AN ASSESMENT OF PRINT NEWSPAPER ADVERTISING INFLUENCERS ON COMPANY PERFORMANCE IN KENYA: A CASE OF FAST MOVING CONSUMER GOODS INDUSTRY IN NAIROBI COUNTY.

BY

PRESSY NKIROTE KABURU

THIS DISSERTATION IS SUBMITTED IN PARTIAL FULFILMENT FOR THE AWARD OF A MASTER OF BUSINESS ADMINISTRATION OF ST. PAUL'S UNIVERSITY

AUGUST 2015

ST PAUL'S UNIVERSITY

Print to PDF without this message by purchasing novaPDF (http://www.novapdf.com/)

ABSTRACT

The researcher undertook the study to evaluate the effects of print newspaper advertising influencers on companies performance with emphasis on Fast moving consumer goods (FMCG) Companies within the Nairobi County. The researcher's interest was initiated due to the lack of scientific research in the area not ignoring its influence on companies performance and the lack of established frameworks to measure its effectiveness. There exist several researches carried out on print advertising and its field but none at the time when this study was done concentrated on the areas of interest the researcher focused on hence the commencement of this study.

The research sought to achieve several objectives discussing the spatial reach, message decay, existence of measurability frame works and advertising budgets effects on companies performance. Several theories including Resource based theory, Defining advertising goals for measured Advertising results (DAGMAR) Theory and Hierarchy of effects model were used to make the information reliable. The study targeted four FMCG companies within Nairobi county namely, Unilever, Ramtons Limited, Farmers choice and Chandaria Industries. The basis for the selection of the companies was derived from the money spent in promotional efforts by the companies, which according to the Marketing society of Kenya is the highest in the country. The sample population included the upper and middle level managers of the four selected Companies who have the decision making capabilities in regards to advertising decisions for their respective companies products and services.

Descriptive research design was used to complete the study. Qualitative and quantitative data was collected by means of a structured questionnaire distributed to the sample population. SPPS was used to analyze quantitative data. These were presented using tables and bar graphs. The findings concluded that an increase in usage of print newspaper advertising as a promotional means is most preferred. It supported Print newspaper advertising as an effective cost reduction measure for many companies using it as a medium of promotion.

ST PAUL'S UNIVERSITY

Print to PDF without this message by purchasing novaPDF (http://www.novapdf.com/)