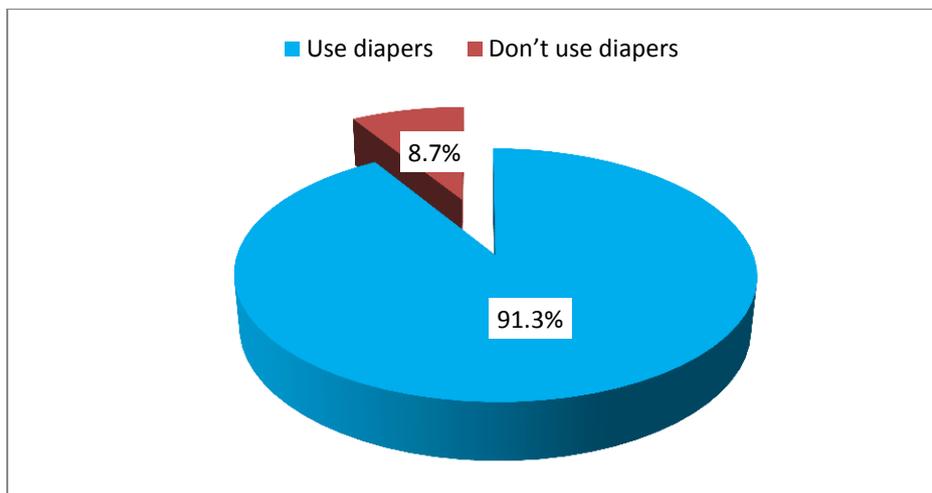
This means that advertisements have a significant impact on consumer behavior. Those who trust information from advertisement believes that information is accurate and have also used the products to verify that the information they receive from advertisement are actually true. However, those who do not trust information they get from advertisements believe the information are exaggerated. As illustrated in the study theoretical framework model, experience with advertisements affects the impact of advertisement on consumers purchasing behavior by making them to either be loyal to brands or shift brand loyalty. As indicated to be one of the steps of attaining harmony according to Leon's cognitive dissonance theory, we will always try to attain harmony by changing differing cognition. The same applies to this study where diaper consumers will always stop trusting diaper advertisements if they find them untrue. If adverts are exaggerated, then consumers are seen not to trust information from adverts anymore. After using a product seen on

advertisement and expectations as indicated in the advert are not met, chances are that a consumer will lose trust in advertisements.

4.2.3 Usage of Diapers

Most of the respondents use diapers (91%) while only 9% do not use diapers (Figure 11).

Figure 11: Diaper usage



Those who use diapers do so because they lead to comfort of the baby, can easily be disposed and do not have negative effect on the baby. Those who don't, do so because they cannot afford to use them. Price is thus seen to be a factor that can affect consumer purchasing patterns. As illustrated in study theoretical model, despite advertising having impact on consumer purchasing behavior, other factors also can determine this behavior and experience is one of the factors. In this study some of the consumers who use diapers do so because they are comfortable on baby and can easily be disposed with no negative effect on baby. This is one of the positive experiences obtained after using diapers. It can thus be summarized that advertisements have impact on consumer purchasing behavior but experience with advertised products and price can affect the level of practice of purchasing behavior.

Only 7.5% do not use diapers even though they have heard of it from advertisement while 16.7% of those who have not heard of advertisement on diapers do not use diapers with majority of those using diapers having heard of it from advertisement (Table 2).

Table 2: A cross-tabulation of use of diapers against awareness from advertisement

Heard of any advert of diapers * Use diapers Cross tabulation							
				Use diapers		Total	
				Yes	No		
Heard of any advertisement on diapers	Yes	Count	259	21	280		
		% within Heard of any advert of diapers	92.5%	7.5%	100.0%		
	No	Count	17	3	20		
		% within Heard of any advert of diapers	83.3%	16.7%	100.0%		
Total		Count	276	4	300		
		% within Heard of any advert of diapers	92%	8%	100.0%		

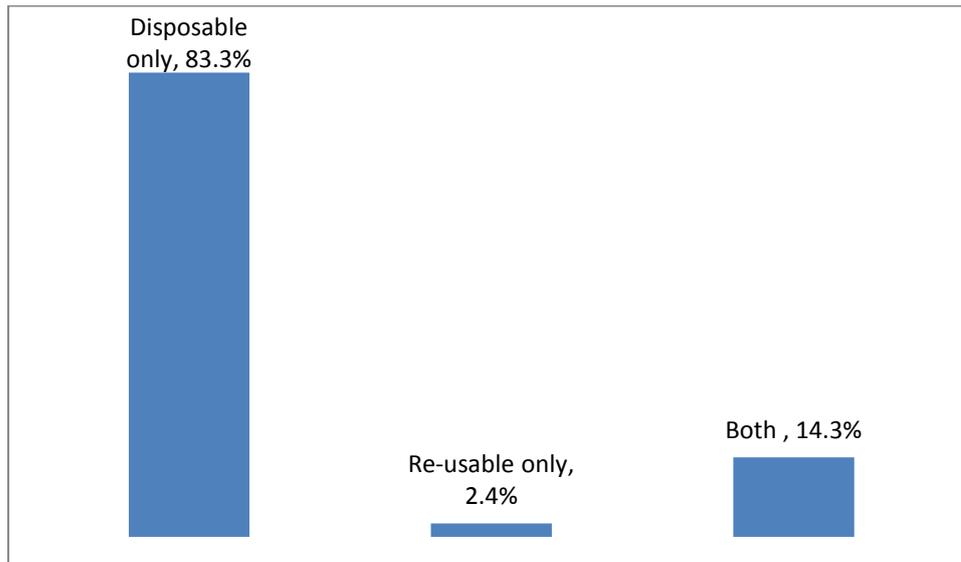
It is clear that a majority of those using diapers got information about the brands they are using from advertisements. This proves that consumer purchasing behavior is related to advertisement as brought out in the theoretical model of this study on a framework for studying how consumer buying behavior is related to advertising.

4.2.3.1 Type of diapers

Most of the respondents use disposable diapers (83.3%) while 2.4% of the respondents use re-usable diapers. 14.3% use both re-usable and disposable diapers (Figure 12).

Re-usable diapers which saturated the media adverts in the 90’s are hardly advertised now days and a small percentage of the respondents (2.4%) are using them. This also could support the study conceptual model that a decrease in advertisement could decrease positive consumer buying behavior.

Figure 12: Type of diaper used



All respondents who use re-usable diapers use napkins. Majority of the respondents using pampers (68.3%), 24.4% use Bouncy while 19.5% use Huggies as a brand of disposable diapers (Table 3).

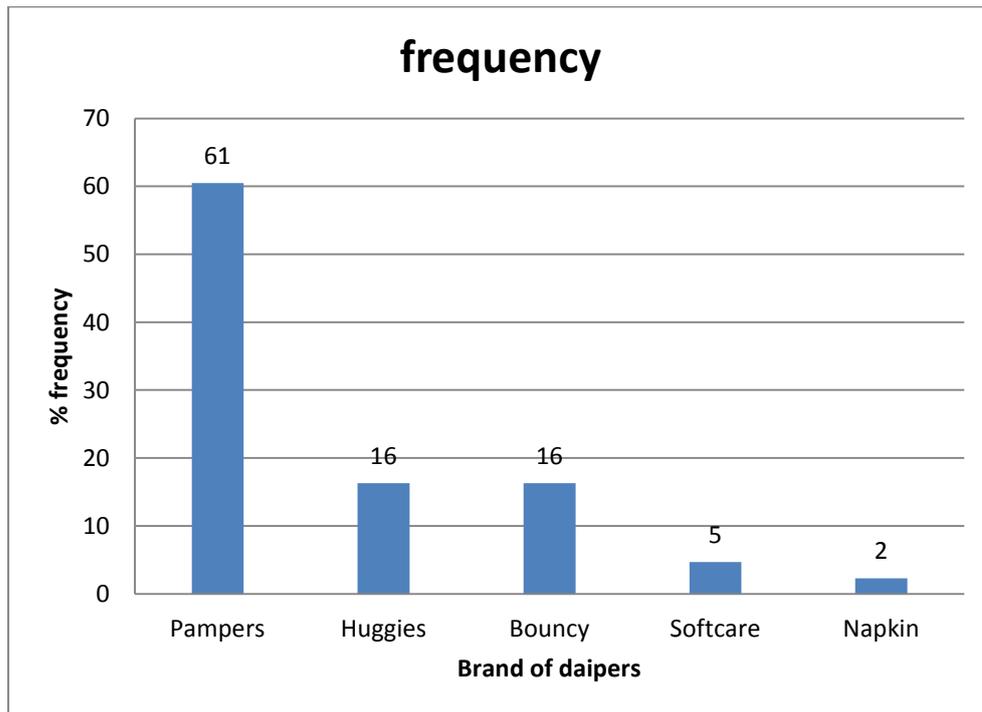
As indicated in the study of Bshra and Naheed that repetition advertising has positive relationship to consumer behavior pattern, the high percentage of the usage of pampers could thus be as a result of its frequent advertisement. During this study, pampers appeared daily on Citizen TV while bouncy and Huggies which are following it closely did not appear. This also supports the study theoretical model that an increase in advertisement could lead to an increase in positive consumer buying behavior while a decrease in advertisement could lead to a decrease in this positive buying behavior. This is a visible prove that there is a relationship between advertisement and consumer buying behavior. Advertisements can help rationalize consumer behavior by adding new cognition. As stated by Leon in his theory of cognitive dissonance, there is always a powerful drive in human beings to maintain steadiness and reliability and at times this can become irrational. When this happens to consumers, advertisements play key role in creating harmony in the consumers' minds by adding cognition. Diaper consumers who had little or no information on diaper brands can obtain more information on the brands from advertisements. This will intern add cognition, change cognition or alter their cognition.

Table 3: Usage of disposable diapers brands

Brand of disposable diapers		Responses		Percent of Cases
		N	Percent	
	Huggies	48	15.7%	19.5%
	Pampers	168	54.9%	68.3%
	Bouncy	60	19.6%	24.4%
	Tena	6	2.0%	2.4%
	Bebe dou	12	3.9%	4.9%
	Softcare	12	3.9%	4.9%
Total		306	100.0%	124.4%
(This is a multiple choice response question)				

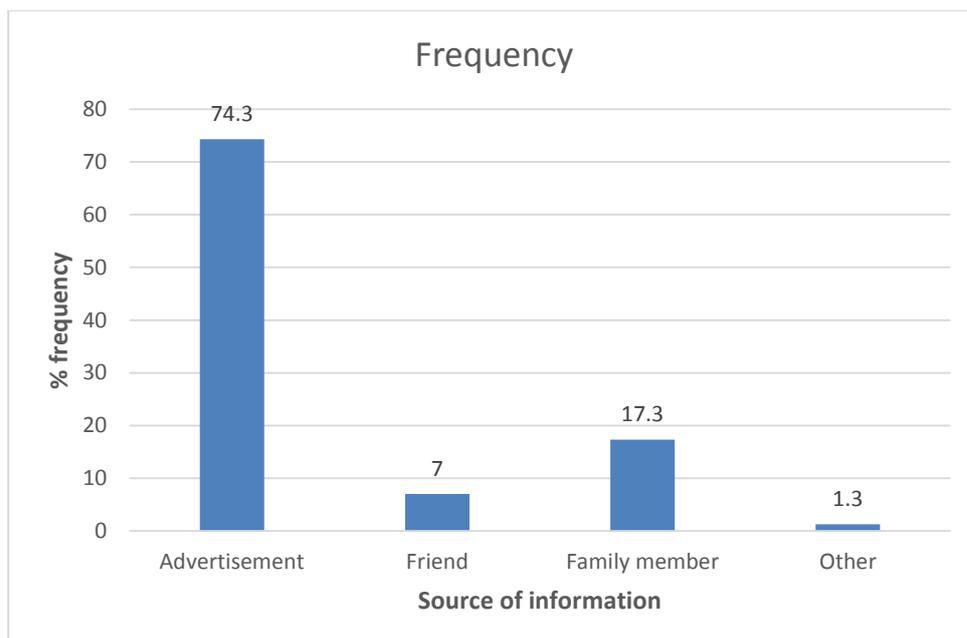
Among the different brands of diapers, the most preferred brand is pampers (61%) followed by bouncy and Huggies each at 16%. 2% prefer napkins (Figure 13).

Figure 13: Preference of brands of diaper



Majority of the respondents said they had obtained information on the diaper they are using from advertisements (74.3%). This brings out clearly that advertisement and consumer behavior are somehow related because adverts on baby diaper brands are seen to lead to their consumption. This is because advertising is the leading source of information on diapers used.

Figure 14: Source of information on diapers used



4.2.4 Data from supermarkets

A total number of five supermarkets in Kisumu town were visited on 15th July, 2017 to obtain data on the brands they stock and the rate at which each brand sales. This was an important way of finding out if information received from questionnaire on the most preferred and used diaper was true. Consumers can say they use a certain brand yet retailers on the other hand say the most purchased brand is different from what most consumers' say they use. The study found out that true the most brands used and preferred by consumers are actually the most sold by the retailers. The supermarkets visited were;

1. Tuskys Supermarket

The researcher visited Tuskys supermarket to find out the diaper brands stocked at the shop and how each brands sale. Here the researcher was assisted by Hygiene coordinator, Nthabo Ombati. *“At our shop we mostly stock six diaper brands; Pampers, Huggies, Bouncy, Snuggles, Can bebe and Malfix baby diapers. Of the six, Pampers sales most, followed by Huggies, Bouncy, Snaggles, with Can bebe and Malfix being the slow movers”,* said Nthabo”. *These diapers are arranged on the shelves according to the order of their sale with pampers being the first one on the right side and Malfix last on my furthest right as you can see”,* he added.

The researcher happened to witness a female client pick Huggies at Tuskys supermarket and on interviewing her she said she uses it because during her baby shower, most friends who attended brought her Huggies. There were other diaper brands she received as gifts but out of all she sampled out Huggies since it was the best for her and her baby being a girl the color red package for the diaper was good compared to other brands packaged in blue which according to her is a boy color. Her baby is now six months and still the lady has continued using Huggies.

2. Chopies Kenshop Branch

At Choppies, the researcher was assisted by a shop attendant Mark Imas under the instruction of the branch manager. *“Choppies stocks five diaper brands at the moment with pampers being the first mover, followed by Bouncy, Huggies, then Snuggles and baby love being the slow mover brand”,* said Mark.

In trying to find out why out of the many diaper brands available in the market today the supermarket only stocks the five, Mark explained it's because the other brands don't sale first compared to the five. Space for them is limited so they give priority to brands that sale fast.

Just like Tusksys, arrangement of the brands is done according to how they sale with the fast moving brand on the left and the slow mover on the further right end.

3. Nakumatt Nyanza

At Nakummatt Nyanza branch, the researcher was assisted by Teddy Moses who is the marketer at the branch. With Teddy's guide the researcher was able to find out that baby diaper brands that Nakumatt currently stocks are Pampers, Huggies, Bouncy, Can Bebe, Malfix and Bebe dou. The fast moving brand being pampers and the slow mover being Bebe dou as shown in table 4.

"We stock brands that all our other branches stock and it is our director who decides which brands to stock" said Teddy.

On display, Teddy explained that they are usually guided by the supermarkets planogram which their marketing head office decides on depending on agreement with suppliers. Currently Pampers and Huggies are occupying 40% each of the diaper space at the supermarket. This is according to agreement that was reached between the brands marketers and the supermarkets marketers at the Headquarters. The two brands thus occupy 80% of the diaper space at the supermarket with the rest occupying the remaining 20%.

Apart from agreement between suppliers and the supermarket, display of the diaper brands at Nakumatt is also based on how fast a brand moves.

The researcher interviewed a male customer at the supermarket who had picked pampers baby diapers. *"I always buy pampers because my wife buys them too. This is the brand our two years boy has been using since he was born. I don't know why but I guess it's because we always saw it on TV advertisement and we have never been disappointed when using it"*, said the male customer.

4. Uchumi Supermarket

Baby Diaper brands stocked at Uchumi Supermarkets are Pampers, Bebe Dou, Huggies, and Bouncy and Can bebe. According to the branch manager Jeremiah Ominde, Pampers sales fast, followed by Bouncy Maxi (No 4), Huggies, Bebe dou, snuggles, Zanel, Can Bebe and Tena.

“We only stock items that move fast so that in a week they are over and we bring in fresh stock”, said the branch manager. He added that advertising is good and pampers is the leading in the Kenyan Market today.

Uchumi just like the other supermarkets arranges its diaper brands in order of sales. The fast moving brand is on the left side with others following and the slow mover is on the furthest right.

5. Naivas Supermarket

Naivas supermarket stocks Pampers, Huggies, Bouncy, Snuggles and Can Bebe baby diapers. According to the line attendant at the diapers section, these just like in other supermarkets are arranged according to how they are purchased.

At Naivas the researcher interviewed a client purchasing Bouncy baby diaper and to her Bouncy is her second option to Pampers. She always buys Bouncy when she fails to get pampers. And on this day the Pampers size she wanted was out of stock and that’s why she picked on Bouncy. *“For me, Pampers and Bouncy are the best. Yes at times I use other brands like Tena, that’s when am broke and I can’t afford the two”*, said the client.

Table 4: Brands available in the supermarkets and how each brand sales

SUPERMARKET	TUSKYS	NAKUMATT	UCHUMI	NAIVAS	CHOPPIES
Order of sale	BRANDS				
1	Pampers	Pampers	Pampers	Pampers	Pampers
2	Huggies	Huggies	Bouncy Maxi (No 4) followed by other sizes	Huggies	Bouncy
3	Bouncy	Bouncy	Huggies	Bouncy	Huggies
4	Can bebe	Can bebe, Malfix, Bebe dou	Bebe dou	Snuggles	Snuggles
5	Malfix		Snuggles	Can bebe	Baby Love
6			Zanel		
7			Tena		

Figure 15: Display of diaper brands in some supermarkets in Kisumu town



4.2.5 Information from diaper TV advertisement

The following information was collected from Citizen Television during the study period;

Advertisements on diapers on citizen TV station for the period of 3rd July to 14th July 2017

The researcher was able to identify only two diaper brands being advertised on Citizen TV. These were Pampers and softcare baby diapers. The two diaper brands appeared in adverts in the first week and second week.

Information obtained from the advertisements

1. Pampers

i. Brand features

- Package color is blue
- Has 3 layers
- Absorbs 3 times drier

These features as seen in pampers advert could impact on purchasing behavior patterns. As indicated in the study model, a good advert should be one that is able to relay feature of the product to consumers. This advert on pampers clearly brings out the features and this is the role and importance of TV as compared to other Communication media. In the study findings, a customer purchasing pampers said he likes the package color of pampers- blue which is a cool color for boys.

ii. Repetition

The brand appeared repetitively on citizen TV advert throughout the study period.

As indicated by Leon's cognitive dissonance theory, we are possessed with a powerful drive to maintain cognitive steadiness and reliability which may sometimes become irrational, the mind can attain harmony by changing the attitude or behavior. By repetitively running an advert, consumers can be attracted to a product. Diaper consumers are seen to purchase pampers which is advertised repetitively, this they could be doing to attain harmony in their mind as a result of adverts which persuade them to embrace a brand changing their attitude.

Also according to Demetrios V. et al, message content, and repetition are components of the input which constitute the advertising strategy that triggers consumer response.

Repetition in advertising can thus alter cognitions, change cognitions or even add cognitions as a way of creating harmony in the mind and can also trigger consumer response.

iii. Content information

'3.00 am in ordinary diaper, (baby cries and mother has to wake up to check on it). Pampers, unlike ordinary diaper with two layers, has 3 layers absorbing 3 times drier so baby can sleep soundly all night(picture of a baby sleeping peacefully in a baby cot)'.

2. Softcare

iii. Brand features

- 2 different packages with different colors; blue and combination of white and pink
- Made of soft natural cotton
- Offers maximum absorption
- Has side locks that ensure zero leakages

iv. Repetition

The brand appeared repetitively on citizen TV advert throughout the study period.

iii. Content information

Software advert embraces celebrity endorsement. This advertisement is done by Size 8, a famous gospel Musician in Kenya.

'For babies, only the best will do (baby giggles and called out saying "True that"). So what is the best diaper for baby? (Baby giggles and called out saying, "hey just ask me") It got to be the softest,(Baby giggles and called out saying, "I agree"). That's why soft care made from soft natural cotton, maximum absorption, side locks that ensure zero leaks. (Back ground music "softcare, every baby is asking for")'.

The advertisement is entertaining and this tends to involve the viewers. As stated earlier, Brand personality or celebrity endorsement is considered as key element of effective advertising (Aakar, 1996). Also according to Smith et al (2006), the likability created by the advertisers, through information and entertainment and involvement of viewer becomes a solid reason of buying intention of the consumer.

Diaper consumers could easily purchase softcare because Size 8 who is a celebrity is using it on her baby. Everyone will always wish to be associated with celebrities or to do things that celebrities do.

Table 5: Citizen TV advertisement on baby diaper

Day	Date	Pampers	Softcare
Monday	3/7/2017	8:14 pm, 8:52 pm, 9:28 pm	8:32 pm, 9:44 pm, 10:31 pm
Tuesday	4/7/2017	8:12 pm, 8:49 pm, 9: 30 pm	9:23 pm, 9:42 pm, 10:30 pm
Wednesday	5/7/2017	8:10 pm, 8:50 pm, 9:32 pm	8:30 pm, 9:25 pm, 9:45 pm, 10:25 pm
Thursday	6/7/2017	8:44 pm, 8:51 pm, 9:30 pm	8:32:pm,9:24 pm, 9:45 pm, 10:30 pm
Friday	7/7/2017	8:34 pm, 8:49 pm	9:21 pm, 9:43 pm
Saturday	8/7/2017	8:12 pm	8:51 pm, 9:45 pm
Sunday	9/7/2017		
Monday	10/7/2017	10:30 am, 12:15 pm, 5:00 pm, 8:10 pm, 8:45pm, 9:30 pm	9:14 am,10:28 am,8:31 pm,9:23 pm, 9:45 pm, 10:30 pm
Tuesday	11/7/2017	5:20 pm, 8:12 pm, 8:45pm, 9:31 pm	6:45 pm, 8:30 pm, 9:45 pm, 1:29pm
Wednesday	12/7/2017	10:32 am, 12:14 pm, 5:00 pm, 8:10 pm, 8:45pm, 9:30 pm	9:15 am, 10:26 am,12:29 pm, 6:40pm, 8:30pm, 9:45 pm, 10:30pm
Thursday	13/7/2017	8:10 pm, 8:45pm, 9:30 pm	9:23 pm, 9:45 pm, 10:30 pm
Friday	14/7/2017	10:30 am, 12:17 pm, 4:58 pm, 8:10 pm, 8:45pm, 9:30 pm	9:15 am, 10:26 am, 9:23 pm, 9:45 pm, 10:30 pm

Some of the common brands of diapers are discussed further below:

1. Pampers

This is the most common brand of diapers which is available in all supermarkets surveyed including Tusky's, Choppies, Nakumatt Nyanza, Uchumi and Naivas. Most respondents prefer this brand to other brands. Currently Pampers and Huggies are occupying 40% each of the diaper space in at Nakumatt supermarket. This is according to agreement that was reached between the brands marketers and the supermarket's head of Marketing Headquarters. The two brands thus occupy 80% of the diaper space at the supermarket with the rest occupying the remaining 20%.

During the visit to Nakumatt Nyanza, a male customer was seen picking Pampers from the shelves. When asked why he opted for pampers and not any other brand available the customer said it's because his wife buys it too and it is a brand that his two year boy has been using since he was born. *"I always buy pampers because my wife buys it too and this is the brand our two years boy has been using since he was born. I don't know why but I*

guess it's because we always saw it on TV advertisement and we have never been disappointed when using it. Also I like the package color blue which is cool for boys", said the male customer.

Further reasons for preference as collected from parents

- i. Seen it on TV, tried it and its good
- ii. It is easy to use.
- iii. Pampers make babies comfortable.
- iv. Pampers can be easily disposed.
- v. Like the package color, blue color good for baby boy.

Advertisement of Pampers diaper

According to data collected from observing advertisements on Citizen TV, pampers appeared 15 times in the first week and 25 times in the second week. This makes pampers one of the most advertised brands of diapers.

Consumption of Pampers

Pampers is the most consumed brand of diapers in Kisumu with Tuskys, Chopies, Nakumatt Nyanza, Uchumi and Naivas supermarkets in Kisumu town ranking pampers as the most sold brand of diapers.

2. Bouncy

This is one of the common brands of diapers available in most supermarkets in Kisumu town. All supermarkets surveyed including Tuskys, Chopies, Nakumatt Nyanza, Uchumi and Naivas have bouncy on their shelves.

Reason for preference

Most respondents in Kisumu town prefer bouncy because it is easy to use, does not have any negative effect on the baby and makes babies comfortable.

Consumption of Bouncy

Bouncy is ranked second most consumed brand in Uchumi and Naivas supermarkets while Tuskys, Nakumatt Nyanza and Chopies Kenshop branch rank it third. This shows that it is amongst the most consumed brands of diapers.

3. Huggies

This is also one of the most preferred brands of diapers in Kisumu town with all supermarkets surveyed including Tuskys, Chopies, Nakumatt Nyanza, Uchumi and Naivas having it stocked on their shelves.

Reasons for preference

Most respondents prefer Huggies because it is affordable, easy to use and comfortable.

Consumption of Huggies

Out of 5 supermarkets surveyed in Kisumu town, Tuskys, Nakumatt Nyanza and Chopies Kenshop branch rank it second most consumed brand of diapers with Uchumi and Naivas ranking it third.

4. Softcare

Softcare is a new brand in the market. Thus, the producers might have resolved on a vigorous advertisement so as to convince consumers to buy their products. The advertisement on softcare was observed 43 times in two weeks.

Reason for preference

It's a new brand in the market and those who use it do so because they saw it being advertised by 'Size 8', a famous gospel singer in Kenya. In the advert 'Size 8' says she uses the brand on her baby and consumers who use it do so because they trust her.

Consumption of Softcare

Though being the only brand that was being advertised together with Pampers during the study period, Softcare does not have a high consumption rate and is ranked as the least used diaper at 4.9%.

4.3 Discussions

Diapers are not only purchased by women but also men. According to this study most of the parents interviewed were males at 56.5% compared to 43.5% female respondents. Most parents interviewed were biological parents to the children under their care, 86.3% with 13.7% taking care of children they did not give birth to. Most advertisements on diapers tend to focus on female parents ignoring the male parent yet we see men can also make purchasing decisions. It is important for marketers to carefully survey who their

target consumers are and package the content to involve all the targets. As indicated in the study model, content information is one of the factors in advertisements that impact on consumer purchasing behavior. It is therefore important to ensure that information content in advertisement is packaged well to impact behavior positively.

Most parents in Kisumu find themselves there because of work (73.9%) with a few being there because Kisumu is their ancestral home. 6.5% of the respondents said they were in Kisumu for business while 15.2% of them were married in Kisumu. This indicates that Kisumu holds a population drawn from other places in the country with different cultural practices and beliefs. Thus the findings of this study represent the entire country and cultural diversity does not have great effect.

80.5% of the respondents using diaper have children bellow between 0-31 months with only 19.5% having children above 31 months. The study confirms the research by Kyla, 2010 that children above 31months should have started toilet training. This is according to the findings in this study that indicates that majority of parents using diapers had children between 0-31 months.

Majority of the respondents, 87% have heard of advertisements on diapers while only 13% have not. As Ozoh (1998) states, advertising is a communication medium that invades all places; pushing in messages about various products and services, ideas, and persons. This shows that advertisements reach out to many audiences and can be used to create awareness on products and services.

Out of those who have heard of diaper advertisement, 97.7 % heard of it from TV, followed by newspapers and radio at 13.6% with the least being 4.5% from bill boards. This shows that TV adverts reach out to a larger audience compared to other mediums. Also a majority of the respondents, 87% preferred TV as their source of information followed by newspapers at 6.5%. According to the survey TV is preferred due to the fact that advertisements on TV are comprehensive, not time consuming compared to newspapers and its audio-visual nature also makes it suitable. This confirms a previous study on consumer preferred media for advertising and promotional information carried out by Laura and Smith, 2010 that showed TV is the leading preferred media after un-addressed mails with others like Newspapers, magazines, telephone radio... following.

Most of the companies producing diapers have embarked on advertisements to create awareness of their brands. Companies' producing Pampers and Softcare according to survey results promote their brands on Citizen TV with each being advertised at least 40 times in two weeks.

Majority of the respondents (71.7%) trust information they get from advertisement. This means that advertisements have a significant impact on consumers. Those who have trust in information from advertisement believe that information is accurate and have also used the products to verify that information they receive from advertisement is actually true. However, those who do not trust information they get from advertisements believe that those information are exaggerated. In the study on the impact of television on consumer behavior, Bshra and Dr. Naheed (2005) found out that TV adverts have strong and positive relationship to consumer buying behavior patterns, however they found out that religiosity changes this. Same applies to the current study that though advertising impacts on diaper purchasing behavior other factors like exaggeration in adverts and price can affect this. Marketers should thus be careful to observe that content in their advertisement is not exaggerated as this is most likely to change positive consumer buying behavior.

Most people in Kisumu city use diapers with 91% of the respondents using diapers. Of those who use diapers, 83% use only disposable diapers, 14% use both disposable and re-usable diapers while 2% use only re-usable diapers. This according to the survey is because disposable diapers are comfortable, easily disposable and does not have any negative effect on the baby. Those who use re-usable do so because they can be used more than once and are readily available. The most preferred diaper brand is pampers (61%) followed by Bouncy and Huggies each at 16% and then Softcare (5%). Pampers is preferred because it is easy to use and does not cause rashes to the baby while Bouncy and Huggies are preferred because they are comfortable, cheap and easy to use. Some respondents use diapers they don't prefer because at times they cannot afford to purchase their brand or their brand is out of stock in the market.

This study proves that most diaper consumers obtained information on the diaper they are using from advertisements. This stood out at 74.3%, followed by family at 17.3%, friend at 7% and others (not sure, doctor...) at 1.3%. Most of the diapers have at least been once

advertised though Pampers is the most advertised. It is believed that this repetitive advertisement on Pampers as a brand has seen it being the number one brand.

In reviewing the works of Demetrios and Ambler (1999), we find that repetition just like scheduling of media and message content constitute the advertising strategy that that triggers consumer response. In this study, the most used diaper 'pampers' is seen to be advertised repeatedly. Just like the two researchers put it, this repetition of pampers advertisement is also the reason why it is highly consumed.

Creating awareness about the brands of diapers has a positive effect on the use of diapers with Citizen TV airing advertisement on pampers about at least 40 times a week. This make consumer's to purchase pampers more as compared to other brands. This is brought out clearly by a customer at Nakumatt Supermarket who said he does not know why he always buys Pampers but felt it could be because he had always seen advertisement on Pampers diapers on TV. This is also reflected on the result from the analysis on amount of sales of different brands of diapers, with pampers leading in sales in all supermarkets surveyed in Kisumu followed by Huggies and Bouncy.

Pampers and Softcare were the only brands appearing on advertisement during the study period. Pampers has been advertised for a long period since it was introduced in the market with respondent confirming to seeing adverts on the brand for some period of time. Softcare is a new brand that is still trying to penetrate the market. Pampers is the leading brand in the market while Softcare is the last. Advertising is one of the reason why Pampers sales most. Though Softcare is being advertised, it has not penetrated the market but with repetitive advertisement it can be successful.

While reviewing works on the impact of advertisement, we find that advertisement is directly linked with sales of products (Abiodun, 2011). This is also emphasized by Pope (2009) who stated that most researchers found out that repetition in advertisement hit the mind of the customers which also help them to remember a product and purchase it repeatedly. Most respondents admit having heard of the diaper brand they are using from advertisement. Just like Pampers and Softcare which were the only brads appearing on Citizen TV advertisement during the study, also other brands like Bouncy, Tena and Huggies were also advertised at one time. This is articulated by most respondents who said they obtained information on their brand choice from advertisement.

Looking at what a customer who was seen shopping Pampers at Nakumatt supermarket said, *“I always buy pampers ...this is the brand our two years boy has been using since he was born. I don’t know why but I guess it’s because we always saw it on TV advertisement....”* This shows that pampers appeared in advertisement two years ago and still it is being advertised. The continuous repetition of Pampers advertisement is thus related to its high sale and also to why customers remember it and purchase it repeatedly. For softcare, it is a new brand in the market and with continuous advertisement its sale could also increase.

From the data collected from the five supermarkets in Kisumu, it is evident that Pampers is the leading brand. All the supermarkets stock it on their shelves and have it placed first on the shelve line on the diapers section because according to them it is a fast mover.

5.0 SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter discusses a summary of findings of the research in line with the objectives of the study. This revolves around how effective TV broadcast media is as a source of information compared to other mediums of communication and also the relationship between advertisements and consumer buying behavior. From the findings, the answers to the objectives will thus be discussed in the conclusion followed by recommendations which are also in line with the findings.

5.2 Summary of findings

According to the findings on the impact of TV advertisements on baby diapers purchasing behavior, consumer behavior is much dependent on advertisements compared to other sources of information like friends and family. Adverts tend to influence consumers to buy products with majority of respondents trusting information they obtain from advertisements. For the small number of the respondents that don't trust information from advert, their mistrust is pegged to the fact that some advertisements are exaggerated and the products tend not to give results as shown in the adverts.

Most advertisers target product users ignoring the fact that people who do not consume products also make purchasing decisions and buy products to be used by others. Looking at the baby diaper adverts on TV, the target is mainly women. The adverts are done by women who are testifying how the brand in the advert is suitable for babies. But looking at the findings of this study, most respondents were men. The researcher also witnessed a man buying diaper for his baby from one of the supermarket. Though most men could not be using diapers on their children, they buy the diapers for their wives or people taking care of their children. In the world we live today, men can be seen doing shopping for household goods and this shows that both men and women can make purchasing decisions.

Diapers are mostly used on children between the ages of 0-31 months while few children above 31 months could still be using diapers. Chances are that children above 31 months could be using potties well or their parent keeping off from diapers intentionally so as to train them to use potties.

Products in supermarkets shelves are always placed according to how fast they sell out with the first moving product placed first while the least consumed or sold being placed last on the line. If a product is selling more compared to the others and is the case across all other shops then it's most likely because its consumers get satisfaction. Pampers is placed first in all supermarkets and from the study it is also seen to be the number one diaper brand.

Reusable diapers are fading out in the market with only a few parents using it on their babies. Reusable diapers appeared in advertisements and started disappearing in the early 90's. Advertisement on reusable diapers like napkins could show mothers how to use them and how to use safety pins to prevent it from opening one tied on babies. Continuous advertising on the reusable diapers could be the reason why they are fading out in the market today.

Television is the most preferred source of information today with a high percentage of respondents attesting to this. This is as a result of its audio visual nature and its easy accessibility compared to other mediums like newspapers. Once you buy a TV set you can always access it unlike newspapers that are bought daily or subscribed weekly, monthly or even yearly. Hardcopy newspapers are also found mainly in towns and people in the villages can't access it unless they travel to purchase them and this is expensive and time consuming.

Majority of the respondents also said they obtained information on the diapers they are using from TV adverts with a few having obtained information from friends, family members and other sources.

5.3 Conclusion

Advertisements play a major role in creating awareness to the consumers influencing their purchasing behavior. Consumer purchasing behavior is dependent on the awareness created by advertising with other factors like price, friends, family and influential people like doctors having little effect on this behavior. Most people buy or use products because they saw it on advertisements. Despite this some people still cannot be influenced by adverts because of the experience they had with adverts. Some feel advertisements are exaggerated because what they obtained from product use is not exactly as what they saw on adverts. This clearly tells that a lie in an advert can kill the advertising industry since consumers might no longer have trust for adverts.

TV is the most preferred source of information today compared to other mediums like Radio, Internet, Billboards and Newspapers. Most people obtain information from TV compared to other mediums since TV is easily accessible, comprehensive in information because of its audio visual nature and one can easily multitask with TV. Most consumers of baby diapers today obtain information on brands they use through TV and also rate TV as number one source of information.

5.3 Recommendations

Advertising tends to influence most consumers' behavior and marketers should consider having it in their marketing strategies. Though most people trust information from adverts, some few don't because they feel its messages are exaggerated and this is as a result of the experience they have heard with advertisement. Marketers should thus be careful when coming up with contents for their adverts keeping in mind that a small lie could kill the attitude of consumers towards advertisements.

It is also important for marketers to carefully select their audience and to ensure no one is left outside. It is not only users or consumers of given products that make purchasing decisions. The findings of this study indicate that men also purchase diapers for their babies and got to know about their brand choice from adverts. Other people also do not use the products they buy but give to other people as presents as indicated that friends take diapers as gifts to baby showers.

In order to obtain positive results, marketers should consider currying out repetitive advertisement. People tend to remember something they see more frequently. Most diaper consumers heard of the brands they are using from advertisement meaning most diaper brands have appeared on adverts. Despite this, only the most frequent advertised diaper, 'Pampers' is moving fast in the market. Softcare which is a new diaper brand in the market is frequently advertised and if this goes on then just like Pampers, chances are it will penetrate the market and also have a high sale.

TV being the most preferred information source will provide a good medium for advertisements. Manufactures should thus consider TV as their medium of information to reach out to their product consumers.

Consumers should never just buy products they see on advertisements since some of the content in their information could be exaggerated. Instead they should always try out the

products to see if it gives the satisfaction in relationship to their adverts. They can always try out similar brands which could give them much satisfaction.

To support the economic pillar in vision 2030 that aims at improving the prosperity of all Kenyans, APA should ensure that advertisers follow the general rules in advertising practice that include moral issues. They should ensure advertisements are not exaggerated since the findings of this study indicate that mistrust of advertising is caused by exaggerated messages in advertisements. A little lie in an advertisement tends to turn away consumers from trusting future adverts.

5.4 Suggestions for Further Research

This study focused on the general consumers without drawing line between females and males. It will be important to find out if different genders are affected differently or not. Therefore;

- i. Further research can be done on the relationship between awareness through advertising and buying behavior of male consumers, and relationship between awareness through advertising and buying behavior of female consumers.
- ii. There is need to find out the most preferred source of information by males and females and if both genders prefer the same medium.

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APPENDICES

Consent letter

- i. Introduction letter to supermarkets

Maseno University
School of Arts and Social Sciences
Department of Communication & Media Technology
P. O. Box Private Bag, Maseno

14th July, 2017

TO WHOM IT MAY CONCERN

Dear Sir/Madam,

RE: GRACE MWANJA-PG/MA/00114/2012

This is to inform you that the above-named is a Masters student currently pursuing Masters Degree in Arts in Communication Studies in the Department of Communication & Media Technology at Maseno University.

You are hereby requested to assist her with relevant information as part of her academic requirement towards collecting data for her research project on the *“Effect of Citizen TV Broadcasting Media Advertising on Disposable Baby Diaper consumer buying behavior in Kisumu town.”*

The information to be provided is for of academic reasons only.

Thank you.

Dr. Charles Nyambuga

Chairman - Communication & Media Department

ii. Introduction letter to parents

Maseno University
School of Arts and Social Sciences
Department of Communication & Media Technology
P. O. Box Private Bag, Maseno

RE: GRACE MWANJA-PG/MA/00114/2012

Dear Respondent,

I'm carrying out an academic research study for the partial requirement of my Masters of Arts in Communication Study at Maseno University. The purpose of this questionnaire is to assist me in finding out the relationship between consumer awareness through advertising and consumer buying behavior and to investigate the preferred communication media as a source of information by disposable baby diaper consumers vis-à-vis TV. This forms part of my research work. Your responses will be highly appreciated. Bear in mind that there is no right or wrong answers. The provided information will be treated with utmost confidentiality.

Thank you in advance.

Grace Mwanja.

Research instruments

Parents Questionnaire

SECTION A: Socio- demographic characteristics

(Tick where appropriate)

1.0 Gender

Male

Female

1.1 Do you live in Kisumu (If yes move to 1.2, if no stop).

Yes

No

1.2 If yes, Why?

Work

Business

Marriage

Other (specify)

1.3 Are you a parent?

Yes

No

1.4 Age of youngest child under your care?

0 -31 months

Above 31 months

SECTION B: Advertisement on Diaper

2.0 Have you heard of any advertisement on diapers? (If yes move to 2.2, if No Move to 2.3)

Yes []

No []

2.1 From which medium of information?

Newspaper []

TV []

Radio []

Internet []

Others (specify).....

2.2 Which is your preferred medium of information?

Newspaper []

TV []

Radio []

Internet []

Friend []

Other (specify).....

2.3 Give reason to your preference above.

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

2.4 Do you trust information you get from advertisements?

Yes []

No []

2.5 Give reason for your answer above

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

SECTION C: Use of diaper

3.0 Do you use diapers?

Yes []

No [] (Give reason)

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

3.1 If yes which one

Re- usable []

Disposable []

Both []

3.3 If reusable, which brands do you use?

Napkins []

Others (specify).....

3.5 If disposable which brand do you use?

Huggies []

Pampers []

Bouncy []

Tena []

Bebe dou []

Others (specify).....

3.6 Of all the baby diaper brands that you know, which one do you prefer?

.....

3.7 Give reason for preferring above type of diaper

Easy to use []

Cheap []

Other (specify)

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

3.8 Where did you get information on the diapers you use?

TV Advert

Newspaper Advert

Radio Advert

Friend

Other (Specify).....

Thank you for your cooperation

Interview Guide

Semi- structured interview guide 1

For persons responsible for stocking disposable baby diapers in the supermarkets

Question 1: which brands of disposable baby diapers do you stock in your supermarket?

Question 2: Out of the brands that you stock, what is the order of their sale?

Question 3: What do you anticipate being the reason to why some brands you stock sale faster than the others?

Semi- structured interview guide 2

For disposable diaper customers

Question 1: Why did you pick on this brand and not any other?

Question 2: Is this the brand you always buy, if yes why and if no which brand do you buy and why?

Question 3: where did you obtain information on the brand you use?

Observation Guidelines

1. Which diaper brands are advertised on Citizen TV
2. What are the brand features of the advertised diaper brands
3. What is the frequency (repetition) of the advertised diapers
4. What is the content information for the advertised diaper brands