



**Strathmore**  
UNIVERSITY

Strathmore University  
**SU+ @ Strathmore**  
University Library

---

**Electronic Theses and Dissertations**

---

2017

# The Influence of social marketing on consumer behavior: a case of Nyeri Town constituency

Linda Wangechi Mwangi  
*School of Management and Commerce (SMC)*  
*Strathmore University*

Follow this and additional works at <http://su-plus.strathmore.edu/handle/11071/5588>

## Recommended Citation

Mwangi, L. W. (2017). *The Influence of social marketing on consumer behavior: a case of Nyeri Town constituency* (Thesis). Strathmore University. Retrieved from <http://su-plus.strathmore.edu/handle/11071/5588>

This Thesis - Open Access is brought to you for free and open access by DSpace @ Strathmore University. It has been accepted for inclusion in Electronic Theses and Dissertations by an authorized administrator of DSpace @ Strathmore University. For more information, please contact [librarian@strathmore.edu](mailto:librarian@strathmore.edu)

**The Influence of Social Marketing on Consumer Behaviour**

**A Case of Nyeri Town Constituency**

**Mwangi Linda Wangechi**

**Submitted to the School of Management and Commerce in partial**

**Fulfillment of the requirements for the degree of**

**Master of Commerce**

**Strathmore University**

**School of Management and Commerce**

**Nairobi, Kenya**

**[June, 2017]**

This thesis is available for Library use on the understanding that it is copyright material and that no quotation from the thesis may be published without proper acknowledgement.

## **DECLARATION**

I declare that this work has not been previously submitted and approved for the award of a degree by this or any other University. To the best of my knowledge and belief, the thesis contains no material previously published or written by another person except where due reference is made in the thesis itself.

© No part of this thesis may be reproduced without the permission of the author and Strathmore University.

Mwangi Linda Wangechi

.....

7<sup>th</sup> June 2017

## **Approval**

The thesis of Mwangi Linda Wangechi was reviewed and approved by the following:

Dr. Helen Otieno,  
Senior Lecturer, School of Management and Commerce,  
Strathmore University

Dr. David Wang'ombe,  
Dean, School of Management and Commerce,  
Strathmore University

Professor Ruth Kiraka,  
Dean, School of Graduate Studies,  
Strathmore University

## **ABSTRACT**

The world today is facing a dilemma on how to effectively appeal and reach out to people experiencing social and individual problems such as alcohol and drug abuse, domestic violence, lifestyle disease prevention and cures, road safety measures and low self-esteem leading to suicide. The use of social marketing campaigns has however been used to try and solve this dilemma by using the traditional marketing platform; TV, radio, print media and social media to try and change people's behaviour. Though social marketing unlike commercial marketing focuses on influencing the consumer's behaviour for their own wellbeing, faces a lot of challenges such as budgetary constraints, competing with commercial marketing campaigns for the viewer's attentions and lack of priority in the consumers' mind. Thus aim of this thesis was to investigate the influence of social marketing on consumer behaviour of Nyeri town constituency consumers'. There were four objectives; all to which were to understand the effect of the social marketing campaigns on the consumer's attitude, purchase patterns and recall as well as to establish how frequently the consumers' encountered the campaigns. Data was collected through questionnaires, where 110 questionnaires were issued but only 89 were analyzed through SPSS by use of descriptive analysis, correlation tests, cross tabulation tables and factor analysis statistical tools. The results led the researcher to conclude that first; consumers occasionally encountered the social marketing messages through the various platforms. Second, social marketing has a fair influence on consumer attitudes and lastly, social marketing had little influence on consumer's actual purchase and brand recall. This therefore lead the researcher to recommend that social marketing campaigns to be run and launched more frequently for it proved to be an effective tool in influencing consumer behaviour only if consumers encountered the messages frequently. It was also recommended that social marketers should tailor messages to appeal to the different audience to influence their brand recall, actual purchase and attitudes. The study was however limited to Nyeri Town constituency consumers' as the unit of study. Also, the study only focused on consumer attitudes, actual purchase and brand recall and excluded consumer memory, perception and motivation as measurables of consumer behaviour. To add on, the study only sought to find out how often consumers' encountered social marketing messages, it did not however study which of the social marketing platforms were effective in influencing behaviour, therefore providing areas for further research.

## TABLE OF CONTENTS

<b>CHAPTER ONE</b> .....	<b>1</b>
<b>INTRODUCTION</b> .....	<b>1</b>
1.1 Background of the study .....	1
1.1.1 Social Marketing.....	2
1.1.2 Consumer Behaviour .....	4
1.1.3 Nyeri Town Constituency Consumers .....	6
1.2 Problem Statement .....	7
1.3 Research Objectives .....	9
1.3.1 General Objective .....	9
1.3.2 Specific Objectives.....	9
1.4 Research Questions.....	9
1.5 Justification of the study .....	10
1.6 Scope of the study .....	10
<b>CHAPTER TWO</b> .....	<b>11</b>
<b>LITERATURE REVIEW</b> .....	<b>11</b>
2.1 Introduction .....	11
2.2. Theoretical Review .....	11
2.2.1 Theories of consumer behaviour .....	11
2.2.2 Theories of Social Marketing .....	14
2.3 Empirical Literature .....	14
2.3.1 Frequency of social marketing messages .....	17
2.3.2 The influence of social marketing and consumer attitudes .....	19
2.3.3 The influence of social marketing on consumer actual purchase .....	21
2.3.4 The influence of Social marketing consumer brand recall .....	22
2.4 Research Gap.....	23
2.5 Conceptual framework .....	25
2.6 Operationalization of Variables.....	26
<b>CHAPTER THREE</b> .....	<b>27</b>
<b>RESEARCH METHODOLOGY</b> .....	<b>27</b>
3.1 Introduction .....	27
3.2 Research Philosophy .....	27

3.3 Research Design.....	27
3.4 Target Population .....	27
3.5 Sampling design, procedure and Sample size .....	27
3.6 Pilot Testing .....	28
3.6.1 Validity of Research Instruments .....	29
3.6.2 Reliability of Research Instruments .....	29
3.7 Data Collection Instruments and Procedure .....	29
3.7.1 Data Analysis.....	29
3.7.2 Data presentation .....	30
3.8 Research Quality .....	31
<b>CHAPTER FOUR.....</b>	<b>32</b>
<b>DATA ANALYSIS AND PRESENTATION.....</b>	<b>32</b>
4.1 Introduction .....	32
4.2 Data Analysis methods.....	32
4.2.1 Demographic data.....	32
4.2.2 Frequency of encounter of social marketing messages .....	34
4.2.3 The influence of social marketing on consumer attitude.....	37
4.2.4 The influence of social marketing on consumer actual purchase .....	41
4.2.5 The influence of social marketing on brand recall.....	43
4.3 Factor Analysis.....	47
4.3.1 KMO and Bartlett's test.....	47
4.3.2 Rotated Factor matrix .....	47
4.3.3 Factor variance .....	49
4.3.4 Scree plot .....	49
<b>CHAPTER FIVE .....</b>	<b>51</b>
<b>DISCUSSION, SUMMARY, CONCLUSION AND RECOMMENDATIONS .....</b>	<b>51</b>
5.1 Introduction .....	51
5.2 Discussions.....	51
5.3 Conclusions .....	55
5.4 Recommendations .....	57
5.5 Limitations of the study and suggestions for further research .....	58

<b>REFERENCES</b> .....	59
<b>APPENDICES</b> .....	65
Appendix I: Letter of Introduction .....	66
Appendix II: Questionnaire .....	67

## LIST OF FIGURES

Figure 2.1: Conceptual Framework .....	27
Figure 4.1: Scatter plot .....	29

## LIST OF TABLES

Table 2.1: Operationalization of variables.....	26
Table 3.1: Sample size .....	28
Table 3.3: Cronbach's alpha.....	31
Table 4.1: Demographic data.....	33
Table 4.2: Social marketing descriptive analysis.....	34
Table 4.3 Social marketing cross tabulation test.....	36
Table 4.4: Consumer attitude's descriptive analysis.....	37
Table 4.5: Consumer attitudes correlation test .....	39
Table 4.6: Consumer attitudes cross tabulation test .....	40
Table 4.7 Consumer actual purchase descriptive analysis .....	41
Table 4.8 Consumer actual purchase correlation test .....	43
Table 4.9 Descriptive analysis on Brand recall .....	44
Table 4.10 Brand recall correlation .....	45
Table 4.11 Gender, Age and Brand recall .....	46
Table 4.12 KMO and Bartlett's Test .....	47
Table 4.13 Rotated Factor Analysis table.....	48
Table 4.14 Variance table .....	49

## **LIST OF ABBREVIATIONS**

NACADA- National Authority for the Campaign against Alcohol and Drug Abuse

NEMA- National Environment Management Authority

FIDA- Federation of women lawyers in Kenya

MYW- Maendeleo ya Wanaume

KNBS- Kenya National Bureau of Statistics

## **ACKNOWLEDGEMENT**

I would like to thank my supervisor Dr. Helen Otieno, the research director of the Strathmore University. Her office was always open and welcoming to any queries and areas that I need guidance, she continuously advised and saw me through to the end. I would also like to thank Mrs. Stella Mwangi of the Dedan Kimathi University for proof reading and providing a different perspective to the thesis. Finally, my gratitude goes to Mr. Alfred Gathu for his inspirational words and motivation towards the completion of this thesis and to all those who contributed in one way or another; May the Almighty God bless you.



# CHAPTER ONE

## INTRODUCTION

### 1.1 Background of the study

The world today is confronting a flood of social issues, all with the evolving advances, economies, political powers and even individual improvement (Drakulich, 2015). These social issues in particular; medication and substance mishandle, liquor abuse and destitution are influencing the general public's prosperity through high wrongdoing rate, spread of illnesses, rising neediness levels, high death rate, low education and progression levels, high unemployment rate and numerous untold stories of the 21st Century (Buono, 2015). It is assessed that in 2012, between 162 million and 324 million individuals, comparing to between 3.5 percent and 7.0 for each penny of the total population aged 15-64, had used an illegal drug fundamentally a substance having a place with the cannabis, opioid, cocaine or amphetamine-sort stimulants assemble in any event once in the earlier year, this truly demonstrates there is issue quickly ascending in our general public (World Drug Report, 2014).

As though this is insufficient, the world is likewise confronting an ecological emergency through the abuse of common assets, natural contamination and building more houses as opposed to planting more trees (Terriquez,2015). Another problem that needs to be addressed is way of life decisions, it has been said that most world lings like greasy, sugary, solidified and forms nourishments with next to zero accentuation to body exercises, physical checkups and diet plans (Dan, 2014). This subsequently achieve wellbeing related hazard particularly in numerous western nations where a portion of the main sources of death and mortality are cancers, cerebrovascular ailments, obesity, heart diseases and diabetes (Market Analysis Report, 2011). Busier ways of life are the principle weights on purchasers. Time-tested households adapt by devouring more packed foods and take-away dinners, regularly combining healthy packaged nourishment options that are made with quality fixings, vegetables and meat (Euromonitor, January 2009).

Universally, people over 15 years old drink by and large 6.2 liters of pure liquor every year, which converts into 13.5 grams of immaculate liquor every day. WHO expresses that, universally, 50.1% of aggregate recorded liquor is devoured as spirits (WHO alcohol and

health report, 2014). On the wellbeing front, it is assessed 33 million individuals living with HIV, half of whom are ladies. Two out of three individuals living with HIV are in sub-Saharan Africa. There are around five new HIV contaminations consistently, of which three are among kids and youngsters. Every day around 5500 individuals pass on from AIDS-related ailments. Therefore, the quantity of vagrants is developing; more than 12 million orphans live in sub-Saharan Africa (AIDS and Global Health Report, 2009). In addition to HIV, other tropical diseases such as Malaria, Typhoid, Cholera and Tuberculosis have been greatly publicized and awareness has been raised through organizations and government bodies, so as to try and reduce the infection rate. Social marketing campaigns of use of mosquito nets, boiling water before consumption and basic hygiene have greatly helped to inform women and children on prevention methods (Parker, 2012).

To try and reduce substance abuse and addiction and socially unacceptable behaviour, many projects and programs encouraging quitting smoking and discouraging drunken and disorderly driving or littering have been adopted and are tools of social marketing, used in changing consumer behaviour (Johnson, Pham & Johar, 2005). Advertising and marketing campaigns promoting social projects can be named as tools for defining social norms. Keeping in mind the end goal to be effective in the quickly evolving condition, social showcasing programs must be reliable with society's recognition, legitimately outlined, executed, and assessed (Dholakia & Simonson, 2005).

### **1.1.1 Social Marketing**

The social marketing thought goes back to 1951, when Wiebe tested the marketing group by asking "Why wouldn't you be able to offer fellowship and rationalization like you offer soap?" (Wiebe, 1951/1952; Stead, Gordon and McDermott, 2007). In this manner, throughout the years, advertisers and general wellbeing specialists created and refined this line of speculation to help take care of issues confronting the general public. They learned especially from universal improvement endeavors, where social marketing was utilized to shed light on ecological protection, living, drug, substance and alcohol abstinence and disease control programs (Manoff, 2005). Not at all like business advertising, social marketing's essential concentrate is on the buyer on realizing what individuals need and require instead of attempting to persuade them to purchase what they happen to deliver. Social marketing converses with the purchaser's feelings, psychology and objectivity as opposed to conversing with them about the particular item (Andresen, 2009).

Social marketing is a definition that is a puzzle to many, misjudged by numerous people and progressively mistaken for other marketing efforts on behavioral economics and online networking advertising also known as social media marketing (Smith, 2005). As indicated by Kotler and Keller (2011), social marketing is the utilization of marketing's 4 Ps: product, price, place, and promotion, to impact a shopper's conduct into embracing socially and ethically satisfactory example. To clarify this, center for disease control and prevention (2008) characterize social advertising as the utilization of business marketing technologies to the examination, planning, execution and assessment of projects intended to impact intentional conduct of target gatherings of people keeping in mind the end goal to enhance their own welfare and that of the general public. The Turning Point Program (2010) includes that, the straightforward meaning of social marketing is that it's the utilization of marketing standards to impact human behaviour to improve health or benefit the society.

Social marketing activities have proven to be helpful in changing behavior; for instance in Georgia 1996, in an act to stop severe form of stomach upsets related with readiness of chitterlings (pork digestion tracts) by African American ladies, the health officials decided to use a social marketing approach to reduce the spread. There were notable results as a result of a clear marketing campaign (Ritchie & Weinberg, 1999). In Mexico 2000, road merchants were offering uninspected food items to 1500 every day clients in Oakland. The district general wellbeing division's reaction to the difficulties was to adopt a social marketing approach and to educate the vendors, at the end of the campaign; vendors voluntarily followed the health department's guidelines (Brown, 2001).

Nonetheless, social promoting efforts have been frequently criticized as far as the strategies utilized (Andreasen 2001), undesirable outcomes (Kotler, Robert & Lee 2002), clashing interests (McFadyen, Stead & Hastings 2003) or the authenticity of the premises of particular battles (Novatorov & Crompton 2001). Robinson (2009), says that behaviour change is not like buying a different brand of beer, it is generally about people changing their lives, which makes it hard for social marketing to be effective in positively influencing social issues. Champion (2006) argues that, although teens in Canada understand the risk of smoking through exposure to social marketing campaigns, this understanding does not have desired behavioural impact on them. Dolenko (2007) noted that on the impact on government campaigns of use of soft narcotics and alcohol have had inconclusive behavioural results in the past few years.

Some studies on the effectiveness of social marketing on tobacco smoking, road accidents, obesity, alcohol consumption and environmental conservation say that, social marketing is not effective at least not on its own. The studies continue to say that social marketing just like any other form of marketing is dependent on the consumer's characteristics and their environments. There are many components that consist of consumer behaviour, however, the main components include; perception, attitude, motivation, purchase, beliefs and recall among others (Clark, Elner & Grech, 2012). This study used consumer attitude, consumer actual purchase and consumer brand recall, as the main measurable of consumer behaviour. This is in line with the main purposes of a social marketing campaign, which is to remind, inform and to persuade (Bickart, 2013). The campaigns seek to inform their audience thus trying to change their attitudes, to persuade them therefore influencing their purchase decisions and to remind them of specific products therefore enhancing their brand recall.

### **1.1.2 Consumer Behaviour**

Consumer behaviour is a diverse study field, ranging from consumption of fast moving consumer goods to luxury and tertiary goods to the consumption of illegal and harmful products to the consumer's health (Al-Jeraisy, 2008). Therefore, consumer behavior formed towards unhealthy lifestyles is usually corrected through social marketing activities and tools (Nilimaa& Nixon 2007). Consumer behavior is measured by psychological factors; attitudes, perception, motivation and learning: purchase decisions; purchasing, information search, frequency in re-buy and sacrifice in purchase: effectiveness of the marketing mix; product satisfaction, convenience and proximity to the consumer, recall and impact of marketing communications and price attractiveness (Philip & Armstrong,2011).

Perner (2010) characterizes buyer behavior as the investigation of people, groups, or associations and the procedures they use to choose, secure, utilize, and discard items, services, encounters, or thoughts to fulfill needs and the effects that these procedures have on the shopper and society. To affirm this, Philip (2005) says that purchasing behavior is the way people, groups and associations use information around them to buy and adopt a product. Customer behaviour is affected by the marketing mix, external factors and internal factors which are the individual's own personality traits (Philip & Armstrong, 2007). Purchaser behaviour is the review "of the procedures that are considered either internally and externally in a consumer's life ". These procedures assist marketers to tailor messages and define their target markets (Solomon, 2007).

The effectiveness of these social marketing campaigns usually depends on a consumer's ability to recall and understand the message being relayed to them (Triveldi, 2013). For marketing campaigns, recall has a great impact on the buying behaviour of consumers' and therefore affects a brand's top of mind appeal. In addition, the effectiveness of marketing activities usually depend on what attitudes a consumer has formed towards the product, how they feel about the product, the product acceptability and choice (Biel, 2005). Menrad and Sparke, (2006) also point out that, if social marketing is to be effective, it should affect the purchase patterns of the consumer positively on health promoting products and negatively to products that deteriorate a consumer's health and society well being. Therefore bringing about three main questions to the marketer: What attitudes have been formed towards the products or service from the campaign? Has the campaign influenced the audience's buying patterns? Does the consumer recall the brands of products he or she purchases when exposed to the product? (Deklva & Sujana, 2007).

Keller (2003) called attention to that brand affiliations vary as per how positively they are assessed. The achievement of a marketing system is reflected in the making of ideal brand affiliations that is, shoppers trust the brand has traits and advantages that fulfill their necessities and needs with the end goal that a positive general brand state of mind is shaped. In any case, Mita (2005) argued that, brand attitudes may be formed independently from marketing programs, they may be formed from other influences; family, friends and environment. He continues to say that brand attitudes do not necessarily affect how a consumer purchases or uses a product, they may know that the product is not good for them but they still go ahead and acquires it.

Consumer's purchase patterns according to Nedungad (2010), is the willingness to buy and sacrifice to obtain a product therefore defining a consumer's purchase behavior. Shoppers' inclination to buy a brand in the market center relies on the earlier information about the brand. Radder and Huang (2008) argue that, in exceedingly aggressive markets, customer brand knowledge can emphatically impact a buyer while purchasing an item. Therefore, to better adventure the commitments of brand knowledge social marketers are utilizing diverse procedures to make brand awareness among the customers to impact their purchaser behaviour (Schmitt & Geus, 2006).

Consumer brand recall identifies that it's the shoppers' capacity to recover the brand when product classification is given, the requirements satisfied by the classification, or some other sort of test. At the end of the day, brand recall requires that purchasers accurately create the brand from memory (Keller, 2003). The relative significance of brand recall and acknowledgment relies upon the degree to which buyers settle on choices in the store (where they conceivably might be presented to the brand) versus outside the store, among different components (Bettman 2009; Rossiter& Percy 2007). Review is one of the key measures utilized as a part of advertisement viability testing, alongside others, for example, influence and liking. Review measurement ought to have the capacity to take advantage of a man's memory and the enthusiastic reaction in the underlying attentioning procedure ought to in this manner impact his review (Mehta & Purvis, 2006). Successful marketing and advertising interchanges is what is important, socially significant and which makes a subjective sentiment warmth and positive effect. What's more, a customer ought to recollect his or her image of decision when an advert addressing a particular item classification that identifies with them is broadcasted (Gordon, 2006).

In this way, keeping in mind the end goal to pick up knowledge into the viability of social advertising exercises, advertisers utilize middle of the road measures, for example, attitudes of the audience towards the product, spike or dip in sales depending on the product, as well as how often consumer incorporate brand recall in their decision making process (Mehta and Purvis, 2006). A better way, to quantify awareness towards marketing activities is to inquire as to whether they saw the ad for a particular brand. This type of awareness stays one of the center measurements utilized as a part of advertising success assessment since it can create a) top-of-mind, b) add up to unprompted and c) provoked awareness towards advertising (Romaniuk & Wight, 2009).

### **1.1.3 Nyeri Town Constituency Consumers**

There are 119,273 residents; 59,753 males and 59,520 females and number of houses is approximately 36,412 in Nyeri Town most of whom are government and corporate workers and the rest own small to medium businesses. The town has a relatively low cost of living compared to major urban centers in Kenya, which makes it more attractive for people to start their businesses (KNBS, 2013). The town has one main university; Dedan Kimathi University and 5 satellite campuses; making a substantial percentage the youth, two main hospitals, ten banks, three microfinance's and six insurance companies; providing a great platform for

corporate jobs and five supermarkets; that shows that the people have the purchasing power (county focus, 2016).

Nyeri town consumers have however been on the media for many wrong reasons; consumption of illicit brew, domestic abuse, excessive consumption of alcohol, up-rise in littering of the town, mismanagement of predisposal income and high school drop off. There had been over 140 deaths in the constituency between 2012 to 2015 attributed to alcohol, 35 cases of use of sharp objects in battery between 2013 and 2015 and continuing new users of Marijuana, Khat, cigarettes and alcohol approximately 1% every year, (Micheal, 2015). With constant campaigns by NACADA to lower the alcohol consumption rate and consumption of illicit brew the consumption of these substances registered significant gains; through these campaigns by NACADA show that alcohol consumption went down from 17.7% to 10% proving that social marketing efforts worked towards changing behaviour (Standard, 29<sup>th</sup> May, 2013). There have also been NEMA campaigns on environmental conservation to reduce littering and pollution in the small town. FIDA and WYW have also shown interest in the area due to the high rise of domestic battery. They have been educating families on how to coexist and providing counseling services without pay to reduce this socially unacceptable act (Joan & Kennedy, 2015).

## **1.2 Problem Statement**

Even though many authors agree that social marketing has a great effect on consumer behavior, other authors and scholars strongly disagree, as they say that social marketing campaigns saying that trying to change behavior using the same principals used to sell products to the consumers may not work. Robinson (2009) adds that behavior change requires much more than adverts and campaigns to be effective. Champion (2006) argues that, people may know the effects of their behavior but may not be willing to change unless it's involuntary. Dolenko (2007) with his study on campaign done on narcotics and drugs by the government to young people was inconclusive. Therefore, bringing the conflicting question "Does social marketing have any impact on consumer behavior?" (Kotler & Zaltman, 2001).

The primary concern of social marketing is behavioral change. Social advertisers accordingly assess the accomplishment of a campaign as far as behavioral change and not regarding awareness or attitudinal change (Smith, 2006; MacFadyen, 2009; Andreasen; 2014:108-110).

However, Nixon and Nilimaa, 2014) say that attitudinal change is one of the key indicators of behavioural change and cannot be ignored due to its effect on a persons choices. This in turn builds up on their consumer behaviour. According to Buono (2015), it is important to establish whether or not a relationship exists between social marketing and attitude change of audiences exposed to the campaigns. With this, marketers can establish whether attitude can be used to evaluate the success of social marketing campaigns.

Langford and Brick (2013) say that social marketing campaigns are deemed to be successful if the target audience shows changes in purchase patterns and choices in general. Lack of which makes the project completely unnecessary and amiss. It had been said by Hermann and Robert, (2014), just like commercial marketing campaigns, the aim of social marketing is to increase or decrease purchase of products, services or ideas that improve or deteriorate an individual's health and the society's well being, respectively. However, it is almost impossible to tell if it's solely social marketing activities that influence purchase decisions; this is due to other external factors such as health and money problems, tragic experiences and situations and other people's influences. Nonetheless, purchase decisions are more practical indicators on how effective social marketing campaigns can be measured and though not through monetary and stock terms from actual companies, but through consumers' responses by collecting data in the field (Charles, 2007).

Dejong and Hingson (2008) state that one of the objectives of social marketing activities done by independent non-governmental bodies is to encourage the adoption of more responsible lifestyles and habits as well as trends, trying to remind them to change their ways. In contrast, Johnson (2005) insists that consumer recall of social marketing campaigns proves that people are voluntarily and involuntarily noticing the messages and unknowingly change their behaviour. Therefore, no matter how much people are encouraged to change through the media or personal contact, change is a voluntary act that can only be achieved when one decides to do so (Lefebvre, 2010).

Finally, just like commercial marketing activities, large budgets are allocated to social marketing activities to ensure they reach out to the target audience. With quite so much at stake in terms of how effective social marketing is, corporatives and governmental bodies that promote social change are continuing to find it a challenge in establishing how the social marketing campaigns are influencing the behaviour of the audience (Andreasen, 2011). Therefore, with so much money pumped into actively trying to change people's behaviour for

the better, program organizers are constantly asking whether the campaigns are effecting and if they are the right and applicable in trying to promote and influencing social change (Lefebvre, 2015). This study therefore sought to shed more light on how social marketing influences consumer behaviour since large budgets are allocated to these campaigns and whether they are effective or not seems to be foggy.

### **1.3 Research Objectives**

#### **1.3.1 General objective**

The Influence of social marketing on consumer behavior

#### **1.3.2 Specific objectives**

1. To establish how often consumers in Nyeri Town encounter social marketing messages.
2. To determine the extent to which social marketing influences consumer attitudes of Nyeri town constituency consumers.
3. To ascertain the extent to which social marketing influences consumer actual purchase of Nyeri town constituency consumers.
4. To find out the extent to which social marketing influences brand recall towards brands of Nyeri Town constituency consumers.

### **1.4 Research Questions**

1. How often do consumers' in Nyeri Town encounter social marketing messages?
2. To what extent does social marketing influence consumer attitudes of Nyeri Town constituency consumers?
3. How does social marketing influence consumer purchase of Nyeri Town constituency consumers?
4. To what extent does social marketing influence consumer brand recall of Nyeri Town constituency consumers?

### **1.5 Justification of the study**

It is intended that the study will help understand whether social marketing influences consumers' behaviour thus providing accurate information to advertising agencies on how often consumers in Nyeri town encounter social marketing messages so that they may strategically plan promotional activities. Academicians will also benefit from the study for they will get to know how social marketing influences consumer attitudes therefore building on existing theories. The society will also benefit from the study because through the study they will understand how social marketing activities influence their purchasing patterns. Finally, the results of the study will help brand coordinators and managers know how their social marketing activities influence their consumer's brand recall.

### **1.6 Scope of the study**

The study seeks to determine how social marketing positively influences the consumer behavior; the study looks to understand the influence of social marketing on consumer behaviour other factors like personality, promotions, culture and the society are not considered. In addition, it will explore a part of Nyeri County as opposed to a county as a whole and any other part of the country. In addition, the study will use brand recall, actual purchase and consumer attitudes towards a brand.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

This chapter aims at distinguishing what different researchers have done in the zone of consumer behaviour as well as social marketing. The review is intended to enhance comprehension of the past contributions to the issue. The discoveries of the review are for helping the exploration to recognize the gaps in information and consequently make the starting point for the review. It will likewise harness and extend the conceptual framework of the examination by analyzing certain elements that have conceivable impact on buyer purchasing behaviour and social marketing. This review will likewise help in finding the association, analogies or different relations between various research results by contrasting the different related reviews in the region. The way to deal with the review or the difficulties of consumer behaviour can't be seen in segregation or as a conclusion to itself, yet rather as intends to promote successful marketing practices.

#### **2.2. Theoretical Review**

This section reviews theories informing the study variables social marketing and consumer behaviour. The Engel-Kollat-Blackwell model talks about the four steps included in decision making in the consumers's mind while the Howard and Seth model says that consumers act rationally when making purchasing decisions depending on different input variables. The social marketing theory of Health belief state that people change when they feel their actions are not beneficial to their health and the trans-theoretical model of social marketing say people go through five distinct steps when they feel the urge to change. While the theory of reasoned action states that people feel the urge to change their behaviour because they are able to and that their attitudes have been positively influenced.

##### **2.2.1 Theories of consumer behaviour**

Engel, Blackwell and Miniard (2007) characterized consumer behaviour as "those exercises straightforwardly included in getting, consuming, and discarding products and services, including the choice procedures that go before and take after these activities". Also, Schiffman and Kanuk (2010) said that consumer behaviour is "the conduct that buyers show in obtaining, utilizing, assessing and discarding products and services and ideas which they

expect will fulfill their requirements". Hence, knowing the components which impact the purchasing behaviour could expand the business volume.

#### **a) Engel- Kollat- Blackwell model**

This model was made to portray the expanding, quickly developing assortment of learning concerning consumer behavior and it comprises of four phases;

First stage: Choice process stages: this stage includes problem acknowledgment, looking for options, substitute assessment (amid which convictions may prompt the development of mentalities, which thus may bring about a buy goal) and outcome (Michael, Rebekah & Josephine, 2012). Second stage: Information contribution: At this stage the buyer gets information from advertising and non-promoting sources, which likewise impact the problem acknowledgment phase of the decision making process (Bacila & Alexandra, 2006).

Third stage: information handling: This stage comprises of the purchaser's introduction, consideration, recognition, acknowledgment, and maintenance of new information. The consumer should first be presented to the message, understand the information, and hold the message by transferring the contribution to long haul memory. Fourth stage: factors impacting the decision procedure: This stage comprises of individual and surrounding impacts that influence every one of the five phases of the decision procedure. Individual attributes are intentions, qualities, way of life, and identity; the social impacts are culture, reference gatherings, and family. Situational impacts, for example, a buyer's money related condition, also, impact the decision procedure, (Schiffman & Kanuk, 2007).

However, scholars such as Moneesha (2012) and Joseph and Wesley (2008), say that the model fuses numerous things, which impact buyer decision making, for example, values, way of life, identity and culture. The model did not demonstrate what variables shape these things, and why diverse sorts of identity can create distinctive basic leadership? By what method will we apply these qualities to adapt to various personalities? Religion can clarify some behavioral qualities of the buyer, and this will prompt better comprehension of the model and will give more thorough view on decision making.

Engel- Kollat- Blackwell model of consumer behaviour explains the decision procedure that a consumer goes through before purchasing a product or service. This model greatly explains

how different marketing activities impact the consumer and what stage they are going through (Philip, 2006). Social marketers therefore form campaigns that impacts the consumer at each stage of their decision making process. This is necessary because, the different stages in the process react to different environmental stimuli, therefore, effectively targeting and influencing the decision process is key (John & Ian, 2003).

### **b) Howard and Seth consumer behaviour model**

This model assumes that the consumer makes rational and well informed decisions during purchase as informed by their environment (Ray, 2006). Trenton and Miller (2013), say that the model does not only show that attitude affects purchase but also that intention plays a very big role in decision making. They go ahead to say that they model is more practical since it considers the inputs that play a part in influencing a consumer's decision therefore having great impact on their behaviour. The three variables include:

Firstly: Input variables- this is stimuli originating from different marketing activities as well as social surroundings of consumers'. This consists of three types of stimuli; a) significant incentives- these are the product attributes that include their price, branding characteristics, quality as placement. b) Symbolic incentives- these are the marketing activities such as visual components of the product, its form as seen by the buyer as well as the strategies and ideas executed by the seller. c) Social stimuli- this is the consumer's social surrounding, their family, social groups and colleagues. This creates an idea of what constitutes the product, how the product can satisfy needs and why they need the product (Taylor & Gutman, 2004).

Secondly: Hypothetical constructs- these are psychological factors that influence a consumer's behaviour during their decision making procedure. These processes may not be black and white since they cannot be generalized for all. This consists of; a) Perceptual constructs- this define how a consumer sees, understands, blocks or stores the information received from the environment. b) Learning constructs- this is how the consumer creates attitudes, views and knowledge that influence their buying decision, assessment after they buying and understanding the brand. This variable greatly influences how a consumer interprets and how they set the product in their minds (Greenleaf & Lehman, 2005).

Lastly: Output variables- after information has been processed and stored, the consumer now decides what they feel and how they see the product and whether they will purchase the

product this being the most important view of marketing. The stages involved in output variable include 1) attention- how well the information exposed to the consumer is accepted, 2) comprehension- the depth to which the information given is processed and kept in the consumer's mind. 3) Cognition- the attitudes formed towards the product. 4) Intention- what are the consumer's plans towards the product, to purchase or not. 5) Purchase behaviour- are they re-buy consumers, how often do they buy and how much do they use on the product. Output variables are products of how effective marketing activities were to consumers' (Phillip & Grey, 2010).

The Howard- Seth model effectiveness towards consumer decision making process has an influence on how consumers' view, adopt and react to social marketing messages. James and Michael (2015), point out that social marketing messages are considered as input variables because they are providing information, presenting an idea as well as building perceptions in the mind of the consumers'. They went along to add that social marketing success is greatly affected by the hypothetical constructs of the consumer which include the buyer's personality, previous experience and tastes and preferences. Dale (2008), concluded that the output variables in Howard and Seth model present how effectively social marketing was able to influence the consumer's attitude which directly affects their purchase decisions. Therefore, consumer behaviour models are critical in successfully launching a social marketing campaign since they explain how consumer take in and use information (Icek & Martin, 2010).

### **2.2.2 Theories of Social Marketing**

Authors, like, Lefebvre and Rochlin (2007) and Novelli (2000) perceive the construct of the idea behind social marketing, where they both hold open numerous theories on social marketing which might assist in creating and executing social marketing programs. "Marketing is hypothesis based. It is predicated on theories of consumer behaviour, which thus draw upon the social and behavioral sciences". The fundamental theories of social marketing are:

#### **a) Health Belief Model (HBM)**

This model stands out amongst the most generally used theories among general wellbeing professionals, and many of its significant principles have seen their way into various social

marketing. HBM was initially intended to clarify why individuals did not take part in projects to prevent or identify infections and diseases. With time, behavioural sciences adopted the idea and used it to try and improve people's lifestyles (Lefebvre 2005).

The major attributes of HBM are: a) Perceived susceptibility: the subjective view of danger of building up a specific health condition. b) Perceived severity: sentiments about the reality of the outcomes of building up a particular medical issue. c) Perceived benefits: convictions about the adequacy of different activities that may decrease vulnerability and seriousness (which when occurring together are termed as a "threat") of an issue. d) Perceived barriers: potential negative causes that may be hindering one to adopt particular activities. e) Signs to act: substantial or surrounding occasions or factors that trigger activity (Andreason, 2009).

As of late, HBM has been annexed to incorporate the idea of self-adequacy as another indicator of wellbeing practices –especially more mind boggling ones where the practices – particularly more perplexing ones in which way of life changes must be kept up after some time. A wide assortment of statistic, social, mental and basic factors may likewise affect a person's recognitions and, in a roundabout way, their wellbeing related practices. A portion of the more essential ones incorporate instructive accomplishment, age, sexual orientation, financial status and earlier learning (Strecher & Rosenstock, 2007).

### **b) Theory of Reasoned Action (TRA)**

TRA composes its' principles around the classes of behavioral and standardizing convictions, attitudes, goals and conduct. An expansion of TRA, the Theory of Planned Behavior (TPB) includes the extra develop of self-adequacy – one's apparent control over execution of behaviour. In TRA, the most critical indicator of subsequent behaviour is a consumer's aim to act. This behavioral expectation is affected by their attitude toward participating in the conduct and the subjective standard one has about the conduct, (Montano, Kasprzk & Taplin, 2007).

Attitude, thus, is controlled by one's convictions about both the results and characteristics related with the conduct. Subjective standards depend on one's regularizing beliefs that reflect how important referent individuals assess the behaviour – decidedly or adversely. Referents may extend from one's family, to one's doctor, associates or models. The TPB includes the additional idea of perceived behavioral control that is controlled by a person's "control

convictions" (the nearness or nonappearance of resources and obstructions to take part in the conduct) and "perceived power" the weighting of every asset and boundary (Andreason, 2009).

### **c) The trans-theoretical model**

Andreasen (2005) proposes that the most helpful construct for applying social marketing would be the trans-hypothetical model of behavioral change created by James O. Prochaska and Carlo C. DiClemente (2003). These analysts built up the Spiral Model of the Phases of Change, which deduces change as a dynamic five-stage handle. The trans-hypothetical model of conduct change evaluates a person's preparation to follow up on another more advantageous behaviour, and gives techniques, or procedures of progress to direct the person through the phases of progress to action and maintenance. The trans-theoretical construct is likewise known by the contraction TTM and more widely as the stages of change.

First stage: Pre-examination Stage. In this stage numerous people are oblivious about their issues and have no expectation of changing their conduct in the prompt future. In any case, family, companions, neighbors are plainly aware of the issue. Second stage: Contemplation Stage. Individuals in this stage are cognizant that an issue exist and are truly considering conquering it, yet they presently can't seem to make a dedication. Third stage: Preparation Stage. This is the phase that joins expectation and behavioral criteria. People at this stage expect to act in the following month yet have been unsuccessful in the earlier year. Fourth stage: Action Stage: It is at this phase in which people alter their conduct, their encounters, or condition to conquer their issues. At this stage people got much outer acknowledgment and the progressions to the addictive conduct are more obvious (social Marketing). Final stage: Maintenance and Relapse Prevention Stage: This is the phase where individuals work to counteract backslide and merge the additions made in the activity organize. In this stage, the surroundings turn out to be the driver of the cause and spare the person from going back to the old ways (James, John & Carlo, 2014).

Social marketing theories attempt to explain how people go through different stages of change and the factors that play in causing them to change. Psychology has greatly influenced and informed the theories of social marketing so as to provide policy makers with a rough idea on how to approach social change. In understanding so, then managers and

social workers are able to play a role in an individual's reasoning so as to influence their behaviour through platforms that are easily accessible to them (Kirk & Alan, 2010).

## **2.3 Empirical Literature**

In this section, we will be reviewing literature of scholars that have done studies similar to this research, it will be organized according to the research objectives, as stated in section 1.3 in the previous chapter.

### **2.3.1 Frequency of social marketing messages**

A study done by the center on alcohol marketing and youth (CAMY), (2014) on how much funds are allocated to social marketing activities so as to explain the reason of low viewage, estimated that for every dollar used on responsibility and positive change adverts in 2012, the alcoholic beverage industry and fast foods industry spent 99 dollars on products ads. Also, the tobacco industry spent 23 dollars to promote cigarette consumption while prevention campaigns only use a dollar (Lindblom, 2015). It was also found out that the target audience of these prevention campaigns did not encounter the campaigns as desired due to the frequency of exposure to the other campaigns promoting the use of alcohol and tobacco (Sly, 2015).

In an investigation of 48 U.S. social advertising efforts in view of broad communications,, with the point of discovering how often the campaigns were encountered and how each campaign affected the audience, Snyder and Hamilton found that on average the campaigns were encountered 12 out of 30 days of airing which therefore accounted for about 9 percent of the variety in change in unhealthy behaviours of the results (i.e. diminish in hazardous practices like smoking and increase in practices such as HIV prevention ways), yet with heterogeneous outcomes. The use of strongly coercive campaigns (the 48 campaigns essentially should have conveyed information on one's wellbeing, rather than campaigns that endeavored to influence and affect behaviour), represented around 5% of watched variety i.e., 5% change in behaviour from campaigns that used coercion, when contrasted with 9% for each of the 48 crusades inspected. It was therefore concluded that the audience did not encounter the social marketing messages often to warrant their change in health threatening behaviours (Snyder & Hamilton, 2002).

In a study in a New Zealand University on how often social marketing was used to try preventing and controlling the spread of communicable diseases in European countries, the findings stated that social marketing can work to alter behavior if generously used. However, the evidence was confined and limited, and it was ambiguous on the components of social marketing, its purpose and scope (MacDonald, Cairns, Angus & Stead, 2012), therefore posing a problem on how often it should be aired. In a follow up test for the health research council of New Zealand on the appropriateness and frequency of encounter of social marketing on youth, it was reported that the campaigns were aired frequently on platforms that the youth used; social media, games, music apps and popular TV shows. Also, the campaigns were spot on in delivering known change in adolescent behavior in tobacco use, marijuana use, physical activity and reproductive health (Thornley, Marsh & Watts, 2010).

“Done 4”, a campaign carried out in a large universities located in South Western America aimed at reducing consumption of alcohol, alcohol related problems and other substances. The campaign used only print advertisements to relay their message “not more than 4”. After a month in running, only 13% of the students in the universities could recognize the message, 45% of them could accurately recognize the purpose of the message leaving the 55% to bare sight of the print adverts. Four months later in the campaign a survey was done to see the effect of the campaign, it was found that only 9% recognized the message, and only 31% of them could accurately relate and remember the purpose of the campaign. This means 91% of the students in the universities did not recognize the campaign through out the four months of running, therefore rendering the campaign unsuccessful (Russell, Dejong & Clapp, 2005).

In a review looking at the subjective and behavioral impacts of the National Youth in the US on Anti-Drug Media Campaign on young people matured 12.5 to 18 years and how frequently they encountered these messages, the results showed that the campaign did not have any effect on reduction of drug abuse from September 1999 to June 2004 this was because they did not encounter the messages frequently or rather did not recognize the messages. However the youths admitted to have seen the campaigns at least once a week, thus the campaign was successful in achieving a high level of exposure to its messages; however, there is no evidence to support the claim that this exposure affected youths' marijuana use as desired, the campaigns in any event once every week, along these lines the activity was effective in accomplishing an abnormal state of exposure towards its main purpose which was to convey specific messages; notwithstanding, there is no confirmation to

anchor claims that this introduction influenced adolescents' marijuana use as fancied. it was also said that the nature of the messages may not have interested the youth therefore being encountered less than expected. The study collected data from youths between the ages of 9-18 years and were engaged at their residents 4 times, the sample size calculated and used ranged between 8117 round one and 5126 round four (Harnuk, Orwin, Karlton & Piesse, 2008).

Anna, (2011) studied the use of social marketing plans in creating awareness and influencing behaviour of healthy lifestyles through strategic programs. The objectives were to find out how social marketing strategies were used by worksite health programs and how effective were these campaigns on influencing healthy behaviour. Interviews were carried out and the data collected showed that social marketing plans were carried out through trainings and digital archives like CD's or videos shared on social media. It was also found that how frequently these social marketing plans were executed did not greatly influence their behaviour, instead, the strategies and expertise in passing the information while hitting the nail on the head was what influenced consumers' to change their behaviour from unhealthy lifestyles.

### **2.3.2 The influence of social marketing and consumer attitudes**

In a study done in Germany on consumer attitudes and expectations concerning the consumption and marketing of healthy foods, with the principle goal of discovering the variables that impact consumers to consume healthy foods and be more receptive to the marketing activities. It was found that consumers attitudes towards the consumption of healthy foods depended on their income level, state they resided in, stage in the family life cycle and exposure to the marketing campaigns on dieting, it was therefore noted that there was no clear outcome of the influence of healthy marketing as it depended on individual factors and if there was, it would have been too weak to document. Sample sizes of 1890 people were chosen and data from 1587 questionnaires were analyzed. The main objective of the study was to find out what influences consumer attitudes and the major factors considered in marketing campaigns to change consumers' attitudes (Menrad & Sparke, 2006)

In another study done by Stephanie (2015), on consumer attitudes to digital health programs using a survey of 4,000 consumers showed that most consumers considered digital health as google-ing the symptoms one had, seeking prescriptions online and chatting with online doctors. These both positive and negative formed attitudes towards the apps and the online

platforms, 17% of the respondents' had not yet seek online medical attention, 32% of them had an app and had consulted with online doctors at most twice, whereas 51% of the respondents frequently sort the services online, who in addition formed positive attitude towards the convenient platform. It was also noted that online marketing of the medical sites also played a part in forming either of the attitudes. It was therefore concluded that the social marketing efforts were effective in strongly influencing and forming consumer attitudes.

An exploratory research done by Ravendra and Pradeep, (2008) in the University of Wollongong on consumers' attitudes towards green marketing found out that people gradually change the way they interact with the environment, they also found that people who started adopting green shopping habits also formed positive attitudes towards environmentally friendly products such as woven baskets, energy saving bulbs, rain gutters, water purifying dispensers and re-userbale bottles. It was also seen that women were more environmentally concerned on matters concerning water and air pollution, littering, use of plastic bags and natural aesthetics all together. This was assumed so because women are considered to be the cleaning parties in the society this eventually influenced their attitudes towards environmental conservation. The researchers collected data from 400 people with the variables measured on a Likert scale, using non-probabilistic sampling and convenience sampling methods were used to choose eligible respondents.

In a review done on social marketing and consumer behaviour: impacting the choice to lessen liquor use on university attendees, it was found that financial costs of liquor, parties and peer mobilization were a portion of the evaluative ways that were affecting the understudies' drinking levels and that social advertising efforts were not viable in spots that the students were together. The study gathered information relating to the procedures the students would experience in the choice to decrease their liquor consumption. The students were divided on the premise of their drinking and manhandle levels, and used the outcomes to come up with a product, valuing, promotion and channeling strategies. The data collection instrument included a survey with 142 structured and one open-ended question with the utilization of orderly, stratified group sampling, with a resident dorm as sampling unit. The drop-off technique was utilized to circulate the 841 printed questionnaires, and 459 were finished and given back, a response rate of 54.6% (Darlan, 2003).

### **2.3.3 The influence of social marketing on consumer actual purchase**

A study conducted in Tehran city on green marketing effects on consumer purchase sort to understand the extent to which consumer were influenced to incorporate the green marketing campaigns. It used analytical methodologies for investigation, a questionnaire and utilized regression analysis and a sample size of 384 respondents. Amongst the three main tools of green marketing, namely; environmental marketing, eco-brand and eco-labeling the researchers found out that environmental marketing had great impact on the consumer's buying decisions while eco brand campaigns had little effect. It also showed that consumers consider the marketing campaigns exposed to them over a period of time while making a purchase decision. The study also showed that respondents that had a sense of environmental conservation also kept their health in check, were cautious on roads as well as contributed to community events (Delafrooz, Taleghani & Nouri, 2009).

In a study done on how consumer's buying and branding choices are affected by their knowledge of environmental conservation, the study aimed to establish the impact of people's environmental mindfulness, awareness and adoption of green products, valuation and the image of the brand while deciding whether to purchase green products or not. The study used questionnaires from 200 people from attendees in a state college in the Federal Territory of Labuan, Malaysia. Findings showed that, the students were inclined to green marketing and subsequently impacted the same on their guardians as well. The knowledge and attitude towards of brand image was the top factor that greatly had an influence on what they chose to buy, people reduced their purchase of products that could harm the environment such as take away plastic bags and cups and increased the use of bio degradable packing bags and cups. The study showed that every person in the study had some sense of conscious behavior in conserving the environment as well as living healthily, therefore the awareness campaigns were deemed to greatly influence their purchase patterns (Suki, 2013).

In another study done on the influence of social marketing through phones on consumer buying decisions in institutions in Lagos State, Nigeria where the objectives were to identify the effect of marketing messages on purchase behavior and examine consumer factors that significantly influence attitudes towards mobile marketing. Data was collected through questionnaires and it was seen that there exists a notable positive cause and effect between the two variables (social marketing on consumer attitudes). It was also found that the mobile marketing did not wholesomely influence consumer purchase decisions and buy and

consumers rarely considered messages in the mobile marketing in their choice of brand this was because of the other external and internal factors that naturally occur around the consumer which did not affected how they made purchase decisions (Oluwafunmilayo, 2014).

A study done ‘A situational study done on how high school attendees consumed alcohol’ a survey analysis sponsored by a Swedish agency had the following objectives; to identify the how the campaigns against drugs and alcohol to the youth has affected the consumption of alcohol students in education institutions in Kenya; to determine access to alcohol and drugs for school going people within and out of the compound; and to find out whether there exists any friendly structures and policies available to the students that mitigate alcohol and drug use. Data was collected from 1250 students using a questionnaire, and variables were measured using a 5 point Likert scale. After analysis, the research had the following findings; the youth noticed the campaigns on alcohol consumption but only influenced their consumption for short term period, family characteristics such as if the respondents have and live with two of the parents or with a single parent which brought about negative effects towards alcohol consumption, while those staying alone or with friends are influenced positively in the consumption of alcohol (Moses, Adrian & Joyce, 2011).

#### **2.3.4 The influence of Social marketing on consumer brand recall**

In a review to gauge the adequacy of social advertising and campaigns in emphatically impacting brand review and utilization; a sum of 4,122 respondents partook in phone interviews. Primary issues measures were; top-of-mind, aggregate unprompted and incited promoting mindfulness. The three objectives were utilized to evaluate general promoting efficiency. The discoveries propose that for every one of the three measures of recognition and awareness, shoppers have a higher inclination to recall the promoting of brands they use than those who do not use the brand. This is on the grounds that past involvement with the brand implies that it has a built up place inside the memory giving setting to invigorating and strengthening memory structures when presented to advertising. In this way, brand clients can all the more effortlessly recollect the experience. Utilizing unprompted and top-of-mind strategies, brand clients were 2.5 times more inclined to seeing ads than non-clients, while for the brand-provoked measure this decreased to 1.7. It was inferred that, non-clients require extra inciting to recall brand advertising (Romaniuk, & Wight 2009).

A study done by the institution of CAMY in Kansas on the youth on the effects of social marketing on brand recall for the prevention of unhealthy behaviour such as failure to eat five servings of fruits and vegetables, showed that people often recall fast food brands when messages encouraging them to eat healthily are aired as compared to the healthy diets that are being promoted. It was also found that healthy foods that used the approach of fast foods to market good eating behaviour such as how delicious and yummy healthy foods can be through air baking and use of low cholesterol oil to fry vegetables, as well as the satisfaction one gets when they finally get to eat healthy at least three times a week, were more popular amongst the youth. It was also seen that there was a difference in the two genders on how they recalled healthy foods, women had more sense towards healthy habits, since they wanted to maintain their weight and appearance as compared to men, which therefore meant that they would recall brands that promoted weight management. Data was collected through questionnaires, where the 46 structured questions used a Likert scale. 780 questionnaires were distributed to colleges and universities, 509 came back and were later analyzed (Renhart, 2007).

Mai and Vu, (2015) did a study city of Ho Chi Minh, Vietnam on the effects of emotional marketing campaigns, where the objectives were to identify the impact of emotional marketing on brand recall and purchase decisions and perceptions. Correlation and cross tabulation tests were done and it was found that factors of culture, family and a consumers' interest greatly influenced their brand recall. It was also found that these marketing campaigns would influence brand recall but for the first few times when the consumer had not gotten used to the emotional part of the campaign, then later on, the messages would seize to have an effect on them. The study also showed that brand recall is limited to a campaign; brand recall was fueled by previous encounters or family or even how well the campaign was executed, therefore, consumers would only recall brands while adverts that they really connected with were aired. Data was collected using Likert scale rated questions in the questionnaires from a sample size of 197 consumers which were self administered.

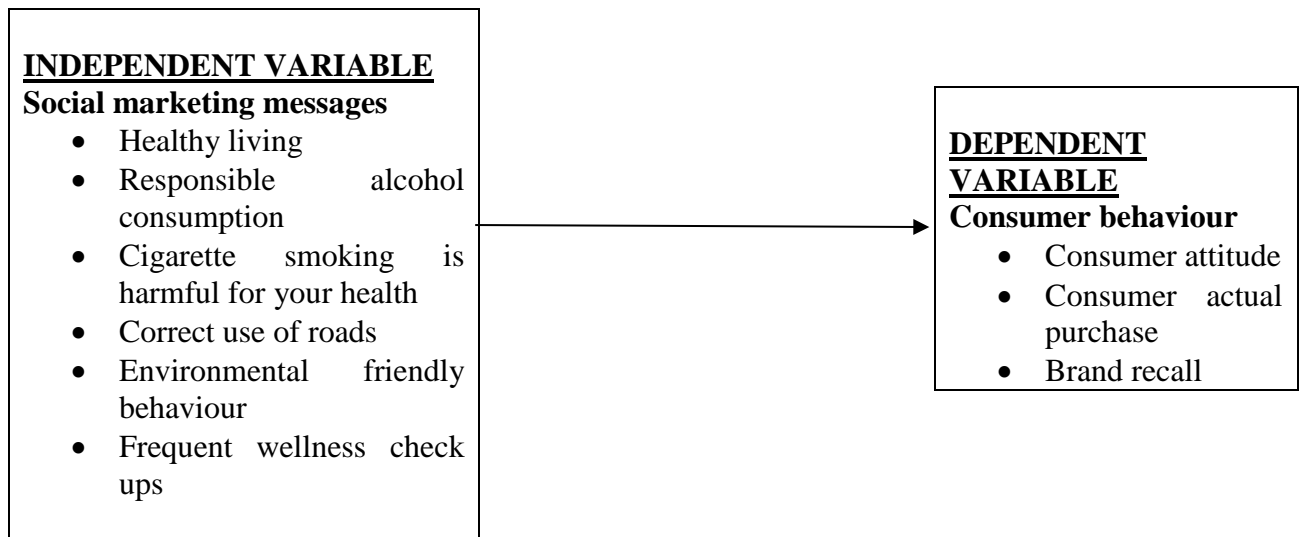
## **2.4 Research Gap**

Different scholars had different findings when they carried out research on how often consumers' encounter social marketing messages. Sly (2015), Russel and Clapp (2005) stated that social marketing messages did not have influence on consumer behaviour because the audience did not encounter the messages often, while Anna's (2011) study show that social

marketing campaigns do not need to be frequently aired so as to appeal to the audience, instead, they need to be strategically formed to appeal to the consumers' to change their behaviour. It could also be seen that scholars were not in complete agreement on how consumer behaviour was influenced by social marketing; Stephanie, (2015) and Nouri (2005) strongly feel that social marketing influences consumer behaviour. While Penhart, (2007) and Menvad, (2006) suggest that social marketing's influence on consumer behaviour is not black and white and more research should be done. Therefore, this study sought to shed more light on whether there is any influence that social marketing has on consumer behaviour and if yes, how strong is the influence. In addition, whether how frequently consumers' encountered social marketing campaigns had an effect on consumer behaviour.

## 2.5 Conceptual framework

Figure 2.1 Conceptual Framework



Source: Author (2017)

The independent variable in the above figure is Social marketing activities and the dependent variable is consumer behaviour.

Social marketing messages that try and better an individual's well being as well as the society are messages on healthy living through consumption of a balanced diet, correct use of roads through use of designated areas for pedestrians (flyover, zebra crossings and foot paths), responsible alcohol consumption and adoption of environmentally friendly habits. These messages are aired through platforms like: television, radio advertisements, print media and social media platforms. These are the specific tools used by marketers to raise awareness, reinforce the message and reach to the target market. In our research we will be studying how often our respondents encounter social marketing messages through these platforms.

Consumer behavior as the dependent variable is influenced by social marketing through the decision making process, either the consumer will reduce the quantity consumed or not consume at all, depending on the nature of the product. Social marketing campaigns will influence consumer recall of brands; choices of good bought and change a consumer's attitude towards a brand when effectively launched.

## 2.6 Operationalization of variables

This refers to how the research variables will be measured, this is important because it clearly and objectively explains objectives so that they can be easily understood. In this study, there were two variables: social marketing messages and consumer behaviour which are ordinal in nature and are measured through a 5- point Likert scale, as follows;

**Table 2.2 Operationalization of variables**

Variables	Constructs	Operational constructs	Rating scale	Sources
Independent Variable- Social Marketing	Social Marketing Messages	How often consumer encounter these messages.	5 point Likert scale of frequency	Harnuk, Orwin, Karlton & Piesse, (2008)
Dependent Variable- Consumer Behaviour	Consumer Attitudes	Change in consumer attitudes when exposed to social marketing messages.	5 point Likert scale of agreement	Ravendra and Pradeep, (2008)
	Consumer Actual Purchase	The changes in consumers' purchase patterns as a result of social marketing messages.	5 point Likert scale of agreement	Moses, Adrian & Joyce, (2011)
	Consumer Brand Recall	How often consumers recall brands that they consume, when social marketing messages trying to change behaviour are aired.	5 point Likert scale of frequency	Renhart, (2007).

Source: Author, (2017)

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

This chapter displays the research design and systems that will be utilized to meet goals of the review. It stipulates the efficient research strategy and systems the exploration will apply in accumulation and examination of information. It likewise depicts the target population and the instruments that will be utilized as a part of data collection.

#### **3.2 Research Philosophy**

This research adopts a positivism research philosophy which states that there is certain knowledge which occurs naturally. The information gathered through sensible experiences is then interpreted to be logical and one to have reason.

#### **3.3 Research Design**

With the end goal of undertaking the study, a descriptive design was used, where both subjective and quantitative information was gathered. The design was chosen mainly so that it could gather information from individuals from the population so that it would determine the status of the population from the factors in the study. The design was considered proper in gathering, arranging, investigating and translating data collected

#### **3.4 Target Population**

According to Kombo and Tromp (2006), a target population is the collection or set of individuals or subjects whose properties will be analyzed. Nyeri Town Municipality is among the 6 municipalities in Nyeri County, where the total household population in the municipality is 119,273; Male- 59,753 and female- 59,520, number of houses- 36,412 the urban population being 40,497 (National census, 2009).

#### **3.5 Sampling design, procedure and Sample size**

Nyeri town constituency has five wards namely, Kiganjo, Rware, Gatitu, Ruring'u and Mukaro. Non- probabilistic approach was used, quota sampling methods were used to for selecting subjects, this is because, and Nyeri Town constituency being a rural area, respondents that could read and write on their own were more suitable. Therefore, in these wards four groups of people were targeted: (1) White collar employees- bankers, insurers,

teachers, county officials, nurses, corporate workers (2) Blue collar employees- gatemen, tailors, carpenters, shopkeepers, touts, farmers, salonists and barbers (3) Entrepreneurs (4) Students- college, institutions and university students

The target population was already known; therefore Yamane sample calculation procedure was used (Petite, 2016). It states that;

$$n = \frac{N}{1 + Ne^2} (\pm 10\%)$$

Where: n= correct sample size, N= Finite population, e= margin of error= 0.1 (at 90% confidence interval) based on the research condition. Therefore;  $n = \frac{119,273}{(119,273 + 0.1^2)}$   
 $= 100 + 10\% = 110$  sample size

**Table 3.1: Sample Size**

<b>LOCATION- in ward</b>	<b>Population</b>	<b>Sample size</b>
Kiganjo/Mathari	23,872	22
Rware	25,018	24
Gatitu/ Muruguru	21,804	21
Ruring'u	22,160	21
Kamakwa/ Mukaro	26,419	22
<b>Total</b>	<b>119,273</b>	<b>110</b>

**Source: (KNBS, 2013)**

### **Sampling of Eligible Respondents**

The research sought to gather information from respondents aged between 18 and 64 years and the mentally aware because they are considered by the government as revenue generating citizens. Information collected included their level of income, marital status, level of education as well as their awareness of social marketing programs and its impact on their consumption behavior.

### **3.6 Pilot Testing**

A pilot study was carried out to test the unwavering quality and legitimacy of the research. As indicated by Orodho (2003), a pilot test tests the unwavering quality and legitimacy of a data collection instruments. The pilot test included 0.02 % (5 people for each ward) inhabitants of Nyeri Town region. 20 surveys were given out to respondents and all returned for examination.

### **3.6.1 Validity of Research Instruments**

Validity refers to how much the outcomes acquired from analyzing data really articulate the phenomenon being studied. It is how much a test measures what it is proposed to quantify; a test is substantial for a specific reason and for a specific group (Ngechu, 2004). Content validity was utilized by this review as a measure of how much information gathered utilizing the data collection instruments presented the substance of a specific idea.

### **3.6.2 Reliability of Research Instruments**

As indicated by Ngechu (2004), reliability alludes to the consistency of estimation and is much of the time surveyed utilizing the split-half test unwavering quality strategy. How dependable research is explained by including numerous comparable things on a measure, by testing a various specimen of people and by utilizing uniform testing systems (Mugenda & Mugenda, 2003). A pilot consisting of 20 people was carried out of the aggregate of the objective population in order to test the unwavering quality of the data collection instrument which was then subjected to Cronbach's alpha for reliability testing.

### **3.7 Data Collection Instruments and Procedure**

Questionnaires were issued to the participants of the study. Orodho (2009), calls attention to that a questionnaire can be utilized to gather an immense measure of information in generally shorter time. Also, questionnaires decrease biasness inborn in meetings prompting genuine answers since no distinguishing proof is required and respondents give answers without worry. Data was gathered by utilization of self-administered questionnaires with the assistance of 2 other individuals, and gathered after they are filled. This method was adopted because it covered all the areas that the researcher intended to cover and the perception that if the respondents needed more explanations on the subject under research, there would be someone well versed with the research knowledge to assist.

#### **3.7.1 Data Analysis**

As per Marshal and Rossman (2009), data analysis is the way towards which order, structure and understanding is achieved, to the mass of gathered data. The gathered data was efficiently sorted out particularly to improve and aid analysis. Data analysis included arrangement of the gathered data, coding, altering and cleaning of data in preparation for handling and use by (SPSS). The information relating to profile of the respondent was dissected utilizing SPSS illustrative bundles.

Objective one which was to establish how frequently consumers in Nyeri town constituency encountered social marketing messages, was analyzed using SPSS's descriptive statistics and cross tabulation test. Objective two was to establish the influence of social marketing on consumer attitude; descriptive statistics was run to find to what extent the respondents agreed with the statements through finding the mean and the standard deviation of the data. correlation test to find the relationship between the social marketing messages and the consumer behaviour variables and cross tabulation test was run to find the significant difference between the study demographics and the consumer behaviour variables.

This was also done for objective three and four which were to establish the influence of social marketing on consumer actual purchase and brand recall respectively. Factor analysis was done on objectives two, three and four to find out whether a relationship existed between messages that measured consumer attitudes, actual purchase and brand recall.

Most frequently, a relationship based study is analyzed through correlation; to find out how strong of a relationship exists between the variables and regression; in predicting the value of the dependent variable based on the value of the independent variable. However, in some physical and social sciences studies, regression analysis may not be applicable in testing the relationship between the dependent and the independent variables because there could be a number of indirect consequences and deducing cause and effect can be challenging (Wayne, 2009). The relationship of the independent and the dependent variable may not be exclusive; other factors in the respondent's life may play a part in influencing the dependent variable which therefore cannot be concluded to be the effect of the independent variable. Therefore, in such research cases a correlation analysis may be preferred because it would measure whether a relationship exist between the two variables and how strong the relationship is and does not wholesomely require other factors in a respondent's life to be held constant (Alan, 1984).

### **3.7.2 Data presentation**

Presentation of the study was done with the aid of frequency tables, percentages, standard deviation and mean score. The information was presented and discussed as per the objectives of the study.

### 3.8 Research Quality

Internal consistency and reliability was assessed using Cronbach's alpha. This test is used to see if questionnaires with multiple Likert scale questions are reliable. SPSS was used to calculate Cronbach's alpha:

**Table 3.2 Cronbach's alpha**

Reliability Statistics	Cronbach's Alpha Cronbach's Alpha Based on Standardized Items	N of Items
0.731	0.728	33

Source: SPSS, (2017)

A value of 0.73 was attained which according to Yovel (2015), it falls in the acceptable bracket; therefore, if the research was to be carried out again, it would still generate the same results.

## **CHAPTER FOUR**

### **DATA ANALYSIS AND PRESENTATION**

#### **4.1 Introduction**

In this chapter the results of the data analysis are presented. The purpose of this study was to analyze the influence of social marketing on consumer behaviour of Nyeri Town residents. The tool of data collection was questionnaire, One hundred and ten questionnaires were issued to the residents of Nyeri Town that were identified, and ninety two questionnaires came back. However, three of the questionnaires were not considered viable since the respondents only filled the first section of the questionnaire and most sections of the questionnaire were blank. Therefore, eighty nine questionnaires were considered to be legitimate for this research, the response rate was 80%.

#### **4.2 Methods of Data analysis**

Descriptive statistics was used to identify frequencies and percentages to answer all the questions in the questionnaire. Some respondents did not answer all the questions therefore some entries are missing. IBM's SPSS statistics software was used to analyze the data; Cross tabulation analysis was used to present demographic data and its relationship with the variables. Mean and standard deviation statistics were run across part two to part five of the questionnaire to get a more detailed and explained analysis on response on the Likert scale ratings. Factor analysis was used to find the relationship between the three factors (attitude, actual purchase and brand recall) on a rotated method. Spearman's correlation was used to find the relationship between the three variables and their effects on each other. The open ended part of the questionnaire asking consumers how else (in ways that may not have been mention in the questionnaire) do social marketing messages aired through various platforms affect their consumer behaviour. This question however did not receive any response in all 89 questionnaires; therefore it will not be analyzed.

##### **4.2.1 Demographic data**

This was the first part of the questionnaire where the consumers' were filling in their demographic data. This data was then analyzed through SPSS's descriptive statistics so as to finf the mean, frequency both in count and percentage. The resulting output was presented in the table 4.1

**Table 4.1 Demographic data**

Demographics		Frequency	%	Mean
GENDER	1. Female	45	50.6	
	2. Male	44	49.4	
AGE	1. 18- 20 years	12	13.5	between the ages of 21-30 years
	2. 21-30 years	30	33.7	
	3. 31-40 years	17	19.1	
	4. 41-50 years	15	16.9	
	5. 51 and above	15	16.9	
MARITAL STATUS	1. Single	40	44.9	Single
	2. Married	31	34.8	
	3. Divorced	13	14.6	
	4. Widowed	5	5.6	
LEVEL OF EDUCATION	1. Primary School	5	5.6	undergraduate level
	2. Secondary school	10	11.2	
	3. Institution graduate	24	27.0	
	4. Undergraduate	33	37.1	
	5. Postgraduate	15	16.9	
	6. Doctorate level	2	2.2	
LEVEL OF INCOME	1. 10,000 and below	21	23.6	10,001-50,000
	2. 10,001- 50,000	30	33.7	
	3. 50,001- 100,000	23	25.8	
	4. 100,001- 200,000	12	13.5	
	5. 200,000 and above	3	3.4	

Source: Author (2017)

In Table 4.1 above: Gender had a more or less equal response, with females making 50.6% and males 49.4% of the total respondents. Age; most respondents were between the ages of 21-30 years, thus accounting for 33.7% of the total respondents, in addition, respondents between the ages of 31-40 years accounted for 19% . The mean age was people between the ages of 21-30 years Marital status; according to the table it shows that most respondents were single making 44% of the total respondents, married people represented 34% of the respondents and divorce's 14%. Most respondents were single, they made up the mean. Level of education; respondents with undergraduate qualifications made 37% of the total population, institutional graduates made 27% while postgraduates contributed 16.9% of the total respondents, Doctorate levels graduates and primary school qualifiers contributed least to the total, the mean was that most respondents had undergraduate qualifications. Income; most respondents earned between 10,001 to 50,000 composing 33% of the sample, 50,001 to 100,000 composing 25.8% and 10,000 and below composing 23.6%. The mean score was that most respondents earned between 10,001 and 50,000.

#### 4.2.2 Frequency of encounter of social marketing messages

Consumers were asked to rate the frequency (on a Likert scale of 1-5; 1-not at all, 2- rarely, 3- occasionally, 4- frequently, 5-very frequently) of how often they encountered social marketing messages through various social marketing platforms that include but not limited to social media, television, radio, print media. The responses were analyzed and a report was generated:

**Table 4.2 a; Social marketing descriptive analysis**

Messages	F	1	2	3	4	5	Total reviews	missing entries	Total	Mean	Std Dev
Responsible drinking: Don't drink and drive, excessive consumption is harmful to your health,	Count	6	5	17	28	32	88	1	89	3.85	1.18
	%	6.7	5.6	19.1	31.5	36	98.9	1.1	100		
The practice of healthy eating to avoid lifestyle diseases	Count	9	11	11	17	40	88	1	89	3.77	1.40
	%	10.1	12.4	12.4	19.1	44.9	98.9	1.1	100		
Smoking is harmful to your health	Count	10	7	19	20	32	88	1	89	3.65	1.35
	%	11.2	7.9	21.4	22.5	36	99	1	100		
Conserving natural resources; water, electricity, use of solar energy	Count	14	17	26	19	13	89	0	89	3.00	1.28
	%	15.7	19.1	29.2	21.4	14.6	100	0	100		
Pollution; think Green initiatives	Count	14	21	21	18	15	89	0	89	2.99	1.33
	%	15.7	23.6	23.6	20.2	16.9	100	0	100		
Pollution; dumping affects the ecosystem.	Count	18	19	18	18	16	89	0	89	2.94	1.40
	%	20.2	21.4	20.2	20.2	18	100	0	100		

Source: Author (2017)

**Table 4.2 b; Social marketing descriptive analysis**

Messages	F	1	2	3	4	5	Total reviews	missing entries	Total	Mean	Std Dev
Frequent medical check ups help control lifestyle diseases in their early stages	Count	18	18	19	20	14	89	0	89	2.93	1.37
	%	20.2	20.2	21.4	22.5	15.7	100	0	100	2.93	1.37
Regular exercising extends your lifespan	Count	17	20	21	18	13	89	0	89	2.89	1.34
	%	19.1	22.5	23.6	20.2	14.6	100	0	100	2.89	1.34
Over speeding kills	Count	17	20	26	9	17	89	0	89	2.88	1.36
	%	19.1	22.5	29.2	10.1	19.1	100	0	100	2.88	1.36
Correct use of the roads and road signs saves lives	Count	15	25	25	12	11	88	1	89	2.76	1.25
	%	16.9	28.1	28.05	13.5	12.4	98.9	1.1	100	2.76	1.25
Use of flyovers and zebra crossings, wearing reflectors and helmets saves lives.	Count	19	19	24	16	8	86	3	89	2.71	1.26
	%	21.4	21.4	27	18	9	96.8	3.2	100	2.71	1.26
The dangers of domestic abuse	Count	28	14	19	13	12	86	3	89	2.62	1.43
	%	31.5	15.7	21.4	14.6	13.5	96.7	3.3	100	2.62	1.43

Source: Author (2017)

In the Table 4.2, the social marketing messages that was encountered most frequently was messages on responsible consumption of alcohol with a mean score of 3.8 (frequently) and a standard deviation of 1.1 as well as the practice of healthy eating which had a mean score of 3.7 (frequently) and standard deviation of 1.4. While social marketing messages that were encountered the least were messages on proper use of the road through use of zebra crossings and wearing protective gear with a mean score of 2.7 and a standard deviation of 1.2 as well

as messages on the dangers of domestic abuse with a mean score of 2.6 and a standard deviation of 1.4. The average score for all the social marketing messages was 3.0 to mean that the consumers encountered social marketing messages occasionally.

**b) Cross tabulation**

To get a significant difference on how the elements on the research demographics encounter social marketing messages, a cross tabulation analysis was done and scores with a P-value of less than 0.05 was deemed significant. The cross tabulation test was run and the results were presented in the table 4.3:

**Table 4.3 Social marketing cross tabulation test**

GENDER AND FREQUENCY OF SOCIAL MARKETING MESSAGES						
Messages	Frequency		FEMAL E	MAL E	TOTA L	Pearson Chi- Square- VALU E
Over speeding kills	not at all	Count	19 <sub>a</sub>	19 <sub>a</sub>	38	0.008
		%	50.0%	50.0%	100.0%	
	very frequently	Count	26 <sub>a</sub>	25 <sub>a</sub>	51	
		%	51.0%	49.0%	100.0%	
	Total	Count	45	44	89	
		%	50.6%	49.4%	100.0%	
Domestic Abuse	not at all	Count	22 <sub>a</sub>	19 <sub>a</sub>	41	0.008
		%	53.7%	46.3%	100.0%	
	very frequently	Count	20 <sub>a</sub>	24 <sub>a</sub>	44	
		%	45.5%	54.5%	100.0%	
	Total	Count	42	43	85	
		%	50.0%	50.0%	100.0%	
Conserving natural resources; water, electricity, use of solar energy	not at all	Count	16 <sub>a</sub>	15 <sub>a</sub>	31	0.021
		%	51.6%	48.4%	100.0%	
	very frequently	Count	29 <sub>a</sub>	29 <sub>a</sub>	58	
		%	50.0%	50.0%	100.0%	
	Total	Count	45	44	89	
		%	50.6%	49.4%	100.0%	

Source: Author (2017)

There was no significant difference between how often people of different age groups, marital status, level of education and level of income at 0.05 level of significance encountered social marketing messages. However, there was a significant difference on how males and females encountered social marketing messages on conservation of natural

resources with a P-value of 0.021, responsible driving with a P-value of 0.008 and domestic abuse with a P-value of 0.008.

### 4.2.3 The influence of social marketing on consumer attitude

To get the influence of social marketing on consumer attitude, descriptive statistics and a correlation test were run to explain the relationship. Cross tabulation was also run to see if there was any significant difference between elements of the study demographics and consumer attitude.

#### a) Descriptive Statistics

A descriptive analysis using the mean and standard deviation was first run to study the nature of the data. To rate how social marketing influences consumer behaviour, a Likert scale of level of agreement (1- strongly disagree, 2- disagree, 3- Neutral, 4- agree, 5- strongly agree) was used. The missing cells represent respondents that did not answer the specific messages below.

**Table 4.4 a; Consumer attitude descriptive analysis**

Message	F	1	2	3	4	5	Total review	missing entries	Total	Mean	Std Dev
I conserve natural resources (water, energy). As a result of the messages on social media/TV/Radio/print media on the importance of conservation.	Count	7	16	31	17	17	88	1	89	3.24	1.194
	%	7.9	18	34.8	19.1	19.1	98.9	1.1	100		
The messages on TV/radio/billboards /social media on the importance of responsible drinking has influenced my consumption of alcohol	Count	11	9	16	17	15	68	21	89	3.24	1.373
	%	12.4	10.1	18	19.1	16.9	76.5	23.6	100		

Source: Author (2017)

**Table 4.4 b; Consumer attitude descriptive analysis**

Message	F	1	2	3	4	5	Revi-ews	Miss-ing	Total	mean	Std-dev
The messages from social media on healthy living has not influenced my eating habits	Count	18	9	22	18	22	89	0	89	3.19	1.45
	%	20.25	10.1	24.7	20.25	24.7	100	0	100		
The messages on social media/ TV/ radio/ print media on the importance of frequent medical checkups have influenced me to visit the clinic frequently	Count	11	15	34	15	13	88	1	89	3.05	1.203
	%	12.4	16.9	38.2	16.9	14.6	99	1.1	100		
I dump litter in designated areas due to the messages on social media/TV/Radio/print media on environmental pollution.	Count	14	17	29	13	16	89	0	89	3	1.306
	%	15.7	19.1	32.6	14.6	18	100	0	100		
The messages on social media/ TV/ radio/ print media on the dangers of polythene bags have influenced my eco-friendly shopping habits	Count	11	24	25	13	15	88	1	89	2.97	1.273
	%	12.4	27	28.1	14.6	16.9	99	1.1	100		
The messages on TV/radio/billboards/social media on the importance of use of reflectors and helmets while on a motorcycle have influenced my motorcycle safety habits.	Count	21	21	23	13	10	88	1	89	2.66	1.303
	%	23.6	23.6	25.8	14.6	11.25	98.85	1.1	100		
The messages on TV/radio/billboards/social media on the dangers of smoking have influenced my smoking habit.	Count	12	15	18	7	6	58	31	89	2.66	1.236
	%	13.5	16.9	20.25	7.9	6.7	65.25	34.8	100		
The messages on social media/ TV/ print media/ radio on the importance of use of pedestrian designated areas on the roads have influenced my road safety habits	Count	31	20	14	15	9	89	0	89	2.45	1.382
	%	34.8	22.5	15.7	16.9	10.1	100	0	100		
The messages on social media/billboards/ on the importance of responsible driving have influenced my driving.	Count	27	20	23	12	6	88	1	89	2.43	1.248
	%	30.3	22.6	25.8	13.5	6.7	98.85	1.1	100		

Source: Author (2017)

In the Table 4.4, Consumers stood a neutral ground on their attitude change towards consumption of alcohol and conservation habits when exposed to messages on the importance of responsible drinking and environmental conservation, with a mean of 3.238 and 3.235 and standard deviation 1.19 and 1.37 respectively. They also disagreed on social marketing influencing their attitudes on road safety habits and responsible driving when exposed to messages on the importance of use of pedestrian designated areas and messages on responsible driving, with a mean of 2.44 and 2.43 and a standard deviation of 1.3 and 1.2 respectively.

**b) Correlation between social marketing messages and consumer attitudes**

A bivariate correlation test was done using IBM’s SPSS; Pearson’s correlation coefficient was used because the data set was nominal in nature. A correlation matrix was generated, however, due to the few significant relationships recorded; only an extract of the table will be displayed;

**Table 4.5 consumer attitudes correlation test**

Social Marketing messages		consumer attitudes				
		attitudes towards healthy eating	attitude towards use of protective gear while on motorcycles	attitude towards resource conservation	attitude towards eco friendly shopping habits	attitude towards dumping of litter
Regular exercising extends your lifespan	Correlation Coefficient	<b>.321*</b>	0.133	0.073	0.192	0.048
	Sig. (2-tailed)	<b>0.031</b>	0.384	0.636	0.206	0.756
Correct use of the roads and road signs saves lives	Correlation Coefficient	-0.055	<b>.314*</b>	0.132	0.095	-0.054
	Sig. (2-tailed)	0.722	<b>0.036</b>	0.389	0.549	0.724
Conserving natural resources messages	Correlation Coefficient	0.134	-0.065	<b>.365*</b>	<b>.311*</b>	<b>-.355*</b>
	Sig. (2-tailed)	0.38	0.671	<b>0.014</b>	<b>0.038</b>	<b>0.017</b>
Pollution; dumping affects the ecosystem.	Correlation Coefficient	0.219	-0.147	0.271	<b>.375*</b>	-0.157
	Sig. (2-tailed)	0.149	0.337	0.072	<b>0.011</b>	0.303

Source: Author (2017)

At 0.05 level of significance there were significant relationships between; messages on regular exercising with attitude change towards healthy living, messages on correct use of

roads with change in attitude towards use of protective gear and road signs and Messages on environmental conservation with attitude change towards eco friendly shopping habits respectively. With correlation coefficients of 0.321, 0.314 and 0.375, at 0.031, 0.036 and 0.038 significant levels respectively. Though there was a significant relationship between social marketing and consumer attitudes, the relationship there was weak as the correlation coefficients were between 0.3 and 0.4.

**c) Cross tabulation of demographics and consumer attitudes**

A cross tabulation analysis was done to find whether there exists a significant difference between the respondents’ gender, age, level of education, level of income and marital status and their attitudes at 0.05 level of significance. The results of the tests are presented in table 4.6:

**Table 4.6 Consumer attitudes cross tabulation test**

GENDER AND CONSUMER ATTITUDE						
MESSAGE			FEMALE	MALE	TOTAL	Pearson Chi-Square-VALUE
The messages on TV/radio/billboards/social media on the dangers of smoking have not changed my smoking habit.	STRONGLY DISAGREE	Count	11	15	26	0.121
		%	42.3%	46.9%	44.8%	
	STRONGLY AGREE	Count	15	17	32	
		%	57.7%	53.1%	55.2%	
	Total	Count	26	32	58	
		%	100.0%	100.0%	100.0%	
I conserve electricity and water as a result of the messages on social media/TV/Radio/Internet/Newspapers and magazines.	STRONGLY DISAGREE	Count	11	12	23	0.049
		%	25.0%	27.3%	26.1%	
	STRONGLY AGREE	Count	33	32	65	
		%	75.0%	72.7%	73.9%	
	Total	Count	44	44	88	
		%	100.0%	100.0%	100.0%	
The messages from social media on healthy living have not changed my eating habits	STRONGLY DISAGREE	Count	15	12	27	0.387
		%	33.3%	27.3%	30.3%	
	STRONGLY AGREE	Count	30	32	62	
		%	66.7%	72.7%	69.7%	
	Total	Count	45	44	89	
		%	100.0%	100.0%	100.0%	

Source: Author (2017)

In the Table 4.6; there was no significant difference in age, level of education, marital status and level of income and how their attitudes change when exposed to social marketing messages. It was however only found that in gender, the respondents was a significant relationship between gender and attitude towards conservation of natural resources with a P-value of 0.049.

#### 4.2.4 The influence of social marketing on consumer actual purchase

To get the influence of social marketing on consumer actual purchase, descriptive statistics and a correlation test were run to explain the relationship. Cross tabulation was also run to see if there was any relationship between the study demographics and consumer actual purchase; however there were no significant relationships found at a significant level of 0.05.

##### a) Descriptive statistics

A descriptive analysis using the mean and standard deviation was first run to study the nature of the data. To rate how social marketing influences consumer actual purchase, a Likert scale of level of agreement (1- strongly disagree, 2- disagree, 3- Neutral, 4- agree, 5- strongly agree) was used. The missing cells represent respondents that did not answer the specific messages below.

**Table 4.7a; Consumer actual purchase descriptive analysis**

Message	F	1	2	3	4	5	Reviews	missing entries	Total	mean	Std-dev
I now purchase less cigarettes because of the messages on lung and throat cancer available to on social media/Internet/Newspapers and magazines	Count	4	8	20	18	8	58	31	89	3.31	1.1
	%	4.5	9	22.5	20.2	9	65.2	34.8	100		
I now purchase healthy foods because of the messages on social media/Internet/Newspapers and magazines	Count	13	11	26	27	12	89	0	89	3.16	1.24
	%	14.6	12.4	29.2	30.3	13.5	100	0	100		
I now purchase energy saving bulbs to reduce my electricity use because of the messages on social media/Internet/TV/Radio/Newspapers and magazines	Count	10	17	28	22	12	89	0	89	3.1	1.2
	%	11.2	19.1	31.5	24.7	13.5	100	0	100		

**Table 4.7b; Consumer actual purchase descriptive analysis**

Messages	F	1	2	3	4	5	Revi-ews	Miss-ing	Total	Mean	Std dev
With the messages on social media/Internet/Newspapers and magazines I now purchase the eco-friendly shopping bags to try and reduce the use of plastic bags.	Count	7	26	27	15	13	88	1	89	3.01	1.18
	%	7.9	29.2	30.3	16.9	14.6	98.9	1.1	100		
I now purchase services from motorcycle providers that offer clients reflectors and helmets because of the messages on social media/Internet/Newspapers and magazines on road safety	Count	12	25	22	22	7	88	1	89	2.85	1.18
	%	13.5	28.1	24.7	24.7	7.9	98.9	1.1	100		
I now buy and consume less alcohol because of the messages on social media/Internet/Newspapers and magazines on responsible drinking	Count	6	17	19	13	1	56	33	89	2.75	1
	%	6.7	19.1	21.3	14.6	1.1	62.8	37.2	100		

Source; Author (2017)

From the Table 4.7; it can be seen that consumers had a neutral ground on their purchase of cigarettes and healthy foods, even when exposed to social marketing messages on the importance cigarette smoking and lung cancer, with a mean of 3.31 and 3.16, a standard deviation of 1.09 and 1.2 respectively. It was also seen that consumers disagreed on actually purchasing less alcohol when exposed to messages on the importance of responsible consumption of alcohol, with a mean of 2.75 and a standard deviation of 1.

**b) Correlation**

To find whether a relationship exists between social marketing messages and consumer actual purchase, a correlation test was run to determine the latter. Due to the big size of the correlation matrix table, only an extract was displayed showing the significant relationships at 0.05 level of significance in the table below;

**Table 4.8 Consumer actual purchase correlation test**

		Consumer actual purchase		
Social Marketing Messages		I now purchase the eco-friendly shopping bags because the messages on social media/TV/radio/print media on green shopping.	I now buy and consume less alcohol because of the messages on social media/TV/radio/print media on responsible drinking	I now purchase healthy foods because of the messages on social media/TV/radio/print media
Pollution; think Green initiatives	correlation coefficient	<b>.369*</b>	.011	.264
	Sig. (2-tailed)	<b>.025</b>	.948	.115
Responsible drinking:	correlation coefficient	.195	<b>.360*</b>	<b>.341*</b>
	Sig. (2-tailed)	.248	<b>.029</b>	.039

Source: Author (2017)

In the Table 4.8; at 0.05 levels of significance, there was a relationship between the messages on the importance of responsible drinking and consumer’s actual purchase of alcohol and healthy foods, with a correlation coefficient of 0.360 and 0.341 and a P-value of 0.029 and 0.039. Also, messages on think green initiatives influenced consumer’s actual purchase of eco-friendly shopping bags, with a P-value of 0.025 and a correlation coefficient of 0.369.

#### **4.2.5 The influence of social marketing on consumer brand recall**

To ascertain whether a relationship exists between social marketing and brand recall, the following analyses were done;

##### **a) Descriptive statistics**

This analysis was done to find the mean and standard deviation of messages that measure social marketing’s relationship with consumer brand recall. To rate how social marketing influences consumer’s brand recall, a Likert scale of frequency (1-5) was used.

**Table 4.9 Descriptive analysis on Brand recall**

Messages	F	1	2	3	4	5	Total review	Miss- ing	Total	mean	Std Dev
I have specific brands in mind of foods I should consume when exposed to the messages of healthy eating on social media/TV/radio/print media	Count	9	11	23	30	16	89	0	89	3.37	1.21
	%	10.1	12.4	25.8	33.7	18	100	0	100		
I remember 'my' favourite brand of alcohol when exposed to the responsible alcohol awareness messages on social media/TV/radio/print media	Count	10	12	20	13	11	66	23	89	3.05	1.29
	%	11.2	13.5	22.5	14.6	12.4	74.2	25.8	100		
I remember 'my' favourite brand of cigarettes when I see the messages on the dangers of smoking on social media/TV/radio/print media	Count	3	10	18	8	4	43	46	89	3.0	1.05
	%	3.4	11.2	20.2	9	4.5	48.3	51.7	100		
I remember clinics and hospitals that promote wellness check ups when the issues of healthy living are aired on social media/TV/radio/print media	Count	22	14	14	27	11	88	1	89	2.9	1.41
	%	24.7	15.7	15.7	30.3	12.5	98.9	1.1	100		
I recall stores or brands that promote green shopping when messages on eco friendly shopping habits are aired on social media/TV/radio/print media	Count	9	16	20	20	11	76	13	89	2.8	1.37
	%	10.1	18	22.5	22.5	12.4	85.5	14.5	100		
I recall brands that sell energy saving bulbs whenever I come across messages on conservation of electricity on social media/TV/radio/print media	Count	23	16	22	19	9	89	0	89	2.72	1.33
	%	25.8	18	24.7	21.3	10.2	100	0	100		

Source: Author (2017)

In table 4.9; consumers occasionally recalled brands of healthy foods and favourite brands of alcohol when messages on healthy living and messages on the importance of responsible consumption of alcohol are aired, with a mean of 3.3 and 3.05, a standard deviation of 1.20

and 1.29 respectively. However, there was consumers rarely recalled brands of stores promoting think green initiatives and brands selling energy saving bulbs when exposed to social marketing messages on importance of eco- friendly shopping habits and conservation of energy on consumer's, with a mean of 2.79 and 2.71, a standard deviation of 1.36 and 1.33 respectively.

**b) Correlation**

A bivariate correlation analysis was adopted to find out if there is a relationship between social marketing and consumer brand recall. Relationships with P-values below 0.05 level of significance were deemed significant.

**Table 4.10 Brand recall correlation**

		<b>Brand recall</b>
Social Marketing Messages		I remember 'my' favourite brand of alcohol when exposed to the responsible alcohol awareness messages on social media/TV/radio/print media
Responsible drinking:	correlation coefficients	<b>.354*</b>
	Sig. (2-tailed)	<b>.047</b>
Smoking is harmful to your health	correlation coefficients	<b>.441*</b>
	Sig. (2-tailed)	<b>.012</b>

Source: Author (2017).

At 0.05 level of significance, social marketing messages on importance of responsible drinking and smoking had an impact on consumer's brand recall of their favourite brand of alcohol, with a correlation coefficient of 0.354 and 0.441 and a P-value of 0.047 and 0.12 respectively.

**c) Cross tabulation**

To get the relationship between the demographic data of the study and consumer brand recall, a cross tabulation test was run. Relationships would only be significant if the P-values are less than 0.05 and 0.01 levels of significance. The results of the cross tabulation tests are presented in table 4.11:

**Table 4.11 Gender, Age and Brand recall**

GENDER AND BRAND RECALL							
MESSAGES	FREQUENCY		FEMALE	MALE	TOTAL	Pearson Chi-Square-VALUE	
When I see the messages on the dangers of smoking, I remember 'my' favourite brand of cigarettes.	not at all	Count	3	10	13	0	
		%	30.0%	30.3%	30.2%		
	very frequently	Count	7	23	30		
		%	70.0%	69.7%	69.8%		
	Total	Count	10	33	43		
		%	100.0%	100.0%	100.0%		
AGE AND BRAND RECALL							
MESSAGE	FREQUENCY		30 years and below	middle age 31-50 years	50 years and above	TOTAL	
When I am exposed to the messages of healthy eating, I have a specific brand in mind of foods I should consume.	very frequently	Count	32	24	12	68	p value 0.036
		%	76.2%	77.4%	75.0%	76.4%	
	not at all	Count	10	7	4	21	
		%	23.8%	22.6%	25.0%	23.6%	
	Total	Count	42	31	16	89	
		%	100.0%	100.0%	100.0%	100.0%	

Source: Author (2017)

Marital status, level of education and levels of income did not have any significant effects on consumer brand recall. However, gender had a significant relationship with the brand recall of cigarettes with a P-value of 0 and age, had a significant relationship with consumers brand recall of healthy foods with a P-value of 0.036 at 0.05 level of significance.

### 4.3 Factor Analysis

The goal of factor analysis is to explain multiple variables with a lesser number of factors. Therefore by presenting the rotated factor matrix, KMO and Bartlett's test, total variance table and the scree plot, we are able to tell pick the factors that influence our variables and explain our research further.

### 4.3.1 KMO and Bartlett's test

**Table 4.12 KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.633
Bartlett's Test of Sphericity	Approx. Chi-Square	199.190
	Df	36
	Sig.	.000

Source: Author (2017)

Kaiser (1974) recommends accepting KMO values greater than 0.5, the KMO value is in this analysis 0.633 meaning that the data set is adequate thus factor analysis is appropriate for this data. Bartlett's measure tests should be greater than 150, and this case, the value is 199, therefore also proving that factor analysis is appropriate for this data.

### 4.3.2 Rotated Factor matrix

The factors were rotated five times; rotating the factors in the initial matrix by choosing factors had more than 3 loadings on them, messages that had values above 0.4, factors that did not achieve this were dropped. The first rotation yielded 8 factors, with 22 variables loaded on them. However, there had to be a second rotation to drop variables that were less than 0.4 and factors that were loaded with less than three variables, which resulted to 6 factors and 17 variables. The factors were then rotated again, for the third time, which yielded 5 factors and 13 variables, with the same standards of values less than 0.4 and loadings less than three. The final rotation was done, that yielded 3 factors and 9 variables, each with values above 0.4 and each of the 3 factors loaded with at least 3 variables. The Principal axis factoring was used as the main extraction method; Varimax with Kaiser Normalization was used as the rotation method with rotation converged in 5 iterations.

**Table 4.13 Rotated Factor Matrix**

<b>Rotated Factor Matrix<sup>a</sup></b>			
MESSAGES	Factor		
	1	2	3
I recall brands that sell energy saving bulbs whenever I come across messages on conservation of electricity on social media/TV/radio/print media	.912		
I recall stores or brands that promote this cause when messages on eco friendly shopping habits are aired on social media/TV/radio/print media	.834		
I remember clinics and hospitals that promote wellness check ups when the issues of healthy living are aired on social media/TV/radio/print media	.646		
The messages on social media/billboards/ on the importance of responsible driving have not influenced my driving.		.645	
The messages on TV/radio/billboards/social media on the importance of use of reflectors and helmets while on a motorcycle have not influenced my motorcycle safety habits.		.641	
the messages on social media/ TV/ print media/ radio on the importance of use of pedestrian designated areas on the roads have not influenced my road safety habits		.539	
I now do not purchase services from motorcycle providers that do not offer clients reflectors and helmets because of the messages on social media/TV/radio/print media on road safety			.679
I now purchase the eco-friendly shopping bags because the messages on social media/TV/radio/print media on green shopping.			.554
I now purchase energy saving bulbs to reduce my electricity use because of the messages on social media/TV/radio/print media on conservation of natural resources.			.512

Source: Author (2017)

In Table 4.13; the first factor recorded is consumer brand recall; on it 3 factors were loaded. The factor that explains consumer brand recall the most was recall of brands that promote conservation of energy with a value of 0.9, then brand recall of stores that promote green shopping (use of environmental friendly shopping habits) with a value of 0.8 and finally, recall of hospitals and clinics that promote wellness check ups for healthy living with a value

of 0.6. Factor two is consumer attitudes; 3 variables were loaded on to it; attitude towards responsible driving with a value of 0.645, attitude towards use of safety gears while on motorcycles with a value of 0.641 and attitude towards the importance of use of pedestrian designated areas with a value of 0.539. Factor three is consumer actual purchase; 3 variables were loaded on it; actual purchase of motorcycle services that offer safety gear with a value of 0.679, consumer purchase of eco-friendly shopping bags with a value of 0.554 and consumer purchase of energy saving bulbs with a value of 0.512.

### 4.3.3 Factor variance

The eigenvalues associated with each factor represent the variance explained by that particular linear component. The first part of the table represents extraction sums of squared loadings second part is the rotated sums of squared loadings. Rotation has an effect of optimizing the factor structure and one consequence for this data is that the relative importance of the three factors is equalized.

**Table 4.14 Variance table**

Total Variance Explained						
Factor	Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.165	24.058	24.058	2.019	22.436	22.436
2	1.188	13.197	37.255	1.201	13.34	35.776
3	0.97	10.778	48.033	1.103	12.257	48.033

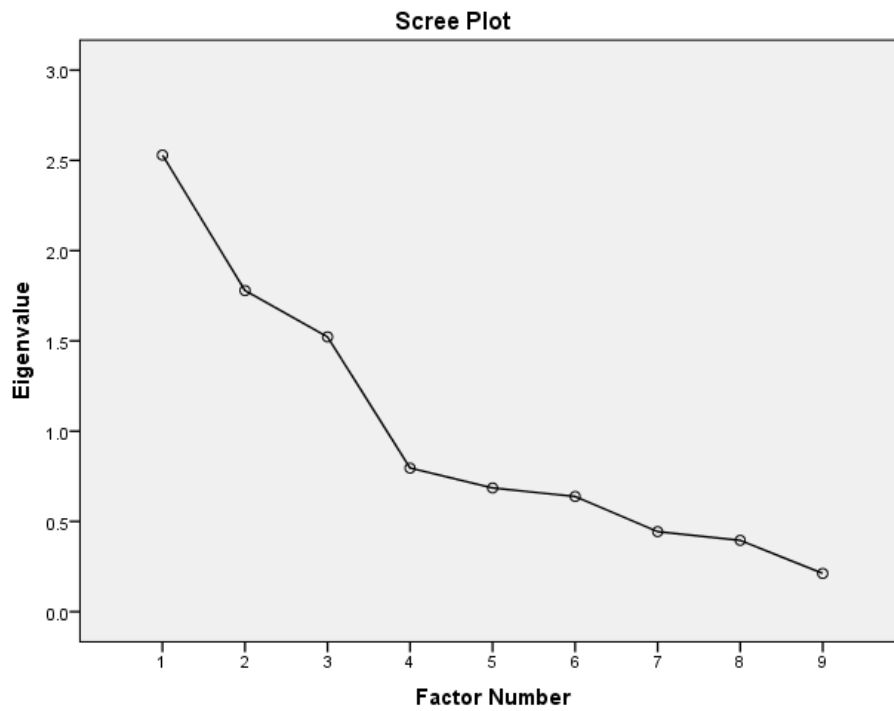
Source: Author (2017)

Factor 1 accounted for considerably more variance than the other three factors, it accounts for only 24.058% in the extraction sums of squared loadings, while factor 2 accounts for 13.1% of variance and factor 3 accounts for 10.77% of the variance. In the Rotation of Sums of squared loadings, factor 1 explains 22.436% compared to 13.3% and 12.257% for factor 2 and factor 3 respectively. Therefore the 3 factors explain 48% of the variance.

### 4.3.4 Scree plot

The scree plot displays the fraction of total variance in the data as well as eigenvalues associated with factors in descending order versus the number of factors.

**Figure 4.1 Scree Plot**



In Figure 4.1; we can see that there were 9 factors and each with their Eigen values as plotted. The first three make the main factors of the analysis; these are factors with Eigen values of more than 1. The ideal pattern of a scree curve is a steep curve; therefore, we retain factors in the steep curve before the first point that starts to flat line, leaving us with three factors.

## **CHAPTER FIVE**

### **DISCUSSIONS, CONCLUSIONS AND RECOMMENDATIONS**

#### **5.1 Introduction**

This chapter comprises and is organized into 5 sections, the discussions and summary of the findings, conclusions of the study, recommendations and limitations and areas for further research. This chapter is informed by chapter 4's results and findings.

#### **5.2 Discussions**

This section discusses the results as generated by SPSS; descriptive statistics, correlation and cross tabulation and factor analysis as per the objectives of the study and their bearing on the literature by other scholars.

##### **5.2.1 Frequency of encounter of social marketing messages**

Given that the success of social marketing campaigns in influencing behaviour partially depend on how often the audience see and encounter the messages (Alan, 2015), it was therefore part of the research objectives to establish how frequently social marketing messages were encountered. The survey descriptive results revealed that the social marketing messages that was most frequently encountered was the message on responsible consumption of alcohol as well as messages on practice of healthy eating to avoid lifestyle diseases. While messages on use of pedestrian designated areas and road safety gears such as footbridges, zebra crossings and helmets and reflectors as well as messages on the dangers of domestic abuse were encountered the least. In the west, social marketing is used extensively in international health like alcohol, smoking and drug reduction and oral rehydration therapy (ORT) and environmental programs for conservation and maintenance, and is being used with more frequency in the Africa for such diverse topics as drug abuse, heart disease and organ donation (Grier & Bryant, 2009).

These results are in line with the Lefebvre's (2005) notes on the theory of selective exposure, which state that people are more aware of campaigns and activities that they are individually involved in and directly touch on their lives. This therefore can be noticed in the study because alcohol and healthy eating habits make individuals more conscious about themselves as compared to correct use of the roads and dangers of domestic abuse. It was also found that there was a significant difference between how often male and female encounter messages on

over speeding, domestic abuse and conservation of natural resources. According to Gibson, Cassady, Mitchell and Kegeles (2013), a study done in California on the effectiveness of social marketing approach to HIV infection reduction, said that women were more aware of such campaigns because they are more cautious about their way of life and activities that they per take, therefore making them more aware of messages that reinforce these habits.

### **5.2.2 The influence of social marketing on consumer attitudes**

The social marketing theory of reasoned action, which claims that a person feels the need to change their attitude, beliefs and intentions once the environment they are exposed to subjects them to change (Montano, 2007). Our study descriptive results show that the respondents felt that the social marketing messages on natural resource conservation and responsible drinking had more influence on their attitudes, while, social marketing messages on the use of pedestrian designated areas and careful driving did not have much influence on their attitudes towards road safety. This is to show that with all the social marketing messages they encounter, messages on resource conservation and responsible drinking had better chances in influencing their attitudes due to the environments they are currently living in.

To find out the relationship between social marketing and consumer attitudes, a correlation test was run, the results show that there was a positive relationship between messages on regular exercising and attitude change towards healthy eating, messages on the correct use of roads and change in attitude towards use of protective gear on the road and messages on conserving natural resources and attitude change towards eco friendly shopping habits. However, though there exists a significant relationship between social marketing and consumer behaviour, the correlation coefficients were below 0.4 therefore being termed as a weak relationship. This is contradictory to the study done in Pennsylvania by Stephanie (2005) on how social marketing influences consumers' attitudes, which found out that social marketing, had strong influence on changing and forming consumer attitudes.

Factor Analysis was done to find out whether there exist any patterns in consumer attitudes. All messages that measured the influence of social marketing on consumer attitude were rotated and only messages that had a value greater than 0.4 were considered. After carrying out the analysis, three messages remained; attitude change towards over speeding, use of protective gear while on motorcycles and pedestrian use of designated areas on the roads. This means that, if a consumer encountered a message on the importance of responsible

driving and eventually changed their attitudes towards careless driving, then messages on use of protective gear while on motorcycles and the importance of use of pedestrian designated areas would influence their attitudes towards use of helmets and reflectors while on motorcycles and use of zebra crossings, flyovers and foot paths for pedestrians, respectively. On the other hand, if a consumer encountered messages on the importance of responsible driving and they did not change their attitudes, then, even messages on use of protective gear and use of pedestrian designated areas would not change their attitudes too. Ravendra and Pradeep's (2008) study on effects of green marketing on consumer attitudes at Wollongong University, found out that people who adopted green shopping habits also had positive attitudes towards environmentally friendly products.

The study also revealed that there was a significant difference between how males and females change their attitude towards conservation of natural resources. The results are anchored by a study done by Ravendra and Pradeep (2008) that show that women are more environmentally aware as compared to the men mainly because they are the considered the cleaning parties in the society; they end up cleaning the mess made around them.

### **5.2.3 The influence of social marketing on consumer actual purchase**

A descriptive report carried out to find out consumers' level of agreement on how social marketing influences their actual purchase, the mean showed that consumers had a neutral standing on how they purchase less cigarettes after encountering social marketing messages on the dangers of smoking as well as their purchase of healthy foods when they encountered social marketing messages promoting healthy living. However, they felt that the messages did not influence their purchase of alcohol. It was also found that there exists a significant relationship, though weak, between how often consumers encounter pollution messages on eco-friendly shopping habits and the actual purchase of eco-friendly bags. This is in line with a study done in Tehran city on the effects of green marketing on consumer purchase, which also showed that consumers felt the need to use environmentally friendly bags while shopping to reduce pollution of the environment (Nouri, 2009).

Messages on the influence of social marketing on consumer actual purchase were analyzed using Factor Analysis so as to find if a relationship and pattern exists. Three messages remained; purchase from motorcycle providers that offered safety gear, purchase of eco-friendly shopping bags and purchase of energy saving bulbs. This means that when a

consumer encounters messages on the importance of wearing protective gear while on motorcycles and in turn only purchases services from motorcycle providers who offer protective gear, then messages on the importance of using eco-friendly shopping bags and messages on using energy saving bulbs would also influence them to buy the desired products. However, if the consumer encountered messages on use of protective gear and did not purchase services from motorcycle providers that only offered protective gear, then even messages on the importance of using eco-friendly shopping bags and energy saving bulbs would not influence them to buy the desired products. Delafrooz, Taleghani and Nouri, (2009) did a study on how green marketing influences purchase decision, it showed respondents that had a sense of environmental conservation also kept their health in check, were cautious on roads as well as contributed to community events.

#### **5.2.4 The influence of social marketing on consumer brand recall**

A descriptive report on how frequently consumers recall brands when they are exposed to social marketing messages found out that the most frequently recalled brands were brands of the healthy foods that they should consume as a result of social marketing activities; in addition, they also frequently remembered their favourite brand of alcohol when they encountered social marketing messages on responsible drinking through various marketing platforms. On the other hand, consumers did not recall stores or brands that promoted green marketing to reduce pollution when they were exposed to messages that promoted the cause. This is in contrast with the study done in Malaysia on green marketing and consumers' purchasing and recall behaviour. The result showed that consumers' were well versed with the effects of an unfriendly environment which directly influenced them to easy adopt and remember brands that promote conservation which eventually influenced their purchase decisions by Suki (2013).

A correlation report to find whether a relationship exists between social marketing and consumer brand recall, found out that there was a positive relationship between the importance of responsible drinking and smoking and consumer's brand recall of their favourite brand of alcohol. It was also found that there was a significant difference between how male and female recalled cigarettes brands when exposed to messages of social marketing on the dangers of smoking, mainly because men are the most consumers of tobacco products therefore establishing the significant difference. It was also observed that there was a significant difference between how respondents of different age groups recalled

healthy foods brands when exposed to social marketing messages. To affirm this; a study done by Renhart (2007) on how social marketing influences brand recall to reduce unhealthy behaviour found out that there was a difference on how the two genders recalled brands healthy foods, women had more sense towards healthy habits, since they wanted to maintain their weight and appearance as compared to men, which therefore meant that they would recall brands that promoted weight management.

Factor Analysis was carried out to find whether there exists a pattern and a relationship between consumer brand recall messages. After four rotations three messages were considered viable; brand recall of energy saving bulbs, recall of stores that promote eco-friendly shopping habits and recall of clinics or hospitals that promote wellness check ups. From this we can see that if a consumer is exposed to messages of natural resource conservation and recalls brands that promote this cause, then when they encounter messages on eco-friendly shopping habits and wellness check ups they would then recall stores and hospitals that promote the cause respectively. This is in contrast with Mai and Vu, (2015) study on emotional marketing and brand recall. That showed that brand recall is limited to a campaign; brand recall was fueled by previous encounters or family or even how well the campaign was executed, therefore, consumers would only recall brands while adverts that they really connected with were aired.

### **5.3 Conclusions**

The findings from this study led the researcher to draw a number of conclusions pertaining to the four research questions as follows;

#### **5.3.1 Frequency of social marketing messages**

It can be concluded that the consumers' see the messages occasionally, to mean that the social media platforms are fair in airing and delivering the intended messages. This is in contrast with the study done in the U.S on how frequently people encountered social marketing messages, which found out that people do not recognize social marketing messages because commercial messages have more appeal and interest to them since they communicate the launch of a new product, price cuts, season sales and such market like activities, leaving social marketing campaigns very little time and space in the consumer's mind (Lindblom, 2015).

### **5.3.2 The influence of social marketing on consumer attitudes**

To determine the influence of social marketing on consumer attitudes of Nyeri town constituency consumers', it was found that the consumers felt that the campaigns had fair influence on their attitudes. This is in contrast with Stephanie's (2008) study on how online medical marketing influence consumer attitudes, which states that social marketing has a strong influence on consumer attitudes and can therefore be relied on to change behaviour. Whereas the study done by Menrad and Sparke, (2006) on the influence on social marketing on consumer attitudes found out that social marketing has no clear influence on consumer attitudes since other factors also influence consumer attitudes towards behaviours that influence their wellbeing.

### **5.3.3 The influence of social marketing on consumer actual purchase**

To determine the influence of social marketing on consumer actual purchase, it can be concluded that the messages had little influence on consumer purchase patterns. Oluwafunmilayo, (2014) research shows that, social marketing has little influence on consumer purchase decisions due to the occurrence of other external factors such as willingness and ability to buy, past experience as well as their stage in the family life cycle. Therefore, social marketing can not be wholesomely termed as successful if other external factors play a part in the consumer purchase decisions.

### **5.3.4 The influence of social marketing on consumer brand recall**

To determine the influence of social marketing on consumer brand recall, it was also found that consumers felt that the campaigns had little influence on their brand recall. This is in agreement with the study done to measure the effectiveness of social marketing adverts and campaigns in positively influencing brand recall in the U.S by Romaniuk & Wight (2009). The study findings showed that, social marketing activities lightly influenced brand recall. It was said that, people needed additional exposure to social marketing messages through more accessible platforms such as direct messaging and product placement so as positively influence their brand recall. To affirm this, Mai and Vu, (2015) study in the city of Ho Chi Minh showed that, emotional marketing efforts directly influence a consumer's brand recall, however, after the emotional part of the campaign has worn off from the consumer's conscious, the consumers gradually forget about the brand. This therefore means that social marketing has an influence on social marketing however, the effects are short term.

## **5.4 Recommendations**

From the summary and conclusions above, the following managerial and policy recommendations can be made to practitioners in the social marketing field as well as government bodies involved with community development.

### **5.4.1 Managerial implications**

Firstly, social marketers should tailor and customize messages to fit and appeal to the different genders (with issues of alcohol and drug use) and ages (with issues of healthy living and regular check ups), this would therefore appeal to the different ages groups while trying to influence their purchase decisions, attitudes and also their recall of these messages. Secondly, the frequency as well as the avenues' that social marketing messages are aired should be increased and improved respectively. The consumers' stated that they encounter the social marketing messages occasionally, therefore, leaving room for more to be done. With the proper avenues, timing and frequency, maybe the consumers' would encounter the social marketing messages very frequently which would in tern influence their attitudes, brand recall and purchase decisions positively. Lastly, social marketing seems to have little influence on consumer brand recall, therefore, a constant reminder and use of easy to remember phrases, tag lines and images should be adopted, so as to have a lingering effect in the minds of the consumer to positively influence their recall of such campaigns.

### **5.4.2 Policy implications**

Firstly, with a recording of low influence of social marketing messages on consumer actual purchase, the policy makers of NACADA should be open to the ideas of approaching this from the emotional angle; where use of adverts, hash tags or campaigns that build the emotional distress on the problems of buying and consuming drug and alcohol abuse. Secondly, social marketing has a fair influence on consumer attitudes; this means that there is a degree to which the campaigns actually influence the consumer attitudes. NACADA, NEMA and FIDA policy makers should therefore focus on effectively transmitting their messages, as desired and to be understood by the audience to change their attitudes positively, since it is evident that people can change their behaviour when constantly reminded.

### **5.5 Limitations of the study and suggestions for further research**

The main aim of the research was to establish the influence of social marketing on consumer behaviour, using consumer attitudes, actual purchase and brand recall as the measurable. However, the study did not capture the following: consumer perception, memory or motivation as measurables' of consumer behaviour as influenced by social marketing. Also, the study did not measure which social marketing platforms (TV, radio, social media, Print media, personal contact) is more effective in influencing consumer behaviour. To add on, the study was only carried in a semi urban area (Nyeri town Constituency) as compared to an urban setting.

Other scholars should consider the following areas for further research; use consumer perception, memory and motivations as consumer behaviour measurable. How each of the social marketing platforms influences consumer behaviour and which one is most effective at that? Finally, carry out the research in an urban setting, a major town in Kenya, such as, Nairobi, Mombasa or Kisumu.

## REFERENCES

- Ajzen, I. and Fishbein, M. (1995). Attitude-Behaviour Relations: A Theoretical Analysis and Review of Empirical Research. In M, Solomon, *Consumer Behaviour*, 3rd ed. (pp. Psychological Bulletin 84, September, 888-918). Prentice Hall.
- Alba, J.W. and Hutchinson, J.W. (1988). Dimensions of Consumer Expertise, *Journal of Consumer Research*, 411-454.
- Altman, D. and Piotrow, P. (2010). Social Marketing: Does It Work. *Population Reports*, : 393-394.
- Anderson, P.F. (1986). "On method in consumer research: a critical relativist perspective", *Journal of Consumer Research*, Vol. 13, 155-173.
- Andreasen, A. (1978). Me Ghetto Marketing Life Cycle: A Case of Underachievement. *Journal of Marketing Research*, 15 (2):20-28.
- Andreasen, A. (1984). Life Status Changes and Changes in Consumer Preferences and Satisfaction. *Journal of Consumer Research*, 11 (12): 784-794.
- Andreasen, A. (2012). Rethinking the Relationship between Social/Nonprofit Marketing and Commercial Marketing. *Journal of Public Policy & Marketing*, Vol. 31, No. 1, pp. 36-41.
- Andreasen, A. (2014). Social marketing: its definition and domain. *Journal of public policy and marketing*, 13(1):108-114.
- Bagozzi, P. (1981). Attitudes, Intentions, and Behavior: A Test of Some Key Hypotheses. *Journal of Personality and Social Psychology*, 41: 607-627.
- Bagozzi, P. and Warshaw, P. (1989). Trying to Consume. *Journal of Consumer Research*, 34: 690-707.
- Baun, S. (2015). The healthcare social marketing research. *Journal of marketing*, 31 (3): 108-110.

- Berger, I. (2002). The nature of attitude accessibility and attitude confidence. *Journal of Consumer Psychology*, 1 (2): 103–24.
- Bettman, J.R. and Zins, M.A. (1997). Constructive Processes in Consumer Choice. *Journal of Consumer Research*, 4 (9): 75-85.
- Bloom, P. and Novelli, W. (2011). Problems and challenges of social marketing. *Journal of marketing*, 45:78-88.
- Braithwaite, A. (2003). Situations and social actions: Applications for marketing of recent theories in social psychology. *Journal of Market Research Society*, 25(1): 19-38.
- Braithwaite, J and Ayres, I. (1983). Social marketing: A solution to the societal needs. *Journal of Market Research Society*, 27(2): 19-38.
- Brenkert, G. (2001). The ethics of international social marketing. *Ethics in social marketing* (pp, social status, October, 39-69.) Washington: Georgetown University Press.
- Brosekhan A, and MuthuVelayutham C, *Journal of Business and Management (IOSR-JBM) e-ISSN : 2278-487X, p-ISSN : 2319-7668, PP 08-16 www.iosrjournals.org* *Consumer Buying Behaviour*.
- Brown, k. (2006). Defining the product in a social marketing effort. *Health promotion practice journal*, 7: 384-387.
- Bublitz, M., Edson, J., Escalas, L., Peracchio, P. (2016). Transformative Stories: A Framework for Crafting Stories for Social Impact Organizations. *Journal of Public Policy & Marketing*, 35:(2)237-248.
- Daniel, W. W. (2009). *Biostatistics: A Foundation for Analysis in the Health Sciences*, Ninth Edition. New York: John Wiley & Sons Inc.
- Deborah, J. and Macinnis, S. (2010). Consumer behavior: sociology of science perspective on key controversies in 2007. *Journal of Consumer Research*, 36: 70-83.

- Domega C, McHugh P, Devaney M, Duane S, Hogan M, J. Broome, A. (2016). Systems-thinking social marketing: conceptual extensions and empirical investigations. *Journal of Marketing*, 32: 11-12.
- Domegan, C. (2008). Social marketing: implications for contemporary marketing practices classification scheme. *Journal of business & industrial marketing*, 23(2):135-141.
- Douglas, W., and Evans, M. (2008). The Future of Children: a social perspective. *Journal of Public health*, 18:181-203.
- Eisenkraft, N., Bettman, J. R., and Chartrand, T. L. (2016). Paper or Plastic? :The effects on consumer behaviour of online sustainability information displays. *Journal of consumer behaviour*, 29:34-44.
- Elyria, K., and Kopp, S. (2011). Resistance and Risk: Examining the Effects of Message Cues in Encouraging End-of-Life Planning. *Journal of Public Policy & Marketing*, 30(1): 100-109.
- Evans, M., Jamal, A., and Foxall, G. R. (2006). *Consumer behaviour*. *Journal of Consumer Behaviour*, 33: 15-20.
- Farley, J.U. & Ring, W. (2000). An Empirical Test of the Howard-Sheth Model. *Journal of Marketing Research*, 7(4):427-438.
- Fox, K. & Kotler, P. (2000). The marketing of social causes: the first 10 years. *Journal of marketing*, 44:24-33.
- Foxall, G. and Yani-de-Soriano, M. (2005). ‘Situational influences on consumers’ attitudes and behavior. *Journal of Business Research*, 58(4):518
- Grewal, R., Mehta, R. and Kardes, K. R. (2004). The timing of repeat purchases of consumer durable goods: The role of functional bases of consumer attitudes. *Journal of Marketing Research*, 41 (1): 101–15.
- Guion, M and Ligon, S. (2006). Weathering the Storm: A Social Marketing Perspective on Disaster Preparedness and Response with Lessons from Hurricane Katrina. *Journal of Public Policy & Marketing*, 26(1): 20-32.

- Hastings, G. and Saren, M. (2003). The critical contribution of social marketing: theory and application. *Marketing theory. Journal of Marketing*, (3):305-322.
- Howard, J. and Seth J.N. (1969), *The Theory of Buyer Behaviour*, New York: J. Wiley and Sons.
- Hunt, S. and Pappas, J. (1992). A Crucial Test for the Howard-Sheth Model of Buyer Behavior. *Journal of Marketing Research* , 9(3): 346-348.
- Isen, A. M., and B. Means. (2003). The influence of positive affect on decision-making strategy: Social Cognition. *Journal of Marketing*, 2 (1): 18–31.
- Kobia, A (2011). “Factors influencing alcohol consumption in Majengo slums of Nyeri municipality, Nyeri County, Kenya. Retrieved on August 2016 from [erepository.uonbi.ac.ke](http://erepository.uonbi.ac.ke).
- Kotler, P. (2011). *Marketing Management: Analysis, Planning, Implementation, and Control*. Prentice-Hall: Englewood Cliffs, N.J.
- Kotler, P. ,Keller, K.L. (2009). *Marketing Management*. Upper-saddle River: Pearson International Edition. 13th Edition. Pearson Education Inc.
- Kotler, P. and Gerald Z. (2001). Social Marketing: An Approach to Planned Social Change. *Journal of Marketing*, 3-12.
- Lefebvre, C. (2011). An integrative model for social marketing. *Journal of Social Marketing*, 1(1):54-72.
- Littler, D. (1998). Positioning Alternative Perspectives of Consumer Behaviour. *Journal of Marketing Management*, 14: 3-28.
- Manoff, R. (2005). Social Marketing: New Imperative for Public Health. *Journal of Public Health*, 47-48.

- Marcus, P. and Brace-Govan, J. (2011). From Right to Responsibility: Sustainable Change in Water Consumption. *Journal of Public Policy & Marketing*, 30:2, 203-219.
- Marvin E, and Kunter, G. (2007). Creating an Environment in Which Youths Are Encouraged to Eat a Healthier Diet. *Journal of Public Policy & Marketing*, 26:2, 162-181.
- Michael S.R., Stephen. D, Susan. D, and Russell-Bennett, R. (2007). *Consumer behaviour: buying, having, being*. French's Forest, N.S.W, Pearson Education.
- Moneesha P. (2002). The social marketing strategic planning: An explorative approach. *The Marketing Review*, 2: 319-355.
- National Institute of Drug Abuse. (2014). "Drug, brain, and behavior: The science of addiction" Retrieved April 29, 2015 from <http://www.drugabuse.gov>.
- Ozanne. L. (2011). Introduction to the Special Issue on Transformative Consumer Research: Creating Dialogical Spaces for Policy and Action Research. *Journal of Public Policy & Marketing*, 30(1):1-4.
- Perner, L. (2010). Consumer behavior: *the psychology of marketing*. Retrieved, October 2, 2010, from <http://www.consumerpsychologist.com>
- Prochaska, J. O., W.F. Velicer, C.C. DiClemente, E. Guadagnoli and J.S. Rossi (2001). Patterns of Change: Dynamic Typology Applied to Smoking Cessation a multivariate Behavioral Research. *Public Communication Campaigns*, 83-107
- Prochaska, J. O. (2013). *Building a science for multiple-risk behavior change: The Handbook of Health Behavior Change*. New York: Springer Publishing Company, LLC.
- Prochaska, J. O., and Norcross, J. C. (2006). *Systems of psychotherapy: A transtheoretical analysis*. Pacific Grove, CA: Brooks-Cole.
- Prochaska, J.O. and DiClemente, C.C. (2010). *The transtheoretical approach: Crossing the traditional boundaries of therapy*. Melbourne: Krieger Publishing Company.

- Prochaska, J.O. (2010). Enhancing Motivation to Change: Principles of Addiction Medicine. *American Society of Addiction Medicine*, 13: 825-838.
- Prochaska, J.O., Norcross, J.C. and DiClemente, C.C. (2004). *Changing for good*. New York: Morrow Publishers.
- Racheal N.M. (2008). Drug and substance abuse among the youth in the informal settlements within Nairobi. Retrieved May 6, 2015 from <http://www.nacada.go.ke/>.
- Sheth J.N. (1992). The Future of Buyer Behavior Theory. *Proceedings of the Third Annual Conference of the Association for Consumer Research* (pp. 562-575). Chicago: Venkatesan Publications.
- Solomon, D., Cavanaugh, L. A., Bettman, J. R., and Luce, M. F. (2015). Social marketing, the choice of today: A Social Marketing Perspective on Communication Campaigns. *Journal of Marketing*, 36(3):409-438.
- Solomon, M., Russell-Bennett, R., and Previte, J. (2012). *Consumer behaviour*. New York: Pearson Publications.
- Solomon, M.R. (2003). The World of Products as Social Stimuli: A Symbolic Interactionism Perspective. *Journal of Consumer Research*, 319-329.
- Talukdar, D., Gulyani, S and Lawrence F. (2005). Customer Orientation in the Context of Development Projects: Insights from the World Bank. *Journal of Public Policy & Marketing*, 24(1):100-111.
- Umashankar, N and Srinivasan, R. (2013). Designing Social Interventions to Improve Newcomer Adjustment: Insights from the Indian Community. *Journal of Public Policy & Marketing*, 32:2, 271-285.
- Wallack, L. (2011, August. 20<sup>th</sup>). Improving Health Promotion: Media Advocacy and Social Marketing and Healthy Lifestyles: Audience Segmentation Analysis for Public Health Intervention. *Health Education Quarterly*, pp: 221-233.
- Walsh, D. (2015). Social marketing for public health affairs. *Journal of Marketing Research*, 12(2):104-119.

Yong, L. and Weinberg, C. (2004). Are Nonprofits Unfair Competitors for Businesses? An Analytical Approach. *Journal of Public Policy & Marketing*, 23(1):65-79.

Zeithaml V.A. (2008), Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, 52(3) 2-22.

## **APPENDIX I: LETTER OF INTRODUCTION**

20<sup>th</sup> October 2016,

To the concerned,

Sir/ Madaam,

### **REQUEST FOR RESPONSE TO QUESTIONNAIRE**

I am a student of the Strathmore University doing my Masters in Commerce, Nairobi, carrying out a research on the topic “The influence of social marketing on consumer behavior, a case of Nyeri Town constituency”. I therefore, kindly requested for your assistance in providing an honest opinion and response to the questions contained in this questionnaire. This process is approved and recognized by the University as part of the research course, for completion of the degree. All the information given will be treated with at most confidentiality and is solely for academic reasons. Looking forward to your support and open response.

Yours Faithfully,

Mwangi Linda Wangechi

## APPENDIX II: QUESTIONNAIRE

This questionnaire seeks information on the influence of social marketing on consumer behaviour in a rural setting such as Nyeri. All information that you will provide will be used for academic purposes only and nothing else whatsoever. Kindly do not indicate your name since your confidentiality is highly valued. Ensure you understand the questions and answer as accurately and as truthfully as you can. Note also that you are free to stop filling the questionnaire at any point when you feel you can't go on.

1. What is your gender?

Female  Male

2. Which age bracket do you fall under?

Less than 20 years  21-30 years  31-40 years   
41-50 years  50years and above

3. What is your marital status?

Single  Married  Divorced  Widowed

4. What is the level of education?

Primary school  Secondary school  College/ Institution graduate   
Undergraduate level  Postgraduate level  Doctorate level

5. What is your level of income?

10,000 and below  10,001-50,000  50,001- 100,000  100,001- 200,000   
200,001 and above

**Section B: Social marketing tools and consumer behaviour**

The following are platforms where social marketing messages may be aired; Social media (Instagram, Facebook, Twitter, Snapchat, Whatsapp) and websites , TV, Radio, Print media which includes, online articles, magazines, newspapers, fliers, journals, posters and billboards. Therefore, Using a Likert scale of 1-5; 1 being not at all, 2- rarely, 3- occasionally, 4- frequently, 5- very frequently, **rate the frequency of how you see the messages below.**

The statements below are messages from the platforms you have encountered above (part 7), they have been created to try and influence consumer behaviour.

MESSAGE	1	2	3	4	5
The practice of healthy eating to avoid lifestyle diseases					
Responsible drinking: Don't drink and drive, excessive consumption is harmful to your health,					
Smoking is harmful to your health					
The dangers of domestic abuse					
Use of flyovers and zebra crossings, wearing reflectors and helmets saves lives.					
Over speeding kills					
Correct use of the roads and road signs saves lives					
Regular exercising extends your lifespan					
Frequent medical check ups help control lifestyle diseases in their early stages.					
Conserving natural resources; water, electricity, use of solar energy					
Pollution; think Green initiatives,					
Pollution; dumping affects the ecosystem.					
Any other (specify)					

**Section C: Influence of social marketing on consumer attitude**

Using a Likert scale of 1-5; 1 strongly disagree, 2- disagree, 3- neutral, 4- agree, 5- strongly agree, **rate the level of agreement on the messages below.**

<b>MESSAGE</b>	1	2	3	4	5
The messages from social media on healthy living has not influenced my eating habits					
The messages on TV/radio/billboards/social media on the importance of responsible drinking has influenced my consumption of alcohol					
The messages on TV/radio/billboards/social media on the dangers of smoking have not influenced my smoking habit.					
The messages on social media/billboards/ on the importance of responsible driving have not influenced my driving.					
the messages on social media/ TV/ print media/ radio on the importance of use of pedestrian designated areas on the roads have not influenced my road safety habits					
The messages on TV/radio/billboards/social media on the importance of use of reflectors and helmets while on a motorcycle have not influenced my motorcycle safety habits.					
the messages on social media/ TV/ radio/ print media on the importance of frequent medical check ups have influenced me to visit the clinic frequently					
I conserve natural resources (water, energy) as a result of the messages on social media/TV/Radio/print media on the importance of conservation.					
I dump litter in designated areas due to the messages on social media/TV/Radio/print media on effects of pollution					

The messages on social media/TV/radio/print media on the dangers of polythene have not influenced my eco friendly shopping habits.					
Any other (specify)					

**Section D: Social marketing and its influence on consumer's actual purchase.**

Using a Likert scale of 1-5; 1 strongly disagree, 2- disagree, 3- neutral, 4- agree, 5- strongly agree, **rate the level of agreement on the messages below.**

<b>MESSAGE</b>	1	2	3	4	5
I now purchase healthy foods because of the messages on healthy living on social media/TV/radio/print media					
I now buy and consume less alcohol because of the messages on social media/TV/radio/print media on responsible drinking					
I now purchase less cigarettes because of the messages on lung and throat cancer available to on social media/TV/radio/print media					
I now do not purchase services from motorcycle providers that do not offer clients reflectors and helmets because of the messages on social media/TV/radio/print media on road safety					
I now purchase energy saving bulbs to reduce my electricity use because of the messages on social media/TV/radio/print media on conservation of natural resources.					
I now purchase the eco-friendly shopping bags because the messages on social media/TV/radio/print media on green shopping.					
Any other (specify)					

**Section E: Social marketing and its influence on brand recall**

Using a Likert scale of 1-5; 1 being not at all, 2- rarely, 3- occasionally, 4- frequently, 5- very frequently, **rate the level of agreement on the messages below.**

MESSAGE	1	2	3	4	5
I have specific brands in mind of foods I should consume when exposed to the messages of healthy eating on social media/TV/radio/print media					
I remember 'my' favourite brand of alcohol when exposed to the responsible alcohol awareness messages on social media/TV/radio/print media					
I remember 'my' favourite brand of cigarettes when I see the messages on the dangers of smoking on social media/TV/radio/print media					
I remember that I should do a wellness check up when the issues of healthy living are aired on social media/TV/radio/print media					
I recall brands that sell energy saving bulbs whenever I come across messages on conservation of electricity on social media/TV/radio/print media					
I recall stores or brands that promote green shopping when messages on eco friendly shopping habits are aired on social media/TV/radio/print media					
Any other (please specify)					

10. How else do the social marketing platforms (TV/Radio/Newspapers/Whatsapp/Facebook/Twitter/Magazines/Internet sources) influence your consumer behaviour?

.....

.....

.....

.....

.....