



**ISSN Online 2617-359X**



## **Improving Purchasing Decision Making Process through Brand Awareness: The Case of Saloon Car Buyers in Nairobi, Kenya**

**Hilda Coletta Nthenya, <sup>2</sup>Dr. Benjamin Mulili & <sup>3</sup>Dr.  
Thomas Ngui**

**ISSN: 2617-359X**

# Improving Purchasing Decision Making Process through Brand Awareness: The Case of Saloon Car Buyers in Nairobi, Kenya

<sup>1\*</sup>Hilda Coletta Nthenya, <sup>2</sup>Dr. Benjamin Mulili, <sup>3</sup>Dr. Thomas Ngui

<sup>1</sup>Post graduate Student, Catholic University of Eastern Africa

<sup>2</sup>Lecturer, Catholic University of Eastern Africa

<sup>3</sup>Lecturer, Catholic University of Eastern Africa

\*Email of the Corresponding Author: [coletta1904@gmail.com](mailto:coletta1904@gmail.com)

*How to cite this article:* Nthenya, H., C., Mulili, B. & Ngui, T. (2019). Improving Purchasing Decision Making Process through Brand Awareness: The Case of Saloon Car Buyers in Nairobi, Kenya, *Journal of Marketing and Communication*, 2(1), 48-63.

## Abstract

This descriptive research used non-probability convenient sampling to examine the role brand awareness plays in improving the purchase decision of saloon car buyers in Nairobi, Kenya. Brand awareness concept has been used to guide this study as it is fundamental to the consumer's life as the interaction initiation point to the brands as represented by the dimensions; recognition, recall and dominance as per literature. A semi-structured questionnaire was distributed to a purposive convenient sample and eighty-two (82%) response rate achieved. Data was analyzed using SPSS – V20. Leading saloon car symbols were listed and respondents asked to identify the brands they represented. The top brands recognized correctly were BMW, Nissan, Mercedes Benz, Mazda, Toyota and Ford. Chi-Square test results established that consumers' recognition of a saloon car brand is significant in improving purchase decision process in a future brand choice. When it came to recall, the saloon cars recalled in order of brands were Toyota, Mercedes Benz, Subaru, BMW, Nissan and Peugeot. This indicated the dominance of the said brands in the motor industry. The study findings answered the research questions and achieved the main objective that brand awareness improves the consumers' decision-making process during the purchase of a saloon car. This study therefore may contribute to the body of

knowledge in the branding and consumer behavior disciplines and to industry policy and practice.

Keywords: *Recognition, Consumer Purchase Decision, Recall, Dominance, Saloon Car Buyers Nairobi, Kenya.*

## **1.0 Introduction.**

### **1.1 Background of the study**

The World Motor Vehicle Production report (2017) provides statistics on the motor industry, which is involved in the design, development, manufacture, marketing and sale of motor vehicles. The Report reveals that more than 69.4 million passenger vehicles, comprising cars and commercial vehicles, were sold in 2015 alone. The Report shows that in 2016, the markets in Canada, United States of America, Europe and Japan soared.

The sale of motor vehicles in Kenya is hampered by a relatively steep tax regime, the minimum being 35% duty and 18% Value Added Tax (VAT). The high taxation, in addition to high bank interest rates on borrowing, which now fluctuate between 12.5 – 25% contribute to high vehicle prices (PWC, 2017). Globally, most of the consumers prefer to buy a branded product because they know this product has been developed by maintaining required standards (Keller,2012). They understand that a brand has a value; this depends on the quality of its products in the market and the satisfaction of the customer in its products and services.

In Africa, companies are recognized through their brand and it is a most valuable asset for survival. Customers have many brand choices but they have less time to make a choice. In today's business environment, companies must work harder than ever to achieve a degree of differentiation in their products. From the paltry 2,400 passenger cars bought from the global market, Toyota led by 1314, followed by Mitsubishi at 869, Ford 320, Nissan 231, Volkswagen 173, Mercedes Benz 118, Renault 106 units. The other brands purchased less than 100 units. These included Subaru 58, BMW 26, Mazda 23 and Chevrolet 86. All in all, Kenya saloon car customers had a choice from more than twenty saloon car brands represented in the country. According to the Kenya National Bureau of Statistics (KNBS, 2016) over 50,000 saloon cars were registered. The bulk of these is used saloon cars. Nairobi County alone represented over 70% of the total cars purchased.

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

According to Aaker (1996), a brand is an implied device through which any business can attain the attraction of people and enjoy a competitive edge. Locally, most of the consumers prefer to buy a branded product because they know this product has been developed under certain standards (Keller, 2013). Consumers understand that a brand has value; including quality and

this constitutes towards satisfaction of the customer. A brand is a tool for sustainable competition in the market. In Africa, companies are identified through their brand, and it is a most valuable asset for survival. While customers have many brand choices, they usually have less time to make a purchase decision. In today's business environment, companies must work harder than ever to achieve a degree of differentiation in their products, as this is crucial during the customer purchase decision-making.

Limited research exists on improving the decision-making process of consumers through brand awareness, among high involvement products. Most research focused on repeat purchase products. From the above, there is a need to investigate whether brand name awareness of saloon cars improves their positioning in the consumer's mind when contemplating a purchase, other factors such as car pricing remaining constant.

The Kenya Motor Industry Association (KMIA, 2016) records the presence of over 20 saloon car brands currently being sold in Kenya. For a small market, this represents a nightmare for the consumers in during their purchase decision-making process. The question, therefore, is what informs the saloon car brand choice? What influences the decision-making process in the saloon car brand choice? According to Macdonald and Sharp (2000) brand name awareness affects consumer decision-making process. Brand awareness affects the brands that enter the consideration set and which are then picked from the consideration set. This concept was therefore adopted to answer the research problem.

### **1.3 Objectives of the study**

The main purpose of this study was to investigate how brand awareness improves the decision-making process in purchasing of saloon cars. Specific objectives were to:

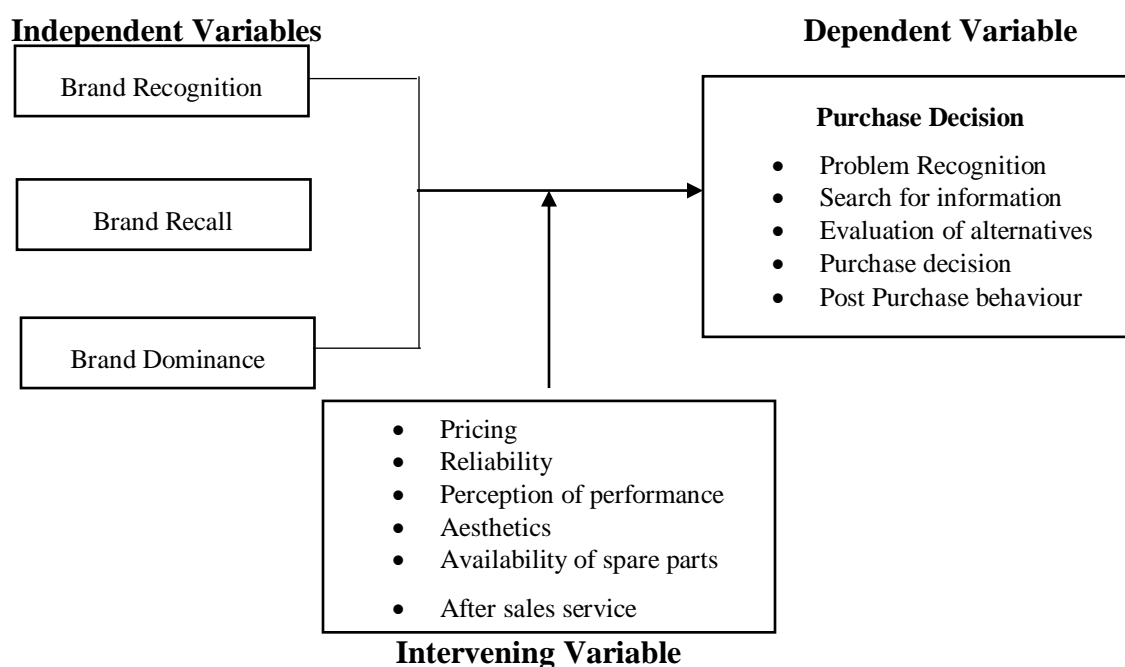
- i) Investigate the effect of recognition on the consumer purchase decision in purchasing of saloon cars in Nairobi, Kenya.
- ii) Determine the impact of recall on the purchase decision of saloon car buyers in Nairobi, Kenya.
- iii) Examine the impact of dominance on purchase decision of saloon car buyers in Nairobi, Kenya.

### **1.4 Research Questions**

According to Saunders et al., (2009), it is important to have clear objectives of the research at the beginning. The clarity of the research objectives determines the research questions. This study seeks to answer the following questions, formed from the research objectives.

- i) How does recognition impact purchase decision of salon car buyers in Nairobi, Kenya?
- ii) How does recall aid purchase decision of salon car buyers?
- iii) How does brand dominance influence the purchase decision of salon car buyers in Nairobi, Kenya? Scope and delimitation of the study follow.

## 1.5 Conceptual Framework



**Figure 1: Conceptual Framework**

## 2.0 Literature Review

### 2.1 Review of Theory

A theoretical review consists of concepts and together with their definitions and reference to relevant scholarly literature, existing theory that is used for a particular study. In this study, the theoretical review demonstrates an understanding of the theory of brand awareness and its influence on the consumer decision-making process and other concepts relevant to this study.

The broader area of knowledge of consumer behaviour and consumer decision-making process is considered. This theoretical review strengthens the study in that the theoretical assumptions are critically evaluated; the research is connected to an existing body of knowledge and specifies the key variables that influence the theory of brand awareness. This theoretical review covers the definition of a brand, brand equity, brand awareness and its dimensions, consumer behaviour and the consumer decision-making process.

### 2.2 Empirical Literature Review

Brand awareness is the consumers' ability to identify a brand under different purchasing decision-making conditions (Kapferer, 2015; Kapferer and Roussel, 1995; Keller, 2013). According to literature, brand awareness takes the form of recognition and recall. According to

Radder and Huang (2008) recognition assumes prior exposure to the brand. Radder and Huang (2008) state that when given a cue, consumers are likely to identify the brand as being previously seen or heard correctly. In most purchasing conditions, consumers often recognize many brands but only recall a few or only one, in case of dominance. Brand recognition is, therefore, the first step in brand awareness. According to literature, recognition is based on aided recall (Radder and Huang, 2008) and is most influential at the point of purchase.

Recall is the next level of brand awareness and is dependent on unaided recall (Aaker, 1996, 2002; Keller, 2013). Recall relates to the consumer's ability to retrieve the brand from memory when presented with a relevant cue (Macdonald and Sharp, 2000). Recall implies that the brand holds a stronger brand position in his or her mind. The first-named brand in an unaided recall represents the highest level of brand awareness (Aaker, 1996, 2002; Hoyer and Brown, 2001; Keller, 2008, 2013).

Increasing familiarity enhances brand awareness through repeated exposure, which ultimately results in consumers having prior come into contact with the brand (Kapferer 2015; Keller, 2013). When consumers are familiar with the brand, the brand resides in memory. Advertising is a tool that increases familiarity and enhances brand awareness. Visual and verbal effects in advertising help entrench the brand name in the consumer's memory (Keller, 2013; Kotler and Keller, 2015). Therefore, the role of advertising is to build brand awareness (Hoyer and Brown, 1990; Kotler and Keller, 2015).

### **3.1 Research Methodology**

The research design used in this study was a descriptive survey in which it used purposive and convenience sampling. The target population for this study was anybody who owns a saloon car in Nairobi. 100 saloon car owners were identified using a purposive convenience sampling in five leading malls to form the study sample size.

### **4.0 Research Findings and Discussion**

#### **4.1 Reason for Buying Respondents' Current Saloon Car Brand**

Table 1 presents reasons for buying respondents' current saloon car brand

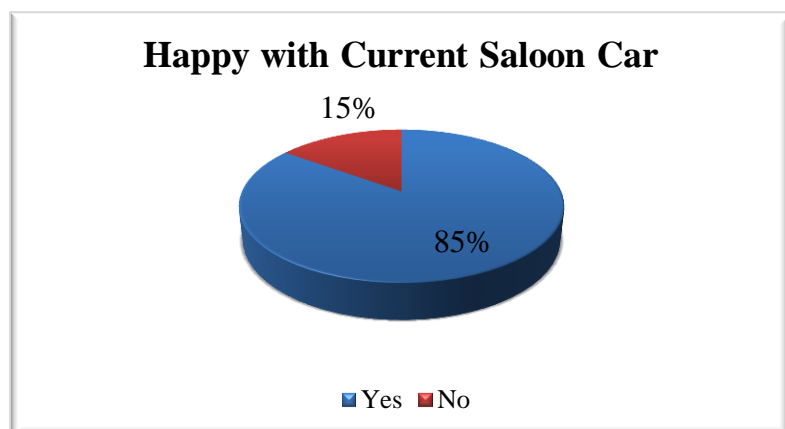
**Table 1: Reason for Buying Respondents' Current Saloon Car Brand**

	Frequency (n/68)	Percentage (%)
Its Affordability	18	26%
Perceived good performance	14	21%
<i>Easy to maintain</i>	10	15%
Aesthetics	7	10%
Low fuel consumption	7	10%
Perceived reliability	7	10%
Other Reasons		
Luxury	6	9%
Spacious	6	9%
Convenience	4	6%
Availability of spare parts	4	6%
Agility	4	6%
Colour	3	4%
Prestige	3	4%
Perceived durability	2	3%
Features	2	3%
Love for the brand	2	3%
Perceived safety	2	3%
Its intended use	2	3%
Need for upgrade	2	3%

From the results in Table 1, twenty six percent (26%, n=18) of the respondents choose their current cars due to their affordability while 21% (n=14) settled on their car brands due to perceived good performance. Others chose brands that were easy to maintain (15%, n=10), aesthetics (10%, n=7), low fuel consumption (10%, n=7) and reliability (10%, n=7). Other qualities considered in choosing car brands included luxury (9%, n=6), space (9%, n=6), convenience (6%, n=4), availability of spare parts (6%, n=4), agility (6%, n=4), colour (4%, 3), prestige (4%, 3), perceived durability (3%, n=2), features (3%, n=2), love for the brand name (3%, n=2), safety (3%, n=2), intended use (3%, n=2) and need for an upgrade (3%, n=2).

#### 4.2 Respondents Happy with Current Saloon Car Brand

Figure 2 presents results of whether respondents' are happy with Current Saloon Car



**Figure 2: Respondents’ Happy with Current Saloon Car**

Results from Figure 2 shows that Eighty five percent (85%) of the respondents noted that they were happy and satisfied with their current car brands whereas 15% (n=11).

**4.3 Reason for being Unhappy with Current Car**

Table 2 presents reasons for respondents for being Unhappy with Current Car

**Table 2: Reason for being Unhappy with Current Car**

	Frequency (n/11)	Percentage (%)
Poor performance	3	27%
Prefer a different brand	3	27%
High maintenance cost	2	18%
Too common on the road	2	18%
High fuel consumption	1	9%
Easily targeted by vandals	1	9%
Spare parts unavailable	1	9%

Results from Table 2 shows that poor car performance and desire to own different brands were cited by 27% of the as the main reason of unhappiness. Eighteen percent (n=2) cited high maintenance cost and that the car was too common on the road. High fuel consumption was another reason with (9%), Easy target for vandals (9%) and unavailability of spare parts.

#### 4.4 Reasons to change the Brand

Table 3 depicts what prompted the change in brand

**Table 3: What Prompted Change in Brand**

	Frequency (n/46)	Perc. (%)
Poor performance	6	13%
Increased income	4	9%
Just needed a change/ upgrade	4	9%
The car was too common	4	9%
Cost price and After service cases	3	7%
High maintenance cost	3	7%
The intended use	3	7%
Other Reasons		
Unavailability of Spare parts	2	4%
The car was small/ size	2	4%
Unreliability	2	4%
Needed a more aesthetically pleasing car	2	4%
Needed a high performance	2	4%
Engine Failure	1	2%
High fuel consumption	1	2%
Lack of comfort	1	2%
Needed a safer car	1	2%
The car was too basic in terms of features	1	2%

#### 4.5 Reason for Settling for a Restricted Car Choice

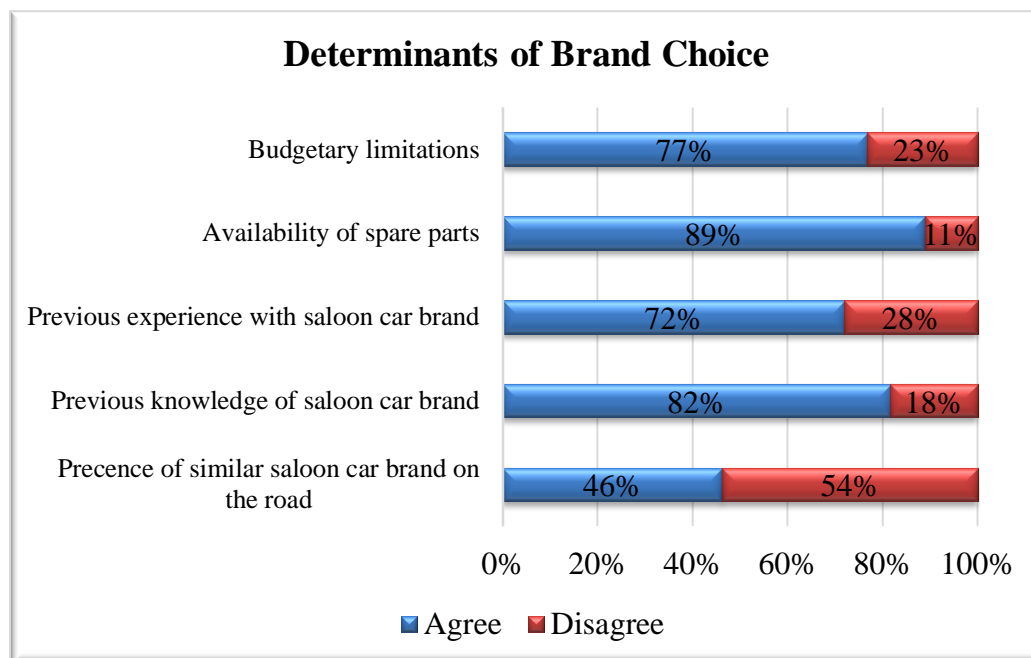
Table 4 presents reason for settling for a restricted car choice

**Table 4: Reason for Settling for a Restricted Car Choice**

Reasons	Frequency (n)	Percentage (%)
Reliability	16	20%
Availability of spare parts	13	16%
Easy to maintain	13	16%
Better performance	12	15%
Aesthetics	11	13%
Luxurious	7	9%
Low fuel consumption	7	9%
Other Reasons		
Affordability	6	7%
Brand name prestige	6	7%
Speed	4	5%
Good value for money	3	4%
Perfectly engineered	3	4%
Road stability	2	2%
Familiarity	2	2%
Perception of quality	2	2%
Popularity	2	2%
Safety	2	2%
Spacious	2	2%
Best car	1	1%
Easy to fix	1	1%
Resale value	1	1%

#### 4.6 Determinants of Brand Choice

Figure 3 presents the determinants of Brand choice



**Figure 3: Determinants of Brand Choice**

From the results in Figure 3, the availability of spare parts was established as the major determinant of car brand choice by majority of the respondents (89%). Previous knowledge of saloon car brand would be considered by 82% of the respondents whereas 77% would consider budgetary limitations. Further, the choice of brand would be influenced by previous experience with saloon car brand according to 72% of respondents. However, only 46% would consider presence of similar saloon car brand on the road as a factor before settling on a saloon car brand

#### 4.7 Car Brand Cross tabulation

Chi-Square test was carried out to test the relationship and effects of various study variables on respondents' saloon car brand choices as well as car brand recognition. This was done at 95% level of confidence. Variables whose p-values were less than  $\alpha = 0.05$  relative to the two dependent variables (Car brand choice and recognition) were considered to have a significant relationship. Chi-Square test Results are shown in Table 5

**Table 5: Chi-Square test Results**

	<b>Brand Choice</b>	<b>Car Recognition</b>	
Gender	Chi-square	15.232	4.636
	Df	14	2
	Sig.	0.362	0.098
Age	Chi-square	57.571	8.975
	Df	56	8
	Sig.	0.417	0.344
Employment	Chi-square	37.608	6.303
	Df	28	4
	Sig.	0.106	0.178
Monthly income	Chi-square	52.81	12.277
	Df	42	6
	Sig.	0.123	.050*
Perceived Popularity of brand	Chi-square	6.37	1.019
	Df	14	2
	Sig.	0.956	0.601
Perceived reliability	Chi-square	19.608	0.081
	Df	14	2
	Sig.	0.143	0.96
Perceived Performance	Chi-square	13.107	1.562
	Df	14	2
	Sig.	0.518	0.458
Perceived aesthetics	Chi-square	18.716	2.642
	Df	14	2
	Sig.	0.176	0.267
Presence of similar saloon car brand on the road	Chi-square	10.684	4.814
	Df	14	2
	Sig.	0.711	0.09
Previous knowledge of saloon car brand	Chi-square	24.372	1.406
	Df	14	2
	Sig.	.041*	0.495
Previous experience with saloon car brand	Chi-square	20.833	1.439
	Df	14	2
	Sig.	0.106	0.487
Availability of spare parts	Chi-square	27.161	6.676
	Df	14	2

	Brand Choice	Car Recognition	
	Sig.	.018*	.036*
Budgetary limitations	Chi-square	31.785	4.347
	df	14	2
	Sig.	.004,*	0.114
*. The Chi-square statistic is significant at the .05 level.			

From the results demonstrated in Table 5, the following findings and conclusions were therefore made:

- i. Previous knowledge of saloon car brand is a significant determinant of brand choice (p-value 0.041).
- ii. Monthly income significantly influences respondents' ability to recognize saloon car brands given symbols (p value 0.050).
- iii. Availability of spare parts is a significant influencing factor for car brand choice (p-value 0.018)
- iv. Availability of spare parts also significantly influences respondents' ability to recognize saloon car brands (p value 0.036).
- v. Budgetary limitations significantly influenced decisions on the choice of a saloon car brand (p-value 0.004).

However, the rest of the variables namely, Sex, Age, Employment, Perceived Popularity of brand, Perceived reliability, Perceived Performance, Perceived aesthetics, Presence of similar saloon car brand on the road and previous experience with saloon car brand, randomly influence respondents' choice of car brands and recognition ability. This means that the variables have insignificant influences on respondents' choice of car brands and recognition ability

#### 4.8 Discussion of Findings

The main objective of this study was to investigate how brand awareness improves the purchase decision process of saloon car buyers. Brand awareness was to be investigated through three measurements of recognition, recall and dominance as recommended in literature. The study set to answer these objectives through seeking answers to three study questions.

Eighteen saloon car brands were listed, representing the main saloon car brands purchased as per the KMIA report (2016). The respondents were asked to name the car brands that the logos symbolized. The top six car brands that majority of the respondents were able to correctly and perfectly recognize included BMW (94%), Nissan (94%), Mercedes Benz (93%), Mazda (89%), Toyota (87%) and Ford (83%). On the other hand, the least known car brands by majority of the respondents included Hyundai (55%), followed by Volvo (52%), Porsche (46%), Suzuki (45%), Jaguar (34%) and Honda (32%). Since recognition reflects familiarity gained from past exposure, it therefore means that the respondents are more exposed to BMW, Nissan, Mercedes Benz, Mazda, Toyota and Ford.

On the contrary, the respondents were less exposed to Hyundai, Volvo, Porsche, Suzuki, Jaguar and Honda. As will be presented and explained later in this chapter, this explains why majority own and would settle for the former set of car brands than the latter. According to Keller, (1998), awareness can also influence consumer decision making by affecting brand associations that form the brand image. It should also be recalled that when these consumers see a brand and remember that they have seen it before (perhaps severally) they realize that the company is spending money to support the brand. Since it is generally believed that companies will not spend money on bad products, consumers take their recognition as a “signal” that the brand is good.

The study findings also established that one’s ability to correctly recognize a car brand is significantly influenced by monthly income (p value 0.050) and availability of the brand’s spare parts (p value 0.036). It is therefore evident from these findings that consumers tend to identify themselves with saloon car brands that they can afford and comfortably maintain based on their income capabilities.

It was also interesting to note how the respondents confused, especially the least known car brands, for other saloon car brands. Volvo (11%) was the most mismatched car symbol followed by Hyundai (9%), Audi (6%), Honda (6%), Suzuki (5%), Porsche (5%) and Chevrolet (5%). It should also be noted that these six sets of cars coincidentally were also among those that were least known and owned by majority of the respondents. Interestingly, the Volvo symbol was not only misidentified but was mistaken for male gender sign which is denoted by a circle with an arrow pointing northeast. Volvo was also mistakenly identified for Hyundai, Audi, Mazda and Opel car brands. Notably, Hyundai was also mistaken for Honda while others confused Honda for Hyundai probably due to their almost similar symbols denoted by letter “H”-like symbol. Although Suzuki and Isuzu were also mistaken for each other, this most was probably due to almost similar letters that each of them bear, share and pronounce interchangeably, i.e. letter “S”, “Z” and “I”. All these confusions can be attributed to the unpopularity of the car brand models hence consumers less identify themselves with the brands and consequently tend to confuse them for other brands. Respondents unfamiliarity with certain car brands have been shown to reduce their likelihood of purchasing the said saloon car brands and hence their unpopularity. According to Farquhar, (2000), only high accessible attitudes (brands with a high level of awareness) can be relevant when purchasing or repurchasing a brand.

Twenty six percent of the respondents bought their current cars due to their affordability. Other major determinants that informed decisions to settle on current saloon car brands included ability to be easily maintained (15%), aesthetics (10%), low fuel consumption (10%) and reliability (10%). Some of the car brand features that the saloon car owners acknowledge and appreciate in their current cars included the cars’ perceived reliability (57%), performance (43%), popularity (18%) and aesthetics (12%). Further it should be noted that lack of most of these qualities and features in a car not only makes some of the owners unhappy with their current car brands but would also likely influence consumers to switch to other car brands. In this regard, it was learnt

that car owners unhappy with their car brands blamed poor car performance (27%), high maintenance cost (18%) and too common on the road (18%).

Similarly, those who owned other car brands previously opted for a change in brand due to poor performance (13%), increased income (9%), need for an upgrade (9%) while another 9% explained that the car had become too common on the road. It is therefore important to note that consumers would purchase car brands based on their financial capabilities while considering the qualities and features of the car that guarantees class and ease of maintenance. Lack of these two sets of variables might as well prompt the car owners to opt for other car brands that have the features and qualities stated. Most importantly, the study results established that budgetary limitations significantly influenced decisions on the choice of car brand (p-value 0.004). Also, availability of spare parts was found to significantly influence choice of car brand (p-value 0.018) as well as recognition of car brands symbols (p value 0.036). These findings are incongruent with previous literature that confirmed that consumers choose among alternatives in part based upon those product characteristics most desired. According to Mowen, (1997), understanding the choice process and the features desired is critical to the physical development and marketing of products.

Half of the respondents (56%) had previously owned other saloon cars whereas 44% had never. Asked to state the previously owned car brands, those who previously owned saloon cars listed Toyota (44%), Nissan (22%), Peugeot (13%) and others (9%). Most importantly, Chi-Square Test results established that previous knowledge of a saloon car brand is a significant determinant of brand choice (p-value 0.041). It therefore means that the choice of current car brands' that the respondents own were significantly guided by the previous car brands that they owned. According to Olson, (2009), consumers are said to be more likely to think of brands that they have used before, this gives popular brands with higher market share a distinct advantage.

The respondents were asked to name the first and second saloon car brand that comes to their minds when saloon cars are mentioned. The six top most, first priority saloon car, in order of preference according to the respondents included Toyota (67%), Mercedes Benz (9%), Subaru (5%), BMW (2%), Nissan (2%) and Peugeot (2%). Likewise, the six top most, second priority car brands, in order of preference included Nissan (35%), Mercedes Benz (11%), Subaru (11%), BMW (11%), Toyota (10%) and Volkswagen (5%). These results show that the respondents are most familiar with the Toyota Brand as their first car brand choice while very few would settle for it as a second choice. The findings also show that, Nissan car brand is never in the top priority of consumers as a first choice of cars but will definitely be first priority given a second chance after Toyota. It's interesting to note that Mercedes Benz, Subaru, BMW would be second, third and fourth choice car brand if the respondents are given two sets of chances to make choices. All these would settle in that order after Toyota in the first chance and Nissan in the second chance. It can therefore be concluded that the top 4 car brands that comes to respondents' minds when saloon cars are mentioned include Toyota, Mercedes Benz, Subaru and BMW. Given a second chance, the top 4 saloon car brands that come to respondents' minds when saloon

cars are mentioned include Nissan, Mercedes Benz, Subaru and BMW. It should be recalled that majority these sets of cars (except Subaru) were in the list of the most recognized car brands.

## 5.1 Conclusions

This study set as its primary objective, investigating how to improve customer purchase decision-making process through brand awareness. By successfully describing the customer decision-making process for saloon car purchase as facilitated by brand awareness, the study has not only achieved its primary objective but also succeeded in illustrating the linkage between brand awareness and consumer purchase decision-making process in a high involvement, industrial product. This is a significant contribution to knowledge.

Secondly, by examining the influence of brand awareness in a high involvement, industrial product, the study contributes to empirical research, hitherto dominated by low involvement, FMCG goods. Thirdly, in illustrating the linkage between brand awareness and consumer decision-making process, a conclusion can be arrived at that by increasing the level of brand awareness, the customer purchase decision-making process is also improved hence reducing time spent in making decisions. This is both a significant contribution to theory and practice.

## 6.1 Recommendations

The results of the study can be tested for generalizability, validity improvement and reliability of data collected if it is replicated using probability sampling in a different product category such as Sports Utility Vehicles and a different environment for example, rural setting or more developed economies. Lastly, further studies could also use other customer-based brand equity assets such as brand loyalty, brand associations, and perceived quality.

## 7.1 References

- Aaker, D. (1996). *Building Strong Brands*. Sydney, Australia: Simon & Schuster.
- Aaker, D. (2002). *Brand Leadership*. Sydney, Australia: Simon & Schuster.
- Aaker, D. (2012). *Building Strong Brands*. Sydney, Australia: Simon & Schuster.
- Hoyer, W. and Brown, S. (1990). Effects of brands awareness on choice for a common, repeat-purchase product. *Journal of Consumer Research*, 17(2), 141-8.
- Hoyer, W. and Brown, S. (2001). Effects of brands awareness on choice for a common, repeat-purchase product. *Journal of Consumer Research*, (17), 141-8.
- Kapferer, J. N. (2015). *The New Strategic Brand Management: Advanced Insights and Strategic Thinking*. (5th edn). London, UK: KoganPage
- Kapferer, J. & Roussel, F. (1995). "The underlying structure of brand awareness scores. *Marketing Science* 14(3) 2, 170-9.
- Kenya National Bureau of Statistics (KNBS, 2016). [www.knbs.or.ke](http://www.knbs.or.ke) accessed on July 2017.
- Kenya Motor Industry Association (KMIA, 2016). [www.kmi.co.ke](http://www.kmi.co.ke) accessed on July 2017.
- Keller, K. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, (57), 1-22.
- Keller, K. (2008). *Strategic Brand Management: Building, Measuring and Managing Brand Equity*. (3<sup>rd</sup> edn). New Delhi, India: Pearson Education.

- Keller, K. (2013). *Strategic Brand Management: Building, Measuring and Managing Brand Equity* (4<sup>th</sup> edn). New Delhi, India: Pearson Education.
- Kotler, P. and Keller, K. (2015). *Marketing Management*. (15<sup>th</sup> edn). New Delhi, India: Pearson Education.
- Macdonald, E. and Sharp, B. (2000). Brand Awareness Effects on Consumer Decision Making for a Common, Repeat Purchase Product: a replication. *Journal of Business Research*. (48), 5- 15.
- Mowen, J. and Minor M. (2001). *Consumer Behavior*. (5<sup>th</sup> edn). Upper Saddle River, NJ: Prentice Hall.
- Price Waterhouse Cooper (PWC, 2015). [www.pwc.com](http://www.pwc.com) accessed on March 17<sup>th</sup>,2015.
- Radder, L., and Huang, W. (2008) High-Involvement and Low-Involvement Products. A Comparison of Brand Awareness among Students at a South African University. *Journal of Fashion Marketing and Management*. (12), 232-243
- Saunders, M., Lewis, P. & Thornhill, A. (2009). *Research Methods for Business Students*. (5<sup>th</sup> edn). Upper Saddle River, NJ: Prentice Hall.
- World Motor Vehicle Report (2016). [www.oica.net](http://www.oica.net) accessed on September, 10<sup>th</sup> 2017.