

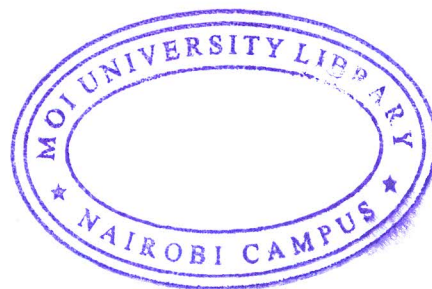
**THE INFLUENCE OF ADVERTISING ON BRAND PREFERENCE IN KENYA:
A CASE STUDY OF AQUAFRESH TOOTHPASTE**

BY

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**A THESIS SUBMITTED IN PARTIAL FULFILLMENT OF THE
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ABSTRACT

This thesis is on the influence of advertising on brand preference for Aquafresh toothpaste. Glaxosmithkline has invested quite substantial resources in advertising their Aquafresh toothpaste brand but the brand has from previous research been found to be lagging behind its main competitor, Colgate toothpaste, in terms of buyer preference. The objective of this research is to establish if advertising really influences brand preference and if there are other factors that may influence brand preference. The study aimed at investigating the influence of the advertising media, message, reach and frequency on preference for Aquafresh toothpaste. The target population was 516 first year masters of business administration students of the University of Nairobi for 2010/2011 academic year. Simple random sampling was used to select 116 respondents from a population list for data collection using a survey research design. Data collection was carried out using questionnaires administered by research assistants. Data analysis was done using statistical package for social sciences (SPSS). Ordinary least square regression was also used to further analyze the influence of advertising on brand preference. Results indicate that advertising significantly increases brand preference for Aquafresh toothpaste brand for this population. Visual media, especially television, is most influential for consumers to buy a specific brand of toothpaste. Aquafresh is rarely noticed in advertising media, despite substantial advertising expenditure by the company. The importance of advertising factors determining preference are the message, media and finally frequency in that order. The researcher recommends that Glaxosmithkline should increase the frequency of its advertising of Aquafresh brand as well as improving on the advertisement message to enhance the toothpastes brand image in order to increase its market share and grow in profitability relative to other competing brands especially for the population under study.