

# FACTORS HAMPERING THE SUCCESS OF ADVERTISING A CASE STUDY OF CROWN PAINTS KENYA LIMITED

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**CITATION:** Aberi, N. D. & Juma, D. (2014). Factors hampering the success of advertising  
A case study of crown paints Kenya limited. *European Journal of Business Management*, 2 (1), 336-341.

## ABSTRACT

The main objective of this research study was to establish factors hampering the success of advertising. The study employed a descriptive kind of research design. The target population was Crown Paints Customers operating within Nairobi, Kajiado and Kiambu county. The sample comprised of sixty five respondents. These were obtained from the company's customer database using stratified and simple random sampling techniques. Primary data was collected using a semi-structured questionnaire. This was first pre-tested before being given to the respondents. Data collected was then analyzed using both quantitative and qualitative data analysis techniques, after which it was presented on tables, graphs and pie-charts. The results of the study indicate that Advertising messages and the style of execution have an effect on consumer behavior. This is because customers are more likely to associate with advertisements of those brands which have emotional values and messages. Advertisers can use different advertising media to communicate to customers. The success of each medium will depend on the nature of the product being advertised, the characteristics of the target market, media timing and the frequency of advertising. For advertising to be effective, it needs to blend well with other elements of the marketing mix. This means having a product that best meets the needs of the target market, with the right pricing and readily available. The advertiser also needs to put into

consideration factors in the environment within which the customer operates. This has an influence on what the customer can buy, how and when. The study therefore recommends an analysis of consumer behavior in order to understand why users of a product or service behave the way they do. This will help indicate the most favorable marketing mix that management can adopt and also assist in designing messages that are appealing to the target group in order to influence buying decision. Advertisers also need to regularly measure advertising efficiency and effectiveness against the objectives set so as to take corrective action and ensure a return on the investment.

**Keywords:** *Factors Hampering the Success of Advertising*

## **Introduction**

Advertising plays an important role in business. It is a form of communication intended to convince the audience to purchase or take action on particular products, services or information. According to Kotler and Armstrong (2010), advertising can be traced back to the very beginnings of recorded history. Wall or rock painting is the ancient form of advertising and dates back to 4000BC. In the 18<sup>th</sup> century, education became an apparent need as well as printing. Advertisements started to appear in weekly newspapers in England. By the 19<sup>th</sup> century, the economy was expanding across the world and advertising grew alongside putting into consideration the changing tastes and lifestyle of consumers. At the turn of the 20<sup>th</sup> century, advertisements were not only in print form but also in the media. Today, advertising whether in print or media has become a necessity for everyone in business no matter the industry. Television advertising is however one of the strongest medium due to its audiovisual properties and also has a wide coverage therefore making it possible for mass marketing. According to Hussainy et al (2008), companies have to invest in their promotional activities to be able to build brands. This is mainly due to the increased level of competition both locally and internationally as a result of improved technology and growing economies.

## **Statement of the Problem**

According to Thomas (2008), advertising has the poorest quality assurance systems and turns out the most inconsistent product of any industry in the world. He argues that only about half of all commercials actually work; that is, have any positive effects on consumers' purchasing behavior or brand choice. This is based on testing thousands of ads over several decades. Recent studies have also shown that advertising effectiveness has fallen by forty percent over the past decade and that 37.3 percent of advertising budgets are wasted (Neff, 2006). Advertising is meant to increase sales by influencing the purchasing behavior of consumers. As a promotional strategy, it plays a major role in creating product awareness in the mind of a potential consumer to eventually make a purchase decision. Its primary objective is to reach prospective customers and influence their awareness, attitudes and buying behavior (Palmer and Stull, 1991).

Organizations today are investing a lot of money in advertising due to increased competition. The success of this promotional activity is therefore important; otherwise a firm might end up spending a lot of money that will not yield anything, putting the organization at risk. This study therefore seeks to establish factors that have continually hindered the success of advertising and find out improvements that can be done to enable companies get a return on their investment.

## **Objectives of the Study**

### **General Objective**

The main objective of this study is to find out factors that hamper the success of advertising.

### **Specific Objectives**

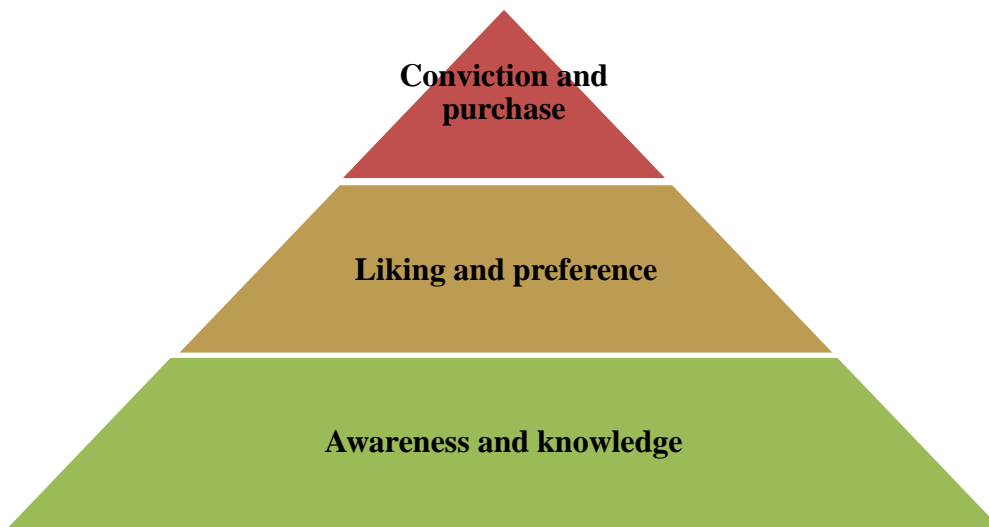
The study was based on the following research objectives:

- i. To establish the relationship between advertising messages and their effect on consumer behavior.
- ii. To establish the role-played by different advertising medium in trying to influence consumer behavior.

- iii. To investigate the relationship between advertising and other elements of the marketing mix that include: product, price and place.
- iv. To determine the environmental factors influencing the success of advertising.

### **2.2.1 Hierarchy of effects model in advertising**

According to Burton (2011), the model shows clear steps of how advertising works to influence behavior. This can be explained with the help of a pyramid as shown below.



**Figure 2.2.1 Hierarchy of effects model (Burton 2011)**

First, the lower level objectives that include awareness and knowledge are accomplished. If the target audience is unaware of the object, the communicator's task is to build awareness by

capturing the attention of consumers. They should also be made to understand the brand in terms of its specific appeals, its benefits and how it is different from the competitors' brands. Subsequent objectives will focus on moving the prospects to higher levels in the pyramid to provoke desired behavioral responses. In this case, the communicator must try to build consumer preference by promoting quality, value, performance and other features.

According to Burton (2011), it is easier to accomplish objectives at the lower level of the pyramid than the ones at the top. The percentage of prospective customers also declines as you move up the pyramid. The communicator must therefore build conviction among the target audience so as to take the final step of purchasing the product. Advertising therefore involves a sequence whereby the prospect is moved through a series of stages in succession from unawareness to the purchase of the product. (Czinkota and Kotabe,2009).

### Literature Review

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According to Czinkota and Kotabe (2009), advertising is an indirect contact with the customer. It is only one half of a dialogue. If it does not respond to customer needs, it will probably fail no matter how creative it is. Armstrong (2010), is to identify customer benefits that can be used as advertising appeals. This is because people will react only if they believe that they will benefit from doing so. Advertising appeals should have three characteristics; meaningful, believable and distinctive. Meaningful means that they should point out the benefits that make the product more desirable or interesting to the consumer. Believable - the consumers must believe that the product or service will deliver the promised benefits. Lastly, distinctive means that they should tell how the product is better than competing brands.

### Empirical Review

The first task is to gain the attention of the target audience. This is very critical to success and is in part a function of size. It requires having some feature that breaks through the apathy of the reader or viewer, such as an extraordinary image or a provocative headline. According to Ogilvy (1983), on average, five times as many people read the headlines as read the body copy. Anderson and Hatch (1994) also state that, "unless your headline sells your product, you have wasted 90% of your money." Achieving awareness therefore means that the messages must first of all be seen and read.

Besides grabbing the reader's attention, the message must interest the reader and persuade him or her to read on. The message must be in the language of the consumer in the target audience and must make an offer that is of real interest to the specific audience. This stage therefore mainly depends on an excellent appreciation of marketing research to be able to know who the audience is, his interest and needs.

The advertiser must also choose a tone for the advert. Procter and Gamble for example always uses a positive tone. Its ads say something very positive about its products. Use of memorable and attention-getting words in the ad is also key. Lastly, the format of an advert is important in that a small change in ad design can make a big difference in its effects. For example, in a print ad, the illustration must be strong enough to draw attention. This is because it is the first thing that a reader notices. The headline must also effectively entice the right people to read the copy. Finally, the copy, which is the main block of text, must be simple but strong and convincing. (Kotler and Armstrong, 2010).

### Data Analysis/Findings

Out of the 54 who have seen/ heard an advert on crown paints, only 48 could recall the features of the advert(s). The other 6 who represent 11% were not able to. Those who could recall the advertising were asked to rate the message on a scale of 1 to 5 depending on how informative, educative, appealing or entertaining it was. 1 in this case represents the lowest score, 3 is average while 5 is the best score. The results were as shown on the tables below.

**Table 4.3.1 Rating for the level of information provided by the advertisement**

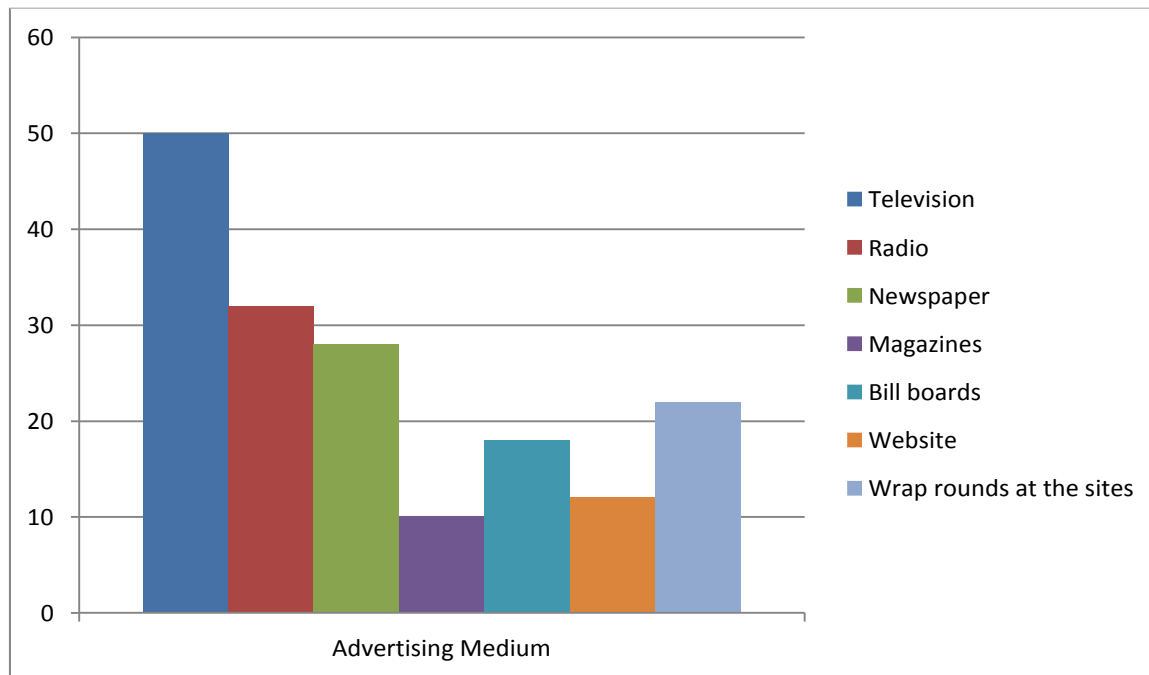
Score (x)	Number of customers (f)	fx
1	0	0
2	16	32
3	18	54
4	14	56
5	0	0
	<b>n=48</b>	<b><math>\sum fx=142</math></b>

The mean score from the results gathered is  $142/48$  which is 2.96. The mode is 3 since it has the highest frequency with 18 respondents. This means that information contained in the advert is average; not very informative.

### **Advertising Medium**

From the information gathered, it is evident that crown uses more than one medium to advertise its products. This is illustrated on the graph below.





**Figure 4.4.1 Exposure to the different advertising medium used**

Most of the respondents have heard/ seen crown adverts in more than one advertising medium. Television as per the data collected seems to have more exposure followed by radio. Magazines on the other hand have the least exposure. 55% of the respondents claimed that the message being communicated across different advertising medium is the same while the rest of the 45% felt otherwise.

Customers were also asked to state how many times they have heard/ seen a particular advert to test on the frequency of advertising. 30 customers said only once while 24 argued that they have heard/ seen the same advert several times. Frequency level is therefore at 44%.

**Table 4.6.1 Comparison between Crown and Competitor adverts**

<b>Comparison</b>	<b>Frequency</b>	<b>Percentage</b>	<b>Cumulative percentage</b>
Better	29	54	54
Equal	18	33	87
Poor	7	13	100

Factors in the external environment were also noted as having an influence on customers' buying decisions. These factors include: taste and preference, income level, technological advancement, culture and social groups. This means that people do not always buy a product just because they have seen it being advertised. There are other external factors that determine what, how and when they will buy.

From the above listed factors, the results of the study indicate that customer income level has the greatest influence on purchasing decisions, followed by taste and preference. This means that, irrespective of one's taste, culture or social group, the ability to pay has to exist for any purchase decision to be made. Others buy because they want to keep up with new technology while others do it so as to fit into a certain social groups.

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