

**THE INFLUENCE OF EMOTIONAL MARKETING APPEALS ON CUSTOMER
SATISFACTION AMONG SAFARICOM CUSTOMERS IN NAIROBI COUNTY**

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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 research project contains no material previously published or written by another person except where due reference is made in the research project itself.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the study

Over the past years, researchers have studied the importance of emotional appeals in influencing consumer behavior and satisfaction. Emotions play a key role in consumer decision-making since attitude, perception, and purchase intentions are influenced (Acharya, 2018). As firms try to establish ongoing relations with their target audiences, the relationship between emotional marketing appeals and consumer happiness has become a top priority.

As the evolution in advertising advanced, theorists and practitioners went deeper into the psychological underpinnings of emotional appeals. Theories such as ELM (Elaboration Likelihood Model) and EAR (Emotional-Affective Response Model) created frameworks that defined how precisely the process of emotional stimuli influences the cognitive processing of information and thus leads to a certain kind of decision making (Dhandhnia & Tripathi, 2018). These theories underlined how imperative emotional resonance is to the making of persuasive marketing messages.

Realistically, regarding customer satisfaction, emotional marketing appeals are known to characterize two-fold functions: apart from the normal attraction and engagement of consumers, they significantly derive post-purchase satisfaction and brand loyalty. According to research, highly emotionally engaged customers can be found expressing very high levels of satisfaction, advocacy, and repeat purchase behaviors (Bozkurt et al., 2021). Only those brands that succeed in establishing an emotional connection with their target audiences in most of their marketing campaigns usually retain customers and acquire positive word of mouth referrals, an advantage that is key to long-term competitiveness.

1.1.1 Emotional marketing appeal

The historical evolution of emotional appeals in marketing dates to the early 20th century when advertisers realized that infusing emotions into their messaging could generate stronger consumer responses (Dhandhnia & Tripathi, 2018). The shift from an informative-rational

approach to one that incorporates emotive elements marked a significant transformation in advertising strategies.

Emotional marketing appeals have emerged as a cornerstone of contemporary marketing strategies, wielding significant influence over consumer perceptions and behaviors (Aydın, 2022). In today's hyper-connected and competitive marketplace, the ability to evoke and leverage emotions effectively has become a strategic imperative for businesses aiming to differentiate themselves and cultivate strong customer relationships.

One of the defining characteristics of successful emotional marketing appeals is their ability to tap into universal human emotions and aspirations (Bozkurt et al., 2021). Brands that effectively harness emotions such as joy, empathy, nostalgia, fear, happiness, togetherness, love or inspiration can forge deep-seated bonds with consumers, transcending mere product attributes to evoke emotional experiences. Safaricom has skillfully used emotional storytelling in its advertisements to motivate consumers with stories of success, empowerment, and tenacity, building a devoted fan base that extends beyond simple product loyalty.

Moreover, measures such as surveys, conversion rates, ads engagement has created a base the advent of data analytics and personalized marketing which has revolutionized the landscape of emotional marketing. By leveraging consumer data and behavioral insights, companies can tailor emotional appeals to individual preferences, demographics, and Psycho graphics (Choudhury, 2018). This personalized approach enables brands to deliver targeted messages that resonate on a personal level, fostering deeper emotional bonds and increasing the likelihood of positive customer experiences.

1.1.2 Customer satisfaction

Customer satisfaction is the extent to which clients are content with the products and service given by a business. It is thought to be a critical determinant of rehashed sales, positive verbal, creative marketing and client loyalty. Satisfied customers return and purchase more, and educate others concerning their encounters (Fornell, Johnson, Anderson & Bryant, 2016)

The success of emotional marketing appeals extends beyond attracting and engaging customers; it significantly impacts post-purchase satisfaction and brand loyalty (Bozkurt et al., 2021). Research indicates that emotionally engaged customers are more likely to exhibit higher levels of satisfaction, advocacy, and repeat purchases.

Over the last ten years, firms of various types and sizes have progressively come to comprehend the significance of customer satisfaction. It is broadly perceived that it is less exorbitant to continue satisfying existing clients than to win new ones.

Recent years have shown a developing interest in customer satisfaction. The globalization of rivalry, immersion of business sectors, and improvement of data innovation have upgraded client mindfulness and caused a circumstance where long haul achievement is not generally accomplished through enhanced product cost and characteristics. All things considered, organizations assemble their prosperity on a drawn out client relationship. According to previous investigations, it can cost as much as multiple times more to win another client than it does to keep a current one (Singh, 2016). It is through this that companies employ customer satisfaction measures such as , Customer satisfaction score which asks consumers to rate their satisfaction with regard to a particular product or service, Net promoter score describes the likelihood for one customer to recommend the brand to another. Customer effort score represents the amount of effort taken when interacting with a corporation, product, or service. It also gives, as a complement, some insight about long-term satisfaction: the retention and churn rates, that measure the number of customers who are still using a service after a certain time has passed. Customer lifetime value is the measure of total value a customer brings to a company throughout their relationship with that company.

The contemporary marketing landscape emphasizes emotional marketing and customer-centric strategies (Choudhury, 2018). By understanding and leveraging emotional marketing appeals, businesses can cultivate enduring brand loyalty and advocacy. This study aims to delve into the complexities of emotional marketing, examining best practices, industry trends, and the transformative impact of emotional appeals on modern marketing strategies.

1.1.3 Safaricom Telecommunication company

Safaricom is the leading telecommunications company in Kenya, renowned for its innovative services and significant contributions to the Kenyan economy. Established in 1997 as a fully owned subsidiary of Telkom Kenya, it has since grown to become a major player in the telecom industry. Safaricom offers a wide range of services, including voice, data, mobile money, and enterprise solutions.

1.1.3.1 Safaricom's use of emotional marketing

Over the years, Safaricom has been known to use emotional marketing to build strong connections with customers. Some of the key aspects that they use to achieve high performance and customer satisfaction sit in emotional marketing. These include appeals such as trust, happiness and humour.

Safaricom's reliability and safety have been ascribed to including services like M-PESA. It is simple to use, especially given some of the main security features and user confidence. These were further highlighted by the Safaricom Foundation, which has reaffirmed this organization's social responsiveness, resulting in increased confidence with the same customers.

Most of Safaricom's advertising campaigns often revert to humor for it to become memorable and relatable. For instance, the "Bonga Points" promotions often carry humorous situations that usually resonate well with customers and therefore make them engage and be loyal.

The marketing of the company is mostly based on joyous moments. As such for emotional connection with the customer a reflectance is seen in continuous festive season promotions and community events.

1.1.3.2 Emotional Appeal driving Customer Satisfaction among Safaricom customers and relevance to this study

The study on the role of emotional marketing appeals in driving customer satisfaction among customers of Safaricom is needed for these several reasons. First, emotional marketing will build better and deeper connections between the brand and its customers. It will build loyalty towards the brand and bind the customer to it for a long time (Keller, 2001). Safaricom, being one of the top-rated telecom providers, works in very competitive market environments where ordinary marketing practices sometimes cannot do the trick.

By being able to read their customers' emotional triggers, such as trust, happiness, and humor, firms can design their marketing strategies to meet customer needs and expectations. It is through such emotional marketing that firms can differentiate themselves from their competitors in the market by creating a unique identity that customers can remember and identify with. This particularly becomes very critical in the retention of existing customers while attracting new

ones (Aaker, 1996; Keller, 2008). Additionally, the insights that would be derived from such a study would go towards data driven decision making that would enable Safaricom to fine-tune its advertisement campaigns for an appealing look, improve customer experience, and in the end, improve general satisfaction.

1.2 Problem statement

The research sought to establish how emotional marketing appeals influence customer satisfaction among Safaricom customers in Kenya. It seeks to understand how emotional appeals will influence the perception and satisfaction of the customer within the telecommunication industry in Kenya.

Even though the use of emotional marketing appeals has grown in the contemporary marketing strategies, little understanding of its effect on customer satisfaction in the context of Safaricom in Kenya is evident. Safaricom being one of the oldest telecommunication companies may require insight on the influence of these different types of emotional appeals on their customers' satisfaction to leverage its competitive edge within the Kenyan telecommunication market and remain at the top.

Empirical studies have already shown the power of emotional appeals on consumer behavior and satisfaction over a wide range of industries. For instance, Bozkurt et al. (2021) and Choudhury (2018) note that highly emotionally engaged customers are more likely to exhibit increased levels of satisfaction, advocacy, and repurchase. This only underscores that emotional links are quite important for long-term customer relationships and for building a sustained competitive advantage.

1.3 Research objectives

The objective of the research was to determine the influence of emotional marketing appeals on customer satisfaction among the Safaricom customers in Nairobi county.

1.3.1 Specific research objectives

The specific research objectives included the following:

- i) To determine the influence of humor as an emotional marketing appeal on customer satisfaction among Safaricom customers in Kenya.

ii) To determine the influence of Trust as an emotional marketing appeal on customer satisfaction among Safaricom customers in Kenya.

iii) To determine the influence of happiness as an emotional marketing appeal on customer satisfaction among Safaricom customers in Kenya.

1.4 Research questions

i) What is the influence of humor as an emotional marketing appeal on customer satisfaction?

ii) What is the influence of trust as an emotional marketing appeal on customer satisfaction in the telecommunication market?

iii) What is the influence of happiness as a marketing appeal on customer satisfaction?

1.5 Scope of the study

The study investigated the strategic implementation of emotional marketing appeals by Safaricom across the population of Kenya. Specifically, it explored how Safaricom exploited emotional triggers such as trust, humor, happiness, and loyalty to engage and satisfy its extensive customer base.

It provided details of the strategies used in Safaricom's emotional marketing appeals and examined how these strategies were crafted and executed to evoke specific emotional responses among Kenyan consumers. This involved analyzing various ad campaigns, marketing efforts, and storytelling techniques employed to create strong emotional connections with their target audience.

The study also aimed to establish the effectiveness of Safaricom's emotional appeals in shaping consumer behavior and perception. This included examining how emotional marketing influenced customer satisfaction levels and affected the overall perception of Safaricom as a telecommunications service provider in Kenya.

Finally, the research determined the broader implications of Safaricom's approach to emotional marketing for other businesses operating in competitive markets within Kenya. In respect of ethical considerations and consumer engagement strategies, the study presented substantive conclusions and recommendations aimed at enhancing customer satisfaction and loyalty through emotional marketing.

1.6 Significance of the study

The significance of this study lies in its potential to contribute valuable insights and implications to the fields of marketing, business strategy, and consumer behavior. Several key aspects highlight the importance and relevance of investigating the role of emotional marketing appeals in driving customer satisfaction.

Firstly, in today's highly competitive business landscape, where products and services often exhibit parity in terms of features and pricing, emotional marketing strategies have emerged as a crucial differentiator. Understanding how emotional appeals impact customer satisfaction can provide businesses with a strategic advantage in creating compelling brand experiences that resonate with consumers on a deeper level (MaminianaAimee, 2019). This study will shed light on the effectiveness of emotional marketing appeals in fostering positive customer satisfaction.

From a practical standpoint, businesses and marketing professionals can derive actionable insights and best practices from the study's findings. The insights gained regarding effective emotional marketing strategies, consumer response patterns, and the ethical considerations surrounding emotional appeals can inform marketing strategies, campaign development, and customer relationship management practices (Mathew & Dixit, 2018). Overall, the significance of this study lies in its potential to bridge theoretical concepts with real-world applications, offering valuable implications for businesses, academics, marketers, and consumers alike in navigating the evolving landscape of emotional marketing and customer satisfaction.

Empirical research underscores the role of emotional marketing appeals in enhancing customer satisfaction metrics (Duman, 2018). Brands that prioritize emotional connections in their marketing strategies often witness enhanced customer retention rates and positive word-of-mouth referrals, leading to sustainable competitive advantages.

1.7 Chapter summary

This chapter addresses the significance of emotional marketing appeals in shaping customer satisfaction, for Safaricom customers. More importantly, the chapter outlines the growing relevance of emotional connections in marketing strategies through pointing out emotional

constituents such as humor, trust, and happiness as key factors that drive consumer behavior and loyalty. The chapter treads through base theories like the Elaboration Likelihood Model (ELM) and Emotional-Affective Response Model (EAR) that point to the psychological consequences of emotional marketing on choice. It also examines how Safaricom does emotional marketing to contact its customers effectively through telling, using humor, and building trust. This research study tries to determine how these emotional appeals affect customer satisfaction and provides helpful best practices in business operations within a competitive market. Some of the key objectives and research questions focus on the influence that humor, trust, and happiness have on customer satisfaction, as well as how Safaricom has been implementing emotional marketing strategies.

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

This chapter explores the role of emotional marketing in driving customer satisfaction, supported by several key theories. The Emotional Contagion Theory suggests that positive emotions from marketing can transfer to consumers, boosting brand satisfaction. The Hierarchy of Effects Model highlights emotional appeals' role in generating preference, ultimately increasing satisfaction, while the Affect Infusion Model shows that positive emotions enhance decision-making, leading to higher satisfaction. The empirical review discusses the impact of humor, trust, and happiness in marketing, noting humor's effectiveness in boosting engagement and satisfaction, trust's role in fostering loyalty, especially in e-commerce, and happiness's ability to build lasting customer loyalty. However, research gaps exist in understanding the interactive effects of multiple emotional appeals, comparative cultural studies, and long-term emotional marketing strategies, limiting broader insights into customer satisfaction across diverse contexts like Kenya.

2.2 Theoretical Review

This section discusses the theories that underpin the relationship between emotional marketing appeals and customer satisfaction. Understanding the impact of emotional marketing on customer satisfaction is grounded in several key theories. These theories offer insights into how emotions influence consumer behavior and satisfaction with brands.

2.2.1 The Theory of Emotional Contagion

The Theory of Emotional Contagion proposed by Hatfield, Cacioppo, and Rapson (1994), states that positive emotions could be transferred from one person to another, especially by non-verbal means of communication. It means, in a marketing context, that positive feelings, presented by advertising or in any other way in a marketing communication, will help the consumer relate with the good emotions. When positive feelings are presented to consumers and they accept them, a consumer's brand satisfaction is raised. This phenomenon thus underlines the strength of emotional appeals in a marketing campaign and suggests that messages should be designed in a way that can provoke a positive emotional response.

2.2.2 The Hierarchy of Effects Model

Lavidge and Steiner (1961) proposed the Hierarchy of Effects Model, a system that details how consumers progress in the process of brand engagement, which entails awareness, knowledge, liking, preference, conviction, and purchase. With that, emotional marketing takes a vital role in the process at these two stages, liking and preference. In other words, with emotional appeals, marketers stand a better chance of influencing the attitude of consumers toward a brand and increasing the likelihood of them preferring the brand. This leads to higher customer satisfaction, as emotionally, consumers are much more positive about the interactions and experiences they have with the brand.

2.2.3 The Affect Infusion Model

The Affect Infusion Model, developed by Forgas (1995), states that mood and emotion can have strong influences on information processing and judgment. Positive emotional appeals from the marketing domain can thus enter a consumer's decision-making process. If consumers are in a positive emotional state, then information will be processed in ways more favorable to the brand, leading to heightened satisfaction. This model highlights the centrality of emotional states in forming consumer perceptions and decisions, therefore pointing out how emotional marketing may be very instrumental in improving customer satisfaction.

2.3 Empirical Review

This review will go through the recent studies and empirical findings that underline the central role of emotional marketing appeals in driving customer satisfaction. For this purpose, this paper reviews the empirical landscape regarding emotional marketing strategies and their impact on consumer behavior from a diversity of scholarly sources.

2.3.1 Humour Marketing Appeal and Customer Satisfaction

Several empirical studies have investigated the influence of humour in marketing on customer satisfaction. Eisend (2009), in a meta-analysis of 30 studies conducted in the United States, found that, in general, humor raises the effectiveness of advertising and improves customer brand attitude. The current analysis shows that the positive effect of humor on brand attitude is consistent across product categories and cultural contexts. Similarly, Weinberger and Gulas (1992) concluded from their literature review that humour in advertisements increases attention

and recall, potentially leading to higher levels of customer satisfaction. They said in their review that humorous advertising will be shared, hence increasing its reach and engagement.

Gulas and Weinberger (2006), through their meta-analysis, supported these findings by proving that the positive effect of humor was transferred onto consumer attitudes and purchase intent. As noted, humorous advertising content leads to a more positive brand attitude, thus helping to establish an emotional connection with consumers. Strick et al. (2010) a study from the Netherlands showed that humor raises brand awareness and builds positive brand associations. Therefore, they found that respondents who had viewed ads with humor were more likely to remember the brand and associate it with good feelings.

Cline and Kellaris (2007) further affirmed these findings in their survey in the United States, the research highlighted that the humored advertisements produce positive emotions, which enhance the perception of the brand. Their findings underpinned the role of humor in delivering more memorable and enjoyable customer experiences. Chan (2011) extended this understanding in a Hong Kong-based survey, revealing that humour increases consumer engagement and builds positive brand attitudes. The survey showed that humor in marketing appeals can bridge cultural differences and can be relatable with a more diverse audience.

Lastly, Beard (2008) emphasized through meta-analysis that humour in marketing creates positive brand experiences, therefore promoting customer satisfaction. Beard's analysis suggested that the type of humour used and its relevance to the brand message influences the effective use of humor in advertising. Collectively, these studies help to understand the significant role of humour in driving customer satisfaction through improved brand perception and emotional appeal.

2.3.2 Trust Marketing Appeal and Customer Satisfaction

Trust as a marketing emotional appeal strategy has also been extensively studied in relation to customer satisfaction. Morgan and Hunt (1994) surveyed a group of people in the United States and found that trust is a driver to successful relationships and significantly influences customer loyalty and satisfaction. Their research highlighted that trust is a key component in developing a long-term customer relationship and enhancing loyalty. Garbarino and Johnson (1999) supported this notion through their survey, indicating that trust positively influences customer satisfaction

and retention. They added that trust means security and reliability, which forms the cornerstone of customer satisfaction.

Doney and Cannon (1997) further supported these findings through their survey, in which it was shown that buyer-seller relationships characterized by trust lead to increased satisfaction and long-term commitments. The existence of trust reduced perceived risk and uncertainty, therefore attracting repeat purchases and long-term commitments. Sir Deshmukh, Singh, and Sabol (2002) expanded on this understanding in a study of U.S. consumers, revealing that trust has a very profound influence on customer satisfaction and loyalty. In their study, trust enhanced the overall experience of customers, leading them to exhibit increased satisfaction.

Gefen (2002) examined trust in e-commerce contexts and concluded that trust-building strategies are essential for customer satisfaction in online environments. In this regard, Gefen's study has shown that the establishment of trust reduces the perceived risks associated with the transaction over the Web. Chiou and Droge (2006) further supported these findings by showing that trust enhances satisfaction and loyalty in the scenarios of online shopping. Their research suggested that trust is a vital ingredient that can facilitate repeat purchases and customer loyalty in e-commerce.

Harris and Goode (2004) also supported this in their study in the United Kingdom, It, therefore, is very vital that trust-building marketing strategies are designed to increase customer satisfaction in e-commerce. Their research put across that trust is a strong predictor of customer satisfaction and loyalty in an online retail setting. Collectively, such research portrays the pivotal role that trust plays in enhancing customer satisfaction, showing increased reliability and reduced perceived risk with better customer experience.

2.3.3 Happiness Marketing Appeal and Customer Satisfaction

Several studies have been done to establish the effect of marketing appeals related to happiness on customer satisfaction. Lee and Chen (2008) conducted a survey in Taiwan, which indicated that happiness appeals in marketing increase positive emotions and raise customer satisfaction. Their research showed that happiness-oriented marketing strategies create the right emotional response to lead to increased levels of satisfaction. Bagozzi, Gopinath, and Nyer (1999) In a U.S. experimental study, found that positive emotions, such as happiness, yield higher levels of

satisfaction and loyalty in consumers. A happy customer thus tends to be loyal and spreads more positive word-of-mouth communication.

Oliver (1997) These findings were supported by a survey in which emotional satisfaction, including happiness, was shown to increase customer loyalty. The basic point brought out by Oliver's research was that positive emotional experiences are an essential ingredient in the creation of long-term customer relationships.

Lyubomirsky, King, and Diener (2005), In a meta-analysis, showed that happiness is related to higher satisfaction levels in all sorts of contexts. Their findings showed that it is not only the immediate customer satisfaction that happiness improves, but more importantly, it is also happiness that contributes to the long-term well-being and loyalty of customers.

Anderson and Srinivasan (2003) In a U.S.-based survey, they found that positive emotions, in particular happiness, enhance satisfaction and create loyalty to online settings. According to them, it has been shown that happiness might compensate for the possible negative influences of difficulties in online shopping on the level of satisfaction. Schmitt (1999) conducted a survey in the United States that focused on experiential marketing strategies focused on happiness to increase customer satisfaction. The results of Schmitt's research dwell on the aspect that if customers are satisfied, joyful and memorable experiences must be created.

Van Boven and Gilovich (2003) further supported an experimental study that proved increased happiness from consumer experiences results in higher overall satisfaction. Their experiment proved that various experiences, which trigger happiness, are more likely to create positive appraisals and generate loyalty. These studies all together establish the importance of happiness in increasing customer satisfaction by creating positive emotional experiences that result in better customer relationships.

2.4 Research Gaps

Even though there is quite a considerable amount of empirical evidence regarding emotional marketing appeals such as humor, trust, and happiness on customer satisfaction, some research gaps still exist. Bozkurt et al. (2021) examined the impacts of humor and discovered that it increases advertising effectiveness and brand attitude, and only a limited number of studies, for instance, Choudhury (2018), look at how the various emotional appeals interact in joint influence

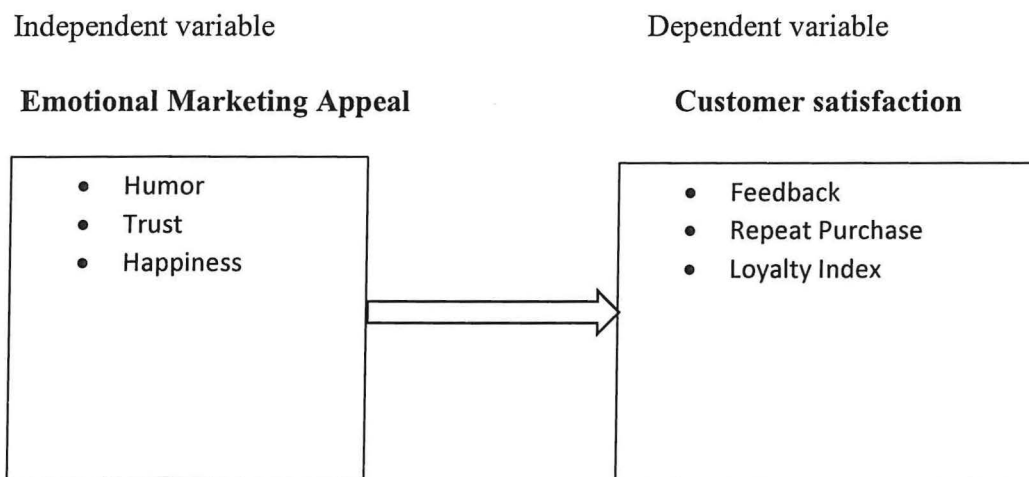
upon customer satisfaction. Most studies tend to focus on a single emotional appeal in isolation rather than delving into their interactions and intricacies.

Moreover, most studies have taken place in Western societies, leaving a few that delve into cross-cultural variations in emotional marketing. For example, Fornell et al. (2016) gave insights into the success of emotional appeals in the West, but did not study the effectiveness of such appeals in non-Western environments such as Kenya.

This is very important, since emotional reactions to ads can vary quite significantly across cultures. This fact was asserted by Singh, (2016), in his emphasis on the place of culture in marketing activities. Besides, most of the current studies rely heavily on cross-sectional surveys and meta-analyses, which are limited in terms of long-term perspective. Gligor and Bozkurt (2021) noted that this could be improved with a long-term, longitudinal design, where emotional appeals would have a longer impact on customer satisfaction and loyalty, thus providing more comprehensive insights than the short-term methods used in most studies.

2.5 Conceptual Framework

Figure 2.1



S Bagozzi, Gopinath, & Nyer (1999)

Emotional marketing appeal is a technique that employs strategies to leverage off emotions such as humor, trust, and happiness to create a deeper relationship with consumers. For example, ads that employ humor do engage consumers, build positive attitudes toward the brand, and have better recall. Messages about trust will reduce the perceived risk especially for e-commerce and will create long-term relationships. Happiness through uplifting messages or bright colors can build positive associations about the brand.

Customer satisfaction is seen in various ways: feedback, repeat purchases, and loyalty index. Good feedback from customers will reveal that they are satisfied. Repeat purchases will reveal a sense of deep trust and emotional bonding. An increased loyalty index will mean that people have more chances of becoming loyal to the brand, which is deeply rooted in positive emotional experiences fostered through effective marketing appeals.

2.6 Chapter summary

This chapter reviews the large contribution emotional marketing can make towards improved customer satisfaction supported by theories and recent empirical studies. The Theory of Emotional Contagion, Hierarchy of Effects Model, and Affect Infusion Model all contribute to explaining how the positive emotions arising from marketing communications influences consumer behavior and satisfaction. According to the empirical review, the use of humor in ads

enhances effectiveness and brand attitude; trust in marketing has a positive effect on customer loyalty and a negative effect on perceived risks; and happiness appeals elicit positive emotional responses that lead to higher satisfaction and long-term loyalty.

Despite all this research, gaps still exist, especially in studies evaluating multiple emotional appeals and across cultures, such as in Kenya. Much of the literature to date has been based on short-term cross-sectional surveys and meta-analyses that provide limited information on the long-term effects of emotional marketing. This chapter thus calls for an extension of studies that are culturally diverse and more in-depth to explain how emotional marketing strategies could sustain customer satisfaction over a longer period of time.

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction

This chapter consists of research design and methods put in place to fully address the research questions and objectives of this study on the role of emotional marketing appeals in driving up customer satisfaction. This chapter will outline the research approach, explaining method selection, data collection and analysis procedures, and the measures put in place to ensure the accurate validity and reliability of the findings (Baker, 2022). This methodology is meant to give a well-perceived framework for understanding how Safaricom is applying emotional marketing to ensure customer satisfaction.

3.2 Research design

A research design is an outline, approach, and framework for conducting research to address the research questions or study topic. The plan is the entire study program or design. According to Emory and Cooper (1994), a descriptive research design was utilized to decide who, what, where, and how of the research topic. This study focused on both qualitative and quantitative methods to delve into customer satisfaction with regard to emotional marketing appeals. The design was adopted to use the strengths from both approaches, thus establishing a complete inquiry of the mentioned research problem.

3.3 Population

The target population refers to an entire group of individuals and events having a common observable characteristic (Creswell, 2019). Study population is a subset of the target population from which the sample is selected. In this research, the study population were Safaricom users who are constantly exposed to their marketing target.

3.4 Sample and Sample design

A sample is a subset of the population that is selected. It represents a portion of the population that was studied. It is used to make inferences about the entire population (Asiamah et al., 2017). The process of choosing a portion of the population of interest so that the sample accurately

represents the total population is known as sampling design (Weiers, 2008). The process of creating a plan in which interesting components are chosen is also referred to as a sampling design. It describes the likelihood of creating a trustworthy sample that is representative of the population (Aires, Jonasson, & Nerman, 2002). The goal of a sample design is to generate a sample that is accurate and statistically computed for the total population.

To calculate the sample size, the Yamane formula was used.

$$n = \frac{N}{1 + N(e^2)}$$

Where n is the sample size,

N is the population size,

e is the level of precision 0.05

Using the formula a sample of 286 was chosen from the target population of 1000.

$$n = \frac{1000}{1 + 1000(0.05^2)}$$

$$n = \frac{1000}{1 + 1000(0.0025)}$$

$$n = \frac{1000}{3.5}$$

$$n = 285.71$$

$$n = 286$$

3.5 Data collection

The study used primary and secondary data. Primary data was fitting since it was acquired from clients regarding the role of emotional marketing appeals in driving customer satisfaction among Safaricom users. The study gathered primary data using structured questionnaires. As per Mugenda and Mugenda (2008), primary data is information the researcher gathers from respondents, while secondary data refers to information from various sources. The questionnaire provided the researcher with thorough information on a wide scope of factors. Both open-ended and closed-ended questions were utilized.

Questionnaires were used in the study to gather primary data and collect information related to the factors under investigation. The tool had six sections: Section A captured the aim of the study, general guidelines on the structure of questions, and demographic profiles of the respondents. Section B captured questions on the background information of the respondents. Section C captured questions on the extent to which Safaricom's marketing campaigns' use of humor influenced customer satisfaction and their experience with the service. Section D included questions on the extent to which the use of trust in campaigns influenced customer satisfaction and perceptions of the services provided. Section E contained questions on the extent to which happiness influenced the level of customer satisfaction with the services provided and section F was on overall customer satisfaction, using a five-point Likert scale where point 1 was “strongly disagree” and point 5 was “strongly agree.”

3.6 Data analysis

Data analysis commenced right after the collection of data and concluded with the interpretation and processing of that data (Kothari, 2004). This intricate process encompassed editing, coding, grouping, and tabulating the collected data to guarantee a meticulous and effective investigation. Descriptive statistics, such as frequency tables, graphs, and pie charts, were used to evaluate the gathered information and visually convey the findings. Through these descriptive analyses, the data was summarized and interpreted by calculating percentages, tallying responses, and discerning patterns.

In addition, regression analysis was conducted alongside descriptive analysis to study the relationships between the variables. The dependent variables being analyzed were the

independent variables of emotional marketing appeals with humor, trust, and happiness. Regression models tested how the effect of each of these appeals singularly impacted customer satisfaction, providing great insight into how modifications in the marketing strategies affected feedback, repeat purchases, and loyalty.

Tools such as Microsoft Excel allowed both descriptive and regression analyses, as data could be input, processed, and analyzed to ensure that the data was closely examined and therefore useful.

3.7 Ethical consideration

Such a study had to be underpinned by ethical considerations not to taint the reputation of, or disrespect, each participant. I ensured Informed consent was received from all participants who were all made aware of the purpose and process of the study and of their rights and responsibilities in relation to it; these included the right to withdraw from the research at any time without any consequences. Advanced consent in this manner underscored transparency and voluntarism.

3.8 Chapter summary

This chapter has analyzed the research methods that was used for the study, including the research design, population and sampling design, sampling frame, sampling technique and sample size, data collection methods, research procedure, data analysis and presentation. The next chapter will have the research findings and analysis.

CHAPTER FOUR: RESEARCH FINDINGS AND PRESENTATION

4.1 Introduction

This chapter presents the analysis and interpretation of data collected in relation to the study objectives.

4.2 Response Rate

The study targeted a population of 286 respondents. A total of 201 questionnaires were successfully completed and returned, representing a response rate of 70.28%. This response rate is considered sufficient for analysis as it surpasses the generally accepted threshold of 50% for social research studies.

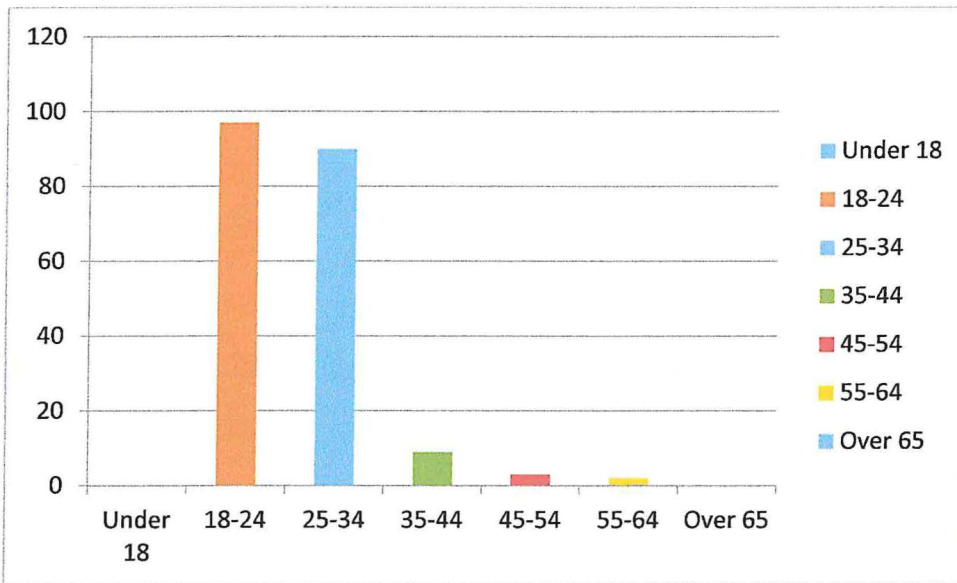
Category	Frequency	Percentage (%)
Targeted Respondents	286	100
Completed Responses	201	70.28
Non-Responses	85	29.72

4.3 Demographic Analysis

4.4.1 Age of Respondents

The age distribution of the respondents indicates a predominant representation from younger age groups. Respondents aged 18-24 constitute 48.3% of the sample, followed by those aged 25-34 at 44.8%. Minimal representation is observed from respondents aged 35-44, 45-54 and 55-64, collectively contributing only 6.9% to the total sample. No responses were recorded from participants under 18 or over 65, highlighting that the study's sample is primarily comprised of younger adults.

Figure 4.1 Age distribution

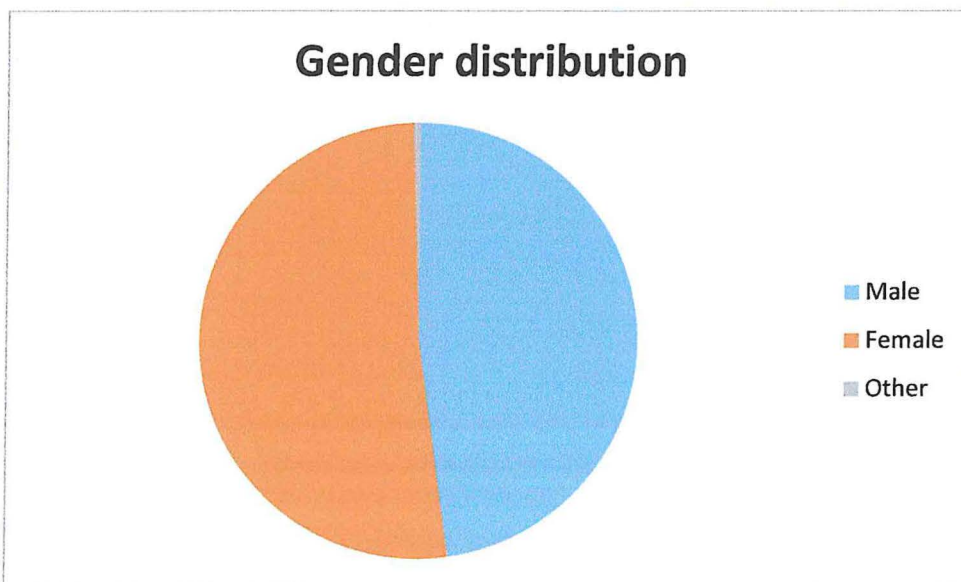


Source: Primary data (2024)

4.3.2 Gender of Respondents

The gender distribution of respondents reveals a slightly higher proportion of females, who constitute 51.7% of the sample, compared to males at 47.8%. A small minority, accounting for 0.5%, identified as "Other."

Figure 4.2 Gender distribution



Source: Primary data (2024)

4.3.3 Level of Education

The educational level of respondents indicates that the majority hold an Undergraduate Degree, representing 60.2% of the sample. This is followed by those with a Diploma or Certificate, who account for 24.4%. A smaller proportion of respondents reported having either a Secondary School education (8.5%) or a Postgraduate Degree (6.5%).

Table 4.1 Education Level

Educational Level	Frequency	Percentage (%)
Primary School	0	0
Secondary School	17	8.5
Diploma/Certificate	49	24.4
Undergraduate Degree	121	60.2
Postgraduate Degree	13	6.5

Source: Primary data (2024)

4.3.4 Occupation of Respondents

The occupation distribution of respondents reveals that the largest group consists of students, who make up 40.8% of the sample. This is followed by employed individuals, accounting for 31.3%, and self-employed individuals at 21.4%. A smaller proportion of respondents are unemployed, representing 6.5%, while no respondents reported being retired..

Table 4.2 Occupation

Occupation	Frequency	Percentage (%)
Student	82	40.8
Employed	63	31.3
Self-Employed	43	21.4
Unemployed	13	6.5
Retired	0	0

Source: Primary data (2024)

4.4 Descriptive Analysis

4.4.1 Influence of Humor

The results collected below examine respondents' perceptions of humor in Safaricom's marketing campaigns and its impact on their attitudes toward the brand.

Table 4.3 Humor and satisfaction

Statement	Mean (M)	Standard Deviation (SD)
How often do you notice humor in Safaricom marketing campaigns?	4.15	0.88
To what extent do you agree that humor in Safaricom's marketing campaigns makes their advertisements more enjoyable?	4.32	0.845
How does the use of humor in Safaricom's marketing campaigns influence your perception of their services?	4.2	0.85
Does humor in Safaricom advertisements affect your decision to use their services?	3.8	0.98

Source: Primary data (2024)

The results indicate that humor in Safaricom's campaigns is widely recognized, with a mean score of 4.15 (SD = 0.88) demonstrating frequent awareness of humor in the advertisements. Respondents strongly agree that humor makes the campaigns more enjoyable, evidenced by the highest mean score of 4.32 (SD = 0.845), highlighting its significant contribution to enhancing the appeal of Safaricom's marketing efforts.

Humor also positively influences perceptions of Safaricom's services, as reflected by a mean score of 4.20 (SD = 0.85), showing that respondents view the brand more favorably due to the humorous tone of the advertisements. However, the effect of humor on actual decisions to use Safaricom's services is less significant, with a mean score of 3.80 (SD = 0.98). This suggests that while humor enhances enjoyment and perception, its direct influence on service usage decisions remains moderate.

4.4.2 Influence of Trust

This section presents an analysis of influence of trust in Safaricom’s marketing campaigns. The mean and standard deviation for each statement is as shown in the table below

Table 4.4 trust and satisfaction

Statement	Mean (M)	Standard Deviation (SD)
How important is trust in marketing campaigns to you when choosing a service provider?	4.53	0.84
To what extent do you trust the messages conveyed in Safaricom’s marketing campaigns?	4.28	0.81
How does the trustworthiness of Safaricom’s marketing campaigns influence your satisfaction with their services?	4.35	0.87

Source: Primary data (2024)

The results indicate that trust is highly valued by respondents when selecting a service provider, with a mean score of 4.53 (SD = 0.84). This underscores the significant role trust plays in their decision-making process. Respondents also report a high level of trust in Safaricom's marketing campaigns, reflected in a mean of 4.28 (SD = 0.81), demonstrating that the company’s messaging is perceived as credible and reliable. the trustworthiness of Safaricom’s marketing campaigns is strongly linked to satisfaction with their services, as indicated by a mean score of 4.35 (SD = 0.87). This suggests that a trusted brand image positively contributes to customer satisfaction.

4.4.3 Influence of Happiness

The following data presents descriptive statistics on respondents' perceptions of happiness and satisfaction with Safaricom's marketing campaigns.

Table 4.5 happiness and satisfaction

Statement	Mean (M)	Standard Deviation (SD)
How often do you feel happy when you see Safaricom's marketing campaigns?	4.2	0.87
To what extent do you agree that Safaricom's marketing campaigns contribute to your overall happiness with their services?	4.12	0.91
How does happiness evoked by Safaricom's marketing campaigns influence your loyalty to their services?	3.93	1.05
Rate your overall satisfaction with Safaricom's services.	4.3	0.79

Source: Primary data (2024)

The findings indicate that respondents frequently feel happy when they see Safaricom's marketing campaigns, as shown by a mean score of 4.20 (SD = 0.87). This reflects the campaigns' ability to evoke positive emotions among viewers.

respondents agree that these campaigns contribute to their overall happiness with Safaricom's services, with a mean of 4.12 (SD = 0.91). This shows that the emotional impact of the advertisements enhances the customer experience.

The influence of happiness evoked by the campaigns on loyalty to Safaricom's services is moderate, with a mean score of 3.93 (SD = 1.05), indicating that while happiness contributes to loyalty, other factors may play a significant role as well.

4.5 Regression Analysis

The regression equation for this analysis can be represented as follows:

$$\text{Customer Satisfaction} = \beta_0 + \beta_1(\text{Humor}) + \beta_2(\text{Trust}) + \beta_3(\text{Happiness}) + \epsilon$$

Where:

- β_0 is the constant (intercept).
- β_1 , β_2 , and β_3 are the coefficients for the independent variables (Humor, Trust, and Happiness, respectively).

- ϵ is error term.

Table 4.6 Regression analysis

Independent Variable	Coefficient (B)	Standard Error	t-value	Sig. (p-value)
Humor	0.31	0.073	4.247	0
Trust	0.49	0.081	6.049	0
Happiness	0.285	0.078	3.654	0
Constant	1.2	0.27	4.444	0

R-squared: 0.655 Adjusted R-squared: 0.650

The regression analysis shows that humor, trust, and happiness in Safaricom's marketing campaigns all have a positive and significant impact on customer satisfaction. Among these factors, trust has the greatest influence, with a coefficient of 0.490. This highlights the importance of customers perceiving Safaricom's marketing as trustworthy, as it strongly contributes to their overall satisfaction with the company.

Humor with a coefficient of 0.310 shows that enjoyable and engaging advertisements help improve customer perceptions of the brand. Happiness, with a coefficient of 0.285, indicates that emotionally uplifting campaigns also contribute to satisfaction, though to a slightly lesser degree than trust and humor.

The adjusted R-squared value of 0.650 suggests that these three factors together account for 65.0% of the variation in customer satisfaction, emphasizing the importance of emotional and psychological elements in successful marketing campaigns.

CHAPTER FIVE: SUMMARY, CONCLUSIONS AND RECOMMENDATION

5.1 Introduction

This chapter presents a summary of the key findings, conclusions drawn from the research and recommendations for future action based on the results.

5.2 Summary

5.2.1 Influence of humor

The findings of this study indicate that humor plays a significant role in shaping customer perceptions and satisfaction with Safaricom's marketing campaigns. Humor was frequently noticed in Safaricom's advertisements, with respondents reporting a positive emotional response to such campaigns. Humor made Safaricom's advertisements more enjoyable and engaging, with a high mean score of 4.32 (SD = 0.845), showing that humor positively influenced the perception of Safaricom's services.

These findings are consistent with the work of Eisend (2009), who found that humor improves the effectiveness of advertisements by enhancing brand attitude and increasing recall. Weinberger and Gulas (1992) highlighted that humorous advertisements increase brand attention and customer satisfaction. The current study corroborates these findings, showing that humor helps create a positive emotional connection with the brand, which translates into higher levels of customer satisfaction. This suggests that humor, when used effectively in marketing, can contribute to a memorable and emotionally engaging customer experience.

5.2.2 Influence of Trust

The importance of trust in Safaricom's marketing campaigns was evident, with respondents emphasizing its significant role in influencing customer satisfaction. Trust was reported as a critical factor in choosing a service provider, with a mean score of 4.53 (SD = 0.84), reflecting its high importance to customers. Furthermore, respondents strongly agreed that the trustworthiness of Safaricom's campaigns positively influenced their satisfaction with the services (mean = 4.35, SD = 0.87).

This finding aligns with previous research by Morgan and Hunt (1994), who proposed that trust is a key driver of customer satisfaction and loyalty. Their study showed that trust significantly impacts customer relationships and enhances brand loyalty. Garbarino and Johnson (1999) further confirmed that trust is integral in developing long-term customer satisfaction. In the

context of Safaricom, the study confirms that building trust through transparent, honest marketing campaigns is important for retaining satisfied customers and fostering brand loyalty.

5.2.3 Influence of happiness

The role of happiness in Safaricom's marketing campaigns also emerged as a crucial emotional appeal, with respondents frequently expressing happiness upon seeing the brand's advertisements (mean = 4.20, SD = 0.87). Many respondents agreed that Safaricom's marketing contributed positively to their overall happiness with the brand (mean = 4.12, SD = 0.91). Additionally, happiness in the campaigns was linked to customer loyalty (mean = 3.93, SD = 1.05), suggesting that emotionally uplifting campaigns can foster deeper connections with the brand.

These results support previous research by Lee and Chen (2008), who found that happiness appeals in marketing can increase customer satisfaction. Oliver (1997) and Bagozzi et al. (1999) also argued that positive emotions like happiness significantly contribute to customer loyalty and long-term satisfaction. In Safaricom's case, the study suggests that campaigns focused on happiness and emotional well-being help create a positive emotional bond with customers, ultimately driving satisfaction and loyalty.

5.3 Conclusions

Humor in marketing serves as a tool for increasing customer satisfaction by creating a positive emotional experience. When brands incorporate humor into their campaigns, they can capture the attention of potential customers, making the marketing content more engaging and memorable. Humor can break the monotony of traditional advertising, encouraging customers to view the brand in a more favorable light. The use of humor can also create a sense of enjoyment and connection, making customers feel more positively about the brand. As a result, customers who experience positive emotions from humorous marketing are likely to feel more satisfied with the brand, as humor helps build a relationship based on shared enjoyment and relatability.

Trust in industries like telecommunications applies where customers depend on reliable service. When marketing campaigns focus on building trust, they help establish credibility and promote confidence in the brand. Transparent and honest messaging can reassure customers that the brand is reliable, leading them to feel more secure in their decision to use the service. As customers develop trust in a brand's communication and promises, they are more likely to perceive the brand positively and remain satisfied with their choice. In the long run, trust enhances customer

satisfaction by creating a sense of security and dependability, which are essential factors in customer loyalty.

Happiness, as an emotional appeal, has a significant influence on customer satisfaction by creating positive associations with the brand. Marketing campaigns that evoke feelings of happiness help customers form emotional connections with the brand, which enhances their overall satisfaction. Ads that focus on themes of joy, success or well-being can make customers feel valued and appreciated, leading to a stronger emotional bond with the company. When customers associate a brand with positive emotions, they are more likely to trust and remain loyal to the brand, further boosting their satisfaction. Happiness in marketing appeals to customers' emotions with a sense of fulfillment and contentment that directly influences their satisfaction with the brand.

5.4 Recommendations

Companies should leverage humor that aligns with their brand identity and resonates with the target demographic's cultural values. Telecommunication companies could use light-hearted, relatable scenarios in ads that emphasize how their services improve customers' everyday lives. This approach should be paired with clear messaging about the service's value to ensure the humor does not overshadow the core product offering. Humorous content should be tested with target segments to ensure it generates the intended positive emotional response (Baker & Churchill, 2020).

Telecommunication companies can build customer trust by consistently showcasing the reliability of their services in advertising. This can be achieved by emphasizing transparent pricing, service uptime, and customer support accessibility. Clear communication about data plans, no hidden fees and showcasing positive customer reviews would help enhance perceived trust. Companies should also ensure that their advertising is consistent with actual service experiences, as this alignment between message and reality is crucial in maintaining long-term trust and satisfaction (Sweeney & Houghton, 2018).

Brands should develop marketing campaigns that showcase the positive outcomes their services provide to customers. A telecom company might highlight how its services facilitate family connections or improve productivity, creating an emotional link with the consumer. Campaigns that evoke happiness could also feature customer success stories or offer exclusive rewards to

promote positive associations. This approach should be ongoing to ensure long-term customer satisfaction and loyalty (Harrison-Walker, 2017).

5.5 Suggestion areas of research

The impact of sustainability-related marketing on consumer behavior: Investigating how environmental conscious campaigns influence brand loyalty, purchase decisions and consumer perceptions could help companies understand how to align their marketing strategies with growing environmental concerns and appeal to consumers.

Assessing the intersection of emotional marketing and consumer purchase behavior: This study could involve tracking consumer behavior before and after exposure to emotional appeals in advertisements, determining whether these emotional connections drive conversions or merely enhance brand perception.

Examining the role of emotional marketing appeals in building brand advocacy: This study could investigate whether emotionally engaging advertisements lead customers to actively promote brands to others or merely influence passive loyalty. It would be valuable to look into whether trust-driven campaigns promote word-of-mouth recommendations.

5.6 Limitations of the study

The study focused on Safaricom customers in Nairobi County, which may not fully represent the broader Kenya population. The sample was primarily composed of younger adults, with respondents aged 18-34 constituting nearly 93% of the sample. This demographic focus may limit the generalizability of the findings to other age groups or regions in Kenya, where emotional responses to marketing campaigns could vary.

The study employed a cross-sectional research design, which means that the data was collected at a single point in time. This design does not allow for the assessment of long-term effects. Emotional marketing strategies may have varying impacts over time, and longitudinal studies would show how these appeals influence customer satisfaction in the long run.

The study examined emotional responses within Nairobi County, which is home to a diverse urban population. Cultural and regional variations in emotional reactions to marketing campaigns could influence the outcomes. Rural and more culturally distinct areas might respond differently to the same emotional appeals due to variations in cultural values and consumer behavior.

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Appendices

Questionnaire: The Role of Emotional Marketing Appeals in Driving Customer Satisfaction among Safaricom Users

Section A: Introduction and General Guidelines

Introduction: Welcome to this study on the role of emotional marketing appeals in driving customer satisfaction among Safaricom users. Your participation is highly valued and will contribute significantly to understanding how different emotional appeals in marketing influence your satisfaction with Safaricom services.

General Guidelines:

1. Please read each question carefully before responding.
2. Answer all questions to the best of your ability.
3. This questionnaire is divided into five sections.
4. There are no right or wrong answers; we are interested in your honest opinions.
5. Your responses will be kept confidential and used solely for research purposes.

Section B: Demographic Profile (*tick where appropriate*)

6. Age:

- Under 18 ()
- 18-24 ()
- 25-34 ()
- 35-44 ()
- 45-54 ()
- 55-64 ()
- 65 and above

7. Gender:

- Male ()
- Female ()
- Other (please specify): _____

8. Education Level:

- Primary School ()

- Secondary School ()
- Diploma/Certificate ()
- Undergraduate Degree ()
- Postgraduate Degree ()

9. Occupation:

- Student ()
- Employed ()
- Self-employed ()
- Unemployed ()
- Retired ()

10. Monthly Income:

- Less than KES 10,000 ()
- KES 10,001 - KES 20,000 ()
- KES 20,001 - KES 30,000 ()
- KES 30,001 - KES 40,000 ()
- KES 40,001 - KES 50,000 ()
- More than KES 50,000 ()

Section C: Influence of Humor in Safaricom Marketing Campaigns (tick where applicable)

11. How often do you notice humor in Safaricom marketing campaigns?

1.	2.	3.	4.	5.

12. To what extent do you agree that humor in Safaricom’s marketing campaigns makes their advertisements more enjoyable?

1	2	3	4	5

13. How does the use of humor in Safaricom’s marketing campaigns influence your perception of their services?

1	2	3	4	5

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14. Does humor in Safaricom advertisements affect your decision to use their services?

1	2	3	4	5

15. Please provide any additional comments on how humor in Safaricom marketing influences your satisfaction with their services. (Open-ended)

Section D: Influence of Trust in Safaricom Marketing Campaigns

16. How important is trust in marketing campaigns to you when choosing a service provider?

1	2	3	4	5

17. To what extent do you trust the messages conveyed in Safaricom’s marketing campaigns?

1	2	3	4	5

18. Do you believe that Safaricom’s marketing campaigns are honest and transparent?

1	2	3	4	5

19. How does the trustworthiness of Safaricom’s marketing campaigns influence your satisfaction with their services?

1	2	3	4	5

Please provide any additional comments on how trust in Safaricom marketing influences your satisfaction with their services. (Open-ended)

Section E: Influence of Happiness in Safaricom Marketing Campaigns (1. Never and 5 always)

20. How often do you feel happy when you see Safaricom’s marketing campaigns?

1	2	3	4	5

21. To what extent do you agree that Safaricom’s marketing campaigns contribute to your overall happiness with their services?

1	2	3	4	5

22. How does happiness evoked by Safaricom’s marketing campaigns influence your loyalty to their services? (1. Not at all and 5 to a very large extent)

1	2	3	4	5

23. Rate your overall satisfaction with Safaricom’s services on a scale of 1 to 5 (1 being very dissatisfied and 5 being very satisfied).

1	2	3	4	5

24. Please provide any additional comments on how happiness in Safaricom marketing influences your satisfaction with their services. (Open-ended)

Section F: Overall Customer Satisfaction (1. Very dissatisfied and 5 Very Satisfied)

25. What is your overall satisfaction level with Safaricom services as a result of their marketing campaign?

1	2	3	4	5

26. To what extent do you agree that Safaricom provides consistent and reliable services? (1. Strongly disagree and 5 Strongly agree)

1	2	3	4	5

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27. How satisfied are you with Safaricom customer service? (1. Very dissatisfied 5. Very satisfied)

1	2	3	4	5

28. How likely are you to recommend Safaricom Services to others based on your overall experience? (1. Not likely at all 5. Very likely)

1	2	3	4	5

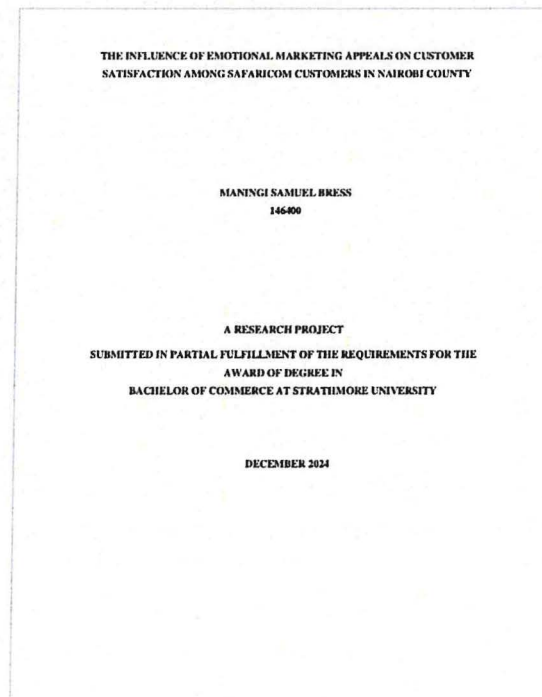


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