

**INFLUENCE OF ADVERTISING ON CONSUMER PURCHASE DECISIONS FOR  
KENYA TEA PACKERS LIMITED TEA PRODUCTS IN KISII COUNTY, KENYA**

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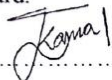
**A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILMENT OF THE  
REQUIREMENT FOR THE AWARD OF MASTER IN BUSINESS  
ADMINISTRATION DEGREE IN MARKETING MANAGEMENT OF  
MOUNT KENYA UNIVERSITY**

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## DECLARATION AND APPROVAL

### Declaration

This project is my original work and has not been presented for a degree in any other University or for any other award.


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### Approval

I confirm that the work reported in this project was carried out by the candidate under my supervision

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## **DEDICATION**

This research project is dedicated to my parents Mr. Abdikarim and Mrs. Aisha for their unwavering support and encouragement. May you be blessed abundantly.



## **ACKNOWLEDGEMENTS**

All praise and gratitude belong to Allah, Subhanahu wa Ta'ala, for granting me the wisdom, perseverance, and determination to complete this research project. I am deeply appreciative of my supervisor, Dr. Robert Omundi Obuba, for his invaluable guidance, support, and encouragement throughout this academic journey. I extend my sincere gratitude to Mount Kenya University for providing a conducive learning environment and to the faculty of Marketing Management for their insightful contributions that enriched this research. My heartfelt appreciation goes to my family for their unwavering moral and emotional support, which kept me motivated. I also wish to express my gratitude to my friends and colleagues for their encouragement, insightful discussions, and motivation, which played a significant role in the successful completion of this work. May Allah, Subhanahu wa Ta'ala, bless and reward you all abundantly.



## ABSTRACT

Advertising plays an essential role in influencing consumer perceptions, awareness, and purchasing behaviors, significantly impacting market performance and consumer engagement for various products. In Kenya, tea consumption is deeply ingrained in cultural and daily practices, making effective advertising crucial for tea brands seeking competitive market positioning. This research examined the influence of advertising on consumer purchase decisions for KETEPA tea products in Kisii County, Kenya. The specific objectives included assessing the influence of broadcast media advertising, print media advertising, outdoor advertising, and digital advertising on consumer purchase decisions for KETEPA tea products. The study was underpinned by theoretical perspectives such as the AIDA Model and the Hierarchy of Effects Model, emphasizing the cognitive and emotional processes consumers experience in response to advertising stimuli. The research employed a descriptive survey methodology targeting tea consumers in Kisii County, with a sample size of 399 respondents determined through proportionate sampling techniques. A structured Likert-scale questionnaire was used to collect primary data, capturing consumers' attitudes and responses to various advertising methods. A pilot study was conducted with 10 respondents drawn from two sub-counties in Nyamira County to test the validity and reliability of the questionnaire items. The reliability of the research instruments was verified using Cronbach's alpha coefficients, with all constructs yielding alpha values above 0.7, confirming high internal consistency. Validity was assured through expert reviews and a comprehensive pilot study involving respondents from adjacent regions. Data analysis incorporated both descriptive and inferential statistical methods, executed using SPSS version 28, with results represented in tables and charts for clarity. Findings from multiple regression analysis indicated broadcast media advertising as the most influential factor ( $\beta = 0.376$ ,  $p = 0.000$ ), significantly affecting consumer purchase decisions. Digital advertising followed closely ( $\beta = 0.328$ ,  $p = 0.000$ ), demonstrating substantial impact, especially among younger consumers. Outdoor advertising ( $\beta = 0.295$ ,  $p = 0.000$ ) also positively influenced purchasing behaviors, reinforcing brand visibility and recognition. Print media advertising exhibited the least yet still meaningful influence ( $\beta = 0.241$ ,  $p = 0.000$ ), primarily due to its credibility and targeted appeal to specific demographics. Collectively, the advertising strategies explained 65.0% of the variance in consumer purchase decisions ( $R^2 = 0.650$ ), highlighting their combined effectiveness. This study is significant as it offers evidence-based insights to guide advertising strategies for Kenyan FMCG brands by identifying the most impactful media channels influencing consumer purchase decisions. The study recommends strategic prioritization of television and radio campaigns, increased investment in digital platforms targeting younger demographics, enhanced outdoor advertising placements, and continued utilization of newspapers for their credibility and reach. Future research should explore demographic-specific advertising effectiveness and longitudinal impacts of sustained advertising exposure, providing deeper insights into optimizing marketing strategies for sustained consumer engagement and brand loyalty in Kenya's tea market.

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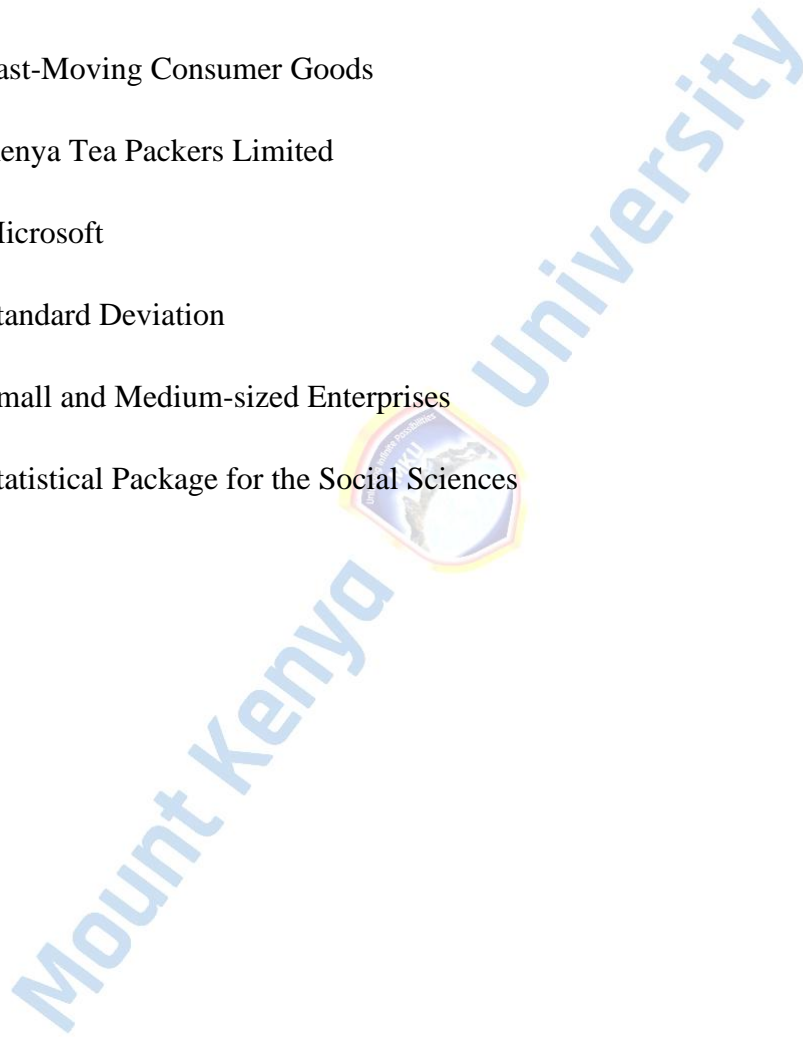
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## LIST OF ABBREVIATIONS AND ACRONYMS

<b>ADS:</b>	Advertisements
<b>AI:</b>	Artificial Intelligence
<b>AIDA:</b>	Attention, Interest, Desire, Action
<b>ELM:</b>	Elaboration Likelihood Model
<b>FMCG:</b>	Fast-Moving Consumer Goods
<b>KETEPA:</b>	Kenya Tea Packers Limited
<b>MS:</b>	Microsoft
<b>SD:</b>	Standard Deviation
<b>SMEs:</b>	Small and Medium-sized Enterprises
<b>SPSS:</b>	Statistical Package for the Social Sciences



## CHAPTER ONE

### INTRODUCTION

#### 1.1 Background of the Study

Advertising is one of the most influential tools in modern marketing, enabling businesses to build brand awareness, shape consumer attitudes, and drive purchasing behavior. Over the years, the advertising landscape has transformed dramatically from traditional print, broadcast, and outdoor platforms to sophisticated, interactive digital channels. Globally, advertising expenditure exceeded USD 700 billion in 2023, with digital formats accounting for over 60% of the total spend, driven by mobile marketing, social media, artificial intelligence, and real-time targeting capabilities (WARC, 2023). Social platforms such as Facebook, YouTube, Instagram, and TikTok now allow businesses to segment and engage consumers with precision. Nevertheless, traditional channels like television, radio, newspapers, and billboards remain essential in many regions, particularly where digital access is limited or where audiences demonstrate a strong preference for conventional media (Hayat, Ghayyur, & Siddique, 2023).

Advertising influences consumer behavior by enhancing product visibility, reinforcing brand image, and creating an emotional connection with the audience. Integrated advertising strategies that employ multiple media platforms (digital, broadcast, print, and outdoor) have been shown to produce higher message retention and consumer response than single-medium approaches (Mutinda & Githinji, 2022). However, advertising effectiveness is not uniform across demographic segments. Younger consumers tend to be more responsive to digital, influencer-led advertising, whereas older consumers rely more on print and broadcast media for trusted information (Ochieng & Wafula, 2023).

In Africa, advertising plays a critical role in supporting market expansion and consumer engagement. The African Media Initiative (AMI, 2022) reported a consistent annual growth rate of over 15% in the advertising sector, primarily fueled by mobile internet expansion and increased media accessibility. Television remains one of the most influential platforms for fast-moving consumer goods (FMCGs), due to its ability to combine visuals and sound to convey emotive narratives. At the same time, radio advertising remains popular for its affordability, language flexibility, and ability to reach geographically dispersed and rural populations. According to the Communications Authority of Kenya (CAK, 2023), over 80% of Kenyan households listen to radio regularly, making it the most widely consumed medium in the country.

Although print media has experienced global decline, in Africa it continues to serve a specific role in sectors such as finance, governance, and corporate communication. Kenyan dailies such as The Standard and The Daily Nation retain significant readership, particularly among professionals and older consumers (Otieno & Nyanhoka, 2021). Meanwhile, outdoor advertising, including billboards, transit signage, and posters remains highly visible and effective in urban environments and transport corridors. The Outdoor Advertising Association of Africa (OAAA, 2023) affirms that well-positioned billboards in city centers and highways significantly contribute to brand recall and awareness.

Digital advertising has emerged as the fastest-growing format in Kenya, driven by smartphone penetration, internet access, and the popularity of social media. According to the Digital Marketing Association of Kenya (DMAK, 2023), businesses that invest in digital platforms, particularly social media marketing, influencer campaigns, and search engine advertising, report significantly higher consumer engagement than those relying solely on traditional media. Television remains a preferred medium in Kenya's banking, retail, and telecommunications sectors, where visual storytelling enhances brand positioning. The Kenya Broadcasting Corporation (KBC, 2022) emphasized that television commercials significantly influence purchasing behavior due to their emotional appeal and vivid imagery. Newspapers and magazines continue to serve as strategic channels for targeting high-income and corporate audiences, while billboards and posters dominate Kenya's urban advertising landscape. The Outdoor Advertising Association of Kenya (OAAK, 2023) highlighted that billboards near public transport terminals, malls, and high-traffic intersections boost consumer attention and product recall.

Kisii County provides a diverse and strategic setting for evaluating advertising effectiveness, given its urban-rural demographic composition and varied media consumption behaviors. Local businesses in Kisii frequently utilize a combination of radio broadcasts, billboards, posters, and increasingly, digital platforms (Nyaboke & Bosire, 2023). Radio remains the most accessible and effective advertising tool, especially among rural and vernacular-speaking populations, with popular stations broadcasting in Ekegusii and Swahili (Mokua & Ombati, 2022). Urban residents consume a wider array of media, including television and digital platforms, particularly in Kisii town and emerging urban centers. While print advertising continues to resonate with older consumers, billboards and posters are widely visible in marketplaces, bus stations, and major roads (Omondi & Kerubo, 2023). Younger consumers, in particular, are increasingly turning to digital platforms such as Facebook, WhatsApp, and

Instagram for product discovery and purchasing decisions, making social media an emerging channel for advertisers in the region (Nyang'au & Otieno, 2023).

Kenya Tea Packers Limited (KETEPA), a subsidiary of the Kenya Tea Development Agency (KTDA), is one of Kenya's most established tea brands. The company employs a comprehensive advertising strategy encompassing television, radio, billboards, print, and digital platforms. Through its campaigns, KETEPA promotes product quality, heritage, and health benefits, while engaging consumers through influencer partnerships and social media promotions. Despite these efforts, limited localized studies exist that assess the comparative influence of each advertising channel on consumer behavior, especially in counties like Kisii.

In this study, consumer purchase decisions were measured using three refined indicators derived from the Hierarchy of Effects Model: brand awareness, brand attitude, and purchase behavior. This model, which outlines the psychological steps a consumer passes through before making a purchase, cognitive (awareness), affective (attitude), and behavioral (action), has been widely applied in advertising research (Muturi & Gikonyo, 2023). Brand awareness reflects the consumer's ability to recognize or recall KETEPA tea products based on advertising exposure. Brand attitude captures the consumer's emotional and evaluative response to the brand by integrating perception and product preference. Purchase behavior encompasses both the intention to buy and the actual act of purchasing. These constructs were operationalized through a structured Likert-scale questionnaire, which allowed for consistent and reliable quantification of attitudes and behaviors. The indicators were aligned with prior empirical models to ensure content validity and were analyzed to determine the influence of different advertising channels on each stage of the consumer decision-making process.

This study therefore examined how advertising across four key platforms (broadcast media, print media, outdoor advertising, and digital marketing) affects consumer purchase decisions for KETEPA tea products in Kisii County. The findings are expected to generate actionable insights for marketers, policy makers, and KETEPA itself in optimizing advertising strategies to improve market reach, brand engagement, and customer loyalty.

## **1.2 Statement of the Problem**

Advertising is widely acknowledged as a critical tool for increasing brand visibility, influencing consumer attitudes, and ultimately boosting product sales. Organizations invest significantly in advertising to enhance market share, stimulate demand, and improve profitability. However, in recent years, there has been growing concern about the diminishing

returns on advertising investments, particularly where sales outcomes do not align with promotional expenditures. While theory suggests a direct relationship between advertising and consumer response, practical realities in various sectors challenge this assumption. For example, Hayat, Ghayyur, and Siddique (2023) noted that although well-crafted advertisements can positively shape consumer behavior, the expected translation into actual sales remains inconsistent across contexts and channels.

In Kenya, some major companies have experienced this disconnect firsthand. Brookside Dairy, one of the country's largest dairy firms, has engaged in aggressive advertising through television, radio, and digital platforms. Yet, it reported a decline in market share between 2021 and 2023, attributed to growing competition and shifting consumer preferences (Wanjala & Makori, 2023). Similarly, Nation Media Group invested heavily in multi-platform advertising to promote its print and digital products but struggled with declining circulation and challenges in digital revenue generation (Otieno & Nyambura, 2023). These examples illustrate a key problem: advertising alone is not a guarantee of improved sales performance, especially when external factors and media effectiveness are not well understood or measured.

Despite the centrality of advertising in business strategy, existing academic research has not comprehensively addressed its comparative impact across media platforms. Prior studies have often focused narrowly on digital advertising, especially among youth and urban populations. For instance, Mbiti (2021) investigated the influence of internet advertising on consumer behavior among university students and found a positive correlation. However, the study overlooked traditional advertising channels such as television, radio, and print media, limiting its relevance to broader consumer segments. Similarly, Yousefi (2022) affirmed the role of advertising in fostering consumer engagement but did not assess which specific advertising formats are most effective. These limitations reveal a research gap in understanding how various advertising methods such as digital, print, outdoor, and broadcast interact to influence purchase decisions in real-market environments.

In Kisii County, Kenya, Kenya Tea Packers Limited (KETEPA) employs a multi-channel advertising strategy using radio, television, billboards, print media, and social platforms to promote its tea products. However, the effectiveness of these advertising efforts in influencing consumer behavior within this specific regional and cultural context remains largely unexamined. Ngowi (2023) observed that although digital platforms provide precision targeting and broader reach, issues such as ad fatigue, low internet penetration, and digital

mistrust affect campaign outcomes in rural markets. While Owusu and Nyarku (2023) emphasized the enduring power of traditional media in regions with limited digital access, their findings are not tailored to Kenya or the tea industry.

This study thus seeks to address these gaps by analyzing how different advertising channels, particularly broadcast, print, outdoor, and digital affect consumer purchase decisions for KETEPA tea products in Kisii County. It investigates how each platform influences brand awareness, consumer attitudes, and actual purchasing behavior, thereby offering data-driven insights for companies seeking to optimize advertising strategies in socio-economically diverse regions.

### **1.3 Purpose of the Study**

The purpose of this study was to examine the influence of advertising on consumer purchase decisions for KETEPA tea products in Kisii County, Kenya.

### **1.4 Objectives of the Study**

- i. To assess the influence of broadcast media advertising (television and radio) on consumer purchase decisions for KETEPA tea products in Kisii County, Kenya.
- ii. To evaluate the influence of print media advertising (newspapers and magazines) on consumer purchase decisions for KETEPA tea products in Kisii County, Kenya.
- iii. To determine the influence of outdoor advertising (billboards, transit advertising, and posters) on consumer purchase decisions for KETEPA tea products in Kisii County, Kenya.
- iv. To analyze the influence of digital advertising (social media, websites, search engine ads, and email marketing) on consumer purchase decisions for KETEPA tea products in Kisii County, Kenya.

### **1.5 Research Questions**

- i. How does broadcast media (television and radio) advertising influence consumer purchase decisions for KETEPA tea products in Kisii County?
- ii. What is the impact of print media advertising (newspapers and magazines) on consumer purchase decisions for KETEPA tea products in Kisii County?
- iii. How does outdoor advertising (billboards, transit advertising, and posters) affect consumer purchase decisions for KETEPA tea products in Kisii County?

- iv. What is the influence of digital advertising (social media, websites, search engine ads, and email marketing) on consumer purchase decisions for KETEPA tea products in Kisii County?

### **1.6 Significance of the Study**

This study is significant because it provides useful insights into the influence of advertising on consumer purchase decisions, specifically focusing on KETEPA tea products in Kisii County. The findings are beneficial to various stakeholders, including businesses, marketers, policymakers, and scholars.

For KETEPA and other tea producers, the study offers a better understanding of the most effective advertising channels, enabling them to optimize their marketing strategies to enhance consumer engagement and brand loyalty. By identifying the most influential advertising mediums, businesses can allocate resources more efficiently, leading to improved sales performance.

For marketers and advertisers, the study provides empirical data on the effectiveness of different advertising platforms, including broadcast media (television and radio), newspapers, billboards, and digital platforms. This information will help them design targeted advertising campaigns that appeal to consumers and drive purchasing behavior.

For policymakers and regulators, the findings contribute to the formulation of policies and guidelines regarding advertising standards and consumer protection. Understanding the impact of various advertising methods can help in creating regulations that promote ethical advertising while ensuring consumer interests are safeguarded.

For scholars and researchers, this study adds to the existing body of knowledge on advertising and consumer behavior. It will serve as a reference for future studies exploring similar topics, particularly in the Kenyan context, and inspire further research on the evolving trends in advertising effectiveness.

### **1.7 Scope of the Study**

This study focused on examining the influence of advertising on consumer purchase decisions for KETEPA tea products in Kisii County, Kenya. In particular, it examined how well different advertising channels work, including television, radio, newspapers, billboards, and digital platforms, in shaping consumer awareness, brand perception, and purchasing behavior.

The study targeted consumers of KETEPA tea within Kisii County, with data being collected from a representative sample of individuals who have been exposed to the company's advertisements. The research was limited to Kisii County, making its findings most applicable to this region while offering insights that may be relevant to other markets with similar characteristics.

To assess how various advertising channels affect consumer decision-making, the study used both descriptive and inferential statistical techniques. However, it did not explore other factors influencing consumer behavior, such as pricing, product quality, or cultural influences, as its primary focus was on advertising.

The research covered advertising trends and consumer responses within a recent timeframe, ensuring that the findings are relevant to current marketing dynamics. However, since advertising effectiveness may evolve over time, the study's conclusions should be interpreted within the context of the period under investigation. The study was conducted over a six-month period, from January 2025 to June 2025.

### **1.8 Limitations of the study**

This study's primary limitation was its geographical scope, as it focused solely on Kisii County, Kenya, making the findings less generalizable to regions with different consumer behaviors. However, a detailed contextual analysis ensured relevance to similar markets.

Another limitation was the reliance on self-reported data, which was affected by recall bias or social desirability. To minimize this, the study used anonymous surveys, neutral questioning techniques, and secondary data cross-checking to enhance accuracy.

Time and resource constraints also impacted the study by limiting sample size and depth of analysis. To address this, an optimized sampling technique and structured questionnaires were used to ensure efficient data collection within the available timeframe.

Data collection challenges arose, as some respondents were unwilling to cooperate, leading to incomplete responses. To mitigate this, the study assured confidentiality, conduct follow-ups, and identified alternative respondents to improve response rates.

Lastly, the study focused solely on advertising and did not consider other factors such as pricing, product quality, or personal preferences, which may also influence consumer

decisions. However, these limitations were acknowledged, and future research was recommended to explore these additional factors.

### **1.9 Delimitations of the study**

This study focused on the influence of advertising on consumer purchase decisions for KETEPA tea products in Kisii County, Kenya. It specifically examined four advertising channels: broadcasting, print, outdoor, and digital advertising. Other forms of marketing, such as word-of-mouth, sponsorships, or promotional events, were not included.

The study targeted consumers within Kisii County, excluding other regions where KETEPA tea is also sold. This geographic focus helped provide a detailed understanding of local consumer behavior without extending the analysis to national or international markets.

Additionally, the research concentrated on consumer perceptions and responses to advertising rather than business strategies or advertising budget allocations. The study did not assess the financial performance of KETEPA tea or compare it with competitors.

Lastly, the study used a survey approach to collect data from consumers. It did not involve experimental research or long-term behavioral tracking. This method allowed for a timely and efficient analysis of advertising effectiveness while maintaining a clear research focus.

### **1.10 Assumptions of the Study**

This study was guided by several key assumptions regarding the relationship between advertising media and consumer purchase decisions for KETEPA tea products in Kisii County. First, it was assumed that broadcast media advertising, particularly television and radio, would be effective in reaching a broad segment of the population, especially older consumers who are more accustomed to traditional media formats. Exposure to these broadcast advertisements was expected to positively influence brand recognition and ultimately drive purchase decisions among this demographic.

Secondly, the study assumed that print media advertising, including newspapers and magazines, would resonate with consumers who value detailed product information and in-depth content. Such consumers, often characterized by higher levels of literacy or professional background, were presumed to develop increased awareness and preference for KETEPA tea products through repeated exposure to print advertisements, which would then translate into higher purchasing behavior.

A third assumption of the study was that outdoor advertising, such as billboards, posters, and transit advertisements, would play a significant role in enhancing brand visibility, particularly in high-traffic locations like marketplaces, highways, and public transportation hubs. This increased visibility was presumed to reinforce brand recall and stimulate consumer interest and intention to purchase KETEPA tea products.

Finally, it was assumed that digital advertising, encompassing platforms such as social media, websites, search engines, and email marketing, would be especially influential among younger, tech-savvy consumers. In line with global and regional trends in digital media consumption, these platforms were expected to facilitate interactive engagement and significantly affect consumer attitudes and purchasing behavior, particularly in urban and peri-urban areas of Kisii County.



### 1.11 Operational Definition of Key Terms

<b>Advertising:</b>	The process of promoting products or services through various media channels to influence consumer behavior and purchasing decisions.
<b>Broadcast Media Advertising:</b>	The use of television and radio to market products through audiovisual (TV) or audio (radio) messages designed to reach a broad audience.
<b>Consumer Purchase Decision:</b>	The process by which consumers evaluate and decide whether to buy a product or service based on factors such as brand perception, advertising exposure, and personal preferences.
<b>Digital Advertising:</b>	Promotional content delivered through online platforms such as social media, websites, and search engines to influence consumer decisions.
<b>KETEPA Tea Products:</b>	Various tea brands and products manufactured and marketed by the Kenya Tea Packers Limited (KETEPA), which are distributed across Kenya
<b>Print Advertising:</b>	Marketing efforts carried out through newspapers, magazines, and other printed materials to create brand awareness and influence purchasing decisions
<b>Outdoor Advertising:</b>	The use of large outdoor displays placed in high-traffic areas to attract consumer attention and promote products or services.

## CHAPTER TWO

### LITERATURE REVIEW

#### 2.0 Introduction

This chapter provides a literature review that aimed to give a comprehensive overview of the current research status on the influence of advertising on consumer purchase decisions, as well as to identify any gaps in the present literature that could be addressed in future studies. It discussed the empirical literature, theoretical framework, conceptual framework, and recap of the literature review.

#### 2.1 Empirical Literature

The empirical literature concentrated on four major parts relating to the study's objectives, which are mentioned in the first chapter of the project.

##### 2.1.1 Broadcast Media Advertising and Consumer Purchase Decisions

Broadcast media, which includes television and radio, remains a critical component in influencing consumer purchase decisions. These platforms combine audio and visual elements, which enhances message retention and emotional engagement, particularly among audiences with limited digital access.

Smith and Yang (2022) conducted a study in the United States to examine the impact of emotional versus rational appeals in television advertising. The objective was to determine which approach more effectively influenced consumer behavior. Using a mixed-method design involving surveys and controlled ad exposure, they found that emotional appeals generated stronger recall and purchase intention. The researchers recommended integrating emotionally resonant content in TV advertising to improve consumer connection with brands.

In a quantitative study, Johnson and Brown (2023) explored the effect of advertisement repetition on consumer memory in the beverage sector. The research, conducted across several states in the U.S., involved 400 participants and revealed that repeated exposure to the same television ad significantly increased brand recall and purchase likelihood. They advised marketers to balance repetition with message freshness to avoid audience fatigue.

Li et al. (2021) investigated television advertising and brand image perception among university students in China. The study applied a cross-sectional survey and found that frequent TV exposure significantly enhanced brand attitudes, particularly when celebrity endorsements

were involved. The authors suggested that youth-targeted products should utilize aspirational messaging in TV content to foster identity alignment.

In the African context, Mokoena (2023) studied the role of television advertising in fostering brand loyalty in South Africa's fast-moving consumer goods industry. The study used structured questionnaires among 250 urban respondents and found that storytelling and repeated visual branding boosted consumer trust and repeat purchases. It was recommended that advertisers align visuals with culturally familiar themes.

Similarly, Adekunle and Olatunji (2022) focused on Nigerian audiences and found that celebrity-endorsed television commercials led to increased interest in cosmetics and lifestyle products. Owusu and Boateng (2021), in Ghana, aimed to examine the influence of television exposure on trust and brand awareness. Their findings indicated that television advertising contributed significantly to consumer confidence in household goods, especially where consistent branding was applied.

In Kenya, Kamau and Njenga (2022) analyzed the influence of television advertising on consumer preferences in the beverage industry using a survey of 300 consumers across Nairobi. Their findings showed a strong correlation between TV advertisement exposure and product preference, especially when messages were aligned with cultural values. Wambua (2023) conducted a case study on TV ads promoting mobile money services and found that the audiovisual presentation increased product trust and adoption rates. Karanja and Onyango (2021) also observed that locally produced TV advertisements, aired frequently, built brand trust and sales in rural and peri-urban areas.

Radio remains equally influential, especially in regions with low television penetration. Martinez et al. (2022) assessed radio advertising's effect on customer engagement in Spain's automotive industry through focus group discussions and a follow-up survey. Their results showed that musical jingles and repetition improved product recall and store visits. In Canada, Davis (2023) found that radio ads featuring narrative storytelling and consistent brand voices increased consumer trust.

In Sub-Saharan Africa, radio dominates in rural and low-income communities. Adebayo (2022) explored radio effectiveness in Nigeria for agricultural input advertisements, reporting increased brand awareness and product trials. Namutebi and Kiggundu (2021) assessed radio's reach in Uganda's telecommunications sector and found it effective in educating rural

consumers on mobile banking. In Tanzania, Mwakapango (2023) showed that branded radio programs increased cosmetic product sales by 22% among women aged 25–40.

Kenyan research also supports radio's continued relevance. Mwangi and Wanjiru (2023) studied the effect of radio ads in local dialects and found that vernacular messages significantly influenced purchasing of fast-moving consumer goods. Odhiambo and Mutua (2022) confirmed radio's role in promoting micro-insurance products in rural Kenya, especially when trust-building messages were used. Kibet (2021) further showed that farmers' adoption of agro-inputs increased after repeated radio campaigns aired in regional languages.

In Kisii County, Nyabuto and Moraa (2022) examined the impact of KETEPA television commercials on brand preference through a survey of 150 tea consumers. The findings indicated that emotionally-driven storytelling in the ads enhanced consumer trust and preference for the brand. Mogaka (2023) focused on Ekegusii-language radio advertisements and found that culturally relevant messages boosted retail purchases of household goods. Bosire (2021) reported that regular airing of commercials on local radio and TV stations increased the market share of small retail businesses in Kisii.

Studies have also explored the synergistic effects of using both TV and radio. Chang et al. (2022), in South Korea, found that integrated media campaigns generated higher brand familiarity and loyalty compared to single-medium promotions. Similarly, Thompson and Edwards (2023) in Australia concluded that repeated exposure to emotionally consistent advertisements across both platforms significantly increased product trial and brand preference.

In Africa, Ncube (2021) reported that Zimbabwean companies that ran simultaneous radio and television campaigns recorded higher customer engagement and loyalty. Mensah and Adjei (2022) in Ghana noted that cross-platform exposure led to increased brand trust and repeat purchases. In Kenya, Mutua and Wanjohi (2023) linked dual-channel advertising to higher conversion rates in the retail and banking sectors.

In Kisii County, Nyanchama and Ondieki (2022) found that companies using both TV and radio media achieved better campaign outcomes in agriculture and beverage sectors. Onchari (2023) also found that tea firms employing integrated media strategies experienced improved consumer loyalty and brand preference, particularly when advertising was tailored to the local language and context.

### **2.1.2 Print Media Advertising and Consumer Purchase Decisions**

Print media, comprising newspapers and magazines, continues to influence consumer purchase decisions despite the global shift toward digital advertising. Its enduring relevance is attributed to the depth of information, local targeting, and perceived credibility associated with traditional print formats.

Li and Wang (2022) investigated consumer preferences for newspaper advertising among different age groups in China. The objective was to assess whether print media still holds influence in a digitized environment. Using a descriptive survey design with 350 urban and peri-urban respondents, the study found that older and middle-aged consumers still considered newspapers a reliable source of product and service information, particularly for healthcare and financial services. The researchers recommended that advertisers targeting this demographic retain newspaper ads as part of their media strategy.

In the United States, Brown and Taylor (2021) conducted a comparative study between regional and national newspapers. The aim was to determine which type produced greater consumer engagement. Their quantitative approach involved 200 consumers and revealed that locally focused newspapers generated higher trust and brand recall than national publications. The authors advised firms to utilize regional newspapers to strengthen community-level brand positioning.

In Spain, Martinez et al. (2023) examined the impact of newspaper ads on purchasing decisions related to financial and household goods. Using experimental exposure and follow-up questionnaires with 180 participants, the study confirmed that newspaper credibility significantly enhanced purchase intent, particularly when accompanied by expert endorsements. The researchers advocated combining factual content with credible sources to enhance ad effectiveness.

Adeyemi and Olatunji (2021) conducted research in Nigeria to assess the role of newspapers in enhancing the image of banking and insurance products. Using qualitative interviews and content analysis, they found that in areas with limited internet access, newspaper advertising played a crucial role in improving institutional trust. Their recommendation was to maintain newspaper ads as part of integrated campaigns in digitally underdeveloped regions.

In Kenya, Kamau and Njenga (2022) explored how newspaper advertisements influence consumer buying behavior in retail stores. Their study, based on a survey of 240 shoppers in

Nairobi and Nakuru, showed that promotional ads in newspapers significantly increased foot traffic and purchase frequency. The authors encouraged retailers to continue using newspaper inserts for price promotions and product announcements.

In Kisii County, Bosire (2023) investigated how newspaper ads influence purchasing decisions among smallholder farmers. A survey of 120 respondents revealed that farmers relied on newspaper ads for credible information on agricultural inputs such as fertilizers and pesticides. The study recommended using regional language newspapers to improve message penetration and trust.

Magazines, with their high-quality visuals and targeted content, also influence purchase behavior, especially in fashion, beauty, and high-end goods markets. Johnson and Smith (2023) conducted a study in the United Kingdom to assess the role of magazine advertising in the cosmetics industry. Their quasi-experimental design with 150 female respondents revealed that glossy magazine ads enhanced brand loyalty and purchase intent, particularly when tied to celebrity endorsements. The authors advised beauty brands to prioritize visually immersive content in print ads.

In South Africa, Mokoena and Dlamini (2022) assessed the influence of magazine advertising on automotive brand trust. Using a mixed-method design that included reader surveys and focus group discussions, the study found that well-designed magazine ads increased brand familiarity and credibility. They recommended sustained magazine campaigns for high-value products.

Kenyan research by Karanja and Onyango (2021) focused on the cosmetics industry, particularly among young female consumers. Their findings, based on a sample of 200 university students and professionals, showed that magazine ads featuring relatable role models and visual appeal shaped brand perception and influenced repeat purchases. The study encouraged personalization in magazine ad content.

In Kisii County, Nyaboke and Otieno (2023) examined the influence of lifestyle and fashion magazines on consumer behavior. Their study targeted university students and young professionals and found that exposure to aspirational content in print media influenced clothing and accessory purchases. The authors suggested integrating magazine ads with influencer and celebrity marketing for stronger impact.

Studies have also explored the combined effect of newspapers and magazines. Johnson and Smith (2023), in a follow-up study, found that brands advertising in both newspapers and magazines recorded higher consumer engagement and brand recall than those using a single platform. Owusu and Mensah (2023), in Ghana, studied the impact of dual-media campaigns in the fashion industry. Their research revealed that combining print formats improved customer interest and purchase rates. The researchers recommended print media integration for brands targeting diverse demographics.

In Kenya, Mwangi and Wanjiru (2022) surveyed local traders using both newspapers and magazines. The results showed that this combination enhanced consumer trust and led to a rise in sales. They advised SMEs to adopt cross-format strategies to maximize reach. Similarly, in Kisii County, Ombati and Mokuia (2023) reported that agribusinesses using both media received more inquiries and conversions, as farmers were drawn to the combination of visual content and detailed product descriptions.

### **2.1.3 Outdoor Advertising and Consumer Purchase Decisions**

Outdoor advertising, encompassing billboards, posters, and transit media, remains a strategic tool for businesses aiming to enhance brand visibility and trigger impulse buying. Its strength lies in constant exposure to consumers in public spaces, making it especially effective in areas with high foot and vehicle traffic.

Evans and Williams (2022) conducted a study in the United Kingdom to assess how billboard advertisements near supermarkets affected consumer behavior. Using a field experiment and point-of-sale data analysis, the study found that billboard proximity increased snack and drink purchases by 18%. The researchers recommended placing high-impact outdoor ads near retail outlets to drive immediate buying behavior.

Clark and Dawson (2021), working in Australia, examined the design effectiveness of billboard advertising in the automotive industry. Through an online survey and eye-tracking technology, they established that minimal text, bold visuals, and brand-centric layouts enhanced brand recall and product interest. The study concluded that design simplicity is a key factor in outdoor ad success.

In Canada, Patel and Kumar (2023) focused on interactive digital billboards and their effect on consumer engagement. A quantitative study with 300 respondents revealed that QR code-enabled and augmented reality billboards increased purchase intent by over 30%. The authors

advised marketers to adopt smart outdoor technologies to personalize consumer experiences and enhance advertising return on investment.

The Out of Home Advertising Association (OAAA, 2024) conducted a large-scale survey across North America and found that 76% of consumers who noticed a digital billboard made a purchase or visited a website later. The association recommended strategic integration of digital elements into traditional billboard campaigns to increase cross-channel engagement.

In Africa, Adeyemi and Salawu (2024) assessed Coca-Cola's use of outdoor media in Nigeria. Using observational methods and sales tracking in Lagos, the study found that billboard visibility significantly improved corporate image and retail sales. They recommended that large brands maintain high-frequency outdoor exposure for sustained consumer recall.

In Tanzania, Silayo and Mtallo (2024) examined how university students responded to billboard advertising on campuses. A sample of 250 students revealed that product familiarity and attractiveness of billboard designs strongly influenced purchasing of mobile phones and fashion accessories. The study advised tailoring billboard content to youthful demographics near academic institutions.

In Egypt, Abdelrahman and Salim (2023) analyzed the effect of transit advertising in public buses and metro stations. Using a quasi-experimental design, they found a 35% increase in brand recall for products frequently advertised in commuting spaces. The researchers highlighted that high-repetition formats in high-traffic areas were particularly effective for FMCGs and household goods.

In Kenya, Kimani and Njoroge (2023) evaluated the influence of billboards along major highways such as Thika Superhighway and Nairobi-Mombasa Road. Using geo-mapping and consumer intercept surveys, they found that clear, visually striking billboards improved brand recognition and influenced spontaneous purchasing. The study recommended the use of location analytics to guide billboard placement.

Wambui and Otieno (2022) conducted a study in Nairobi focusing on the influence of fast-food billboard designs. Their survey of 150 consumers revealed that ads with vibrant images and limited text prompted impulse buying, especially among younger urban dwellers. The study encouraged advertisers to leverage visual dominance over written content in outdoor campaigns.

Transit advertising, particularly on matatus and public minibuses, is widely used in Kenya. According to Mwangi and Wanjiru (2022), matatu ads are seen by thousands of passengers and pedestrians daily, making them cost-effective for small businesses. The researchers found that brands using consistent designs across multiple vehicles recorded higher brand recognition and inquiries.

In Kisii County, outdoor advertising is prevalent among tea brands, retail stores, and real estate firms. Nyaboke and Bosire (2023) investigated the effectiveness of KETEPA tea billboards and found that attractive billboard design significantly improved brand awareness and sales in local supermarkets. The study was conducted through shopper interviews and store performance records. The authors recommended continuous billboard placement in high-traffic junctions.

Mokua and Ombati (2023) evaluated the influence of strategic billboard positioning on sales of fast-moving consumer goods (FMCGs). Their research, based on interviews with business owners in Kisii town, confirmed that well-placed billboards generated increased customer visits and inquiries, especially for household and food products. They advised incorporating regional language or culturally relevant visuals to increase relatability.

Additionally, Maranga and Ong'era (2024) focused on real estate advertising in Kisii. Using a content analysis of billboard designs and interviews with prospective buyers, they found that clear layouts, professional images, and price highlights enhanced buyer interest. The study recommended the adoption of high-quality visuals and simplified messaging for real estate promotions.

#### **2.1.4 Digital Advertising and Consumer Purchase Decisions**

Digital advertising has revolutionized marketing by enabling precise audience targeting, real-time engagement, and performance tracking. Unlike traditional media, digital platforms offer interactivity, personalization, and flexibility, significantly reshaping consumer behavior and purchase patterns.

Smith and Johnson (2023) conducted a study in the United States to examine the impact of targeted social media advertisements on conversion rates. Using data analytics from 20 businesses across various sectors, they found that algorithm-based ad targeting increased conversion rates by 35%. The study recommended leveraging social media platforms such as Facebook and Instagram to boost engagement through personalized content.

In a European context, Müller and Becker (2022) investigated the effect of interactive video advertisements and influencer partnerships on purchase intentions. Using an experimental design involving 300 participants, the study found that immersive video ads led to stronger emotional engagement and higher likelihood of purchase than static ads. The authors advised integrating influencer-led video campaigns to capture younger digital audiences.

Li and Wang (2021) explored the effect of artificial intelligence (AI) in ad placement and customer retention in China. Their longitudinal study involving 400 e-commerce consumers revealed that AI-driven personalized recommendations increased repeat purchases by 40%. The researchers recommended integrating AI tools with digital advertising platforms to enhance ad relevance and user retention.

Chang and Zhang (2023) studied the effectiveness of short-form video advertisements among Chinese youth. Using focus group discussions and follow-up surveys, they found that platforms like TikTok and YouTube Shorts significantly influenced impulse purchases due to their entertaining and visual nature. The study encouraged brands to invest in visually driven, short-format storytelling content.

In Africa, Ndlovu and Moyo (2023) examined the effect of mobile advertising on South African consumer behavior. Their cross-sectional survey of 500 smartphone users found that 68% of respondents reported making a purchase after receiving in-app ads or SMS promotions. The authors concluded that mobile ads are effective in low-income and tech-savvy populations when they are timely and relevant.

Okonkwo and Adebajo (2022) conducted a study in Nigeria assessing the performance of paid search advertising and remarketing for small and medium enterprises (SMEs). Using Google Ads analytics from 80 SMEs, they found that remarketing improved customer conversion by 27%. The study emphasized the importance of retargeting strategies for enhancing ad visibility and boosting sales.

Kamau and Wanjiru (2021) evaluated the role of social media advertising in Kenya's retail sector. Through a survey of 300 business owners and consumers, the study revealed that Facebook and Instagram ads were the most effective tools for promoting brand engagement and increasing customer traffic. The researchers recommended consistent social media content backed by sponsored promotions.

In Kisii County, Nyaboke and Atambo (2023) investigated the effect of digital advertising on small businesses using a three-month tracking period. A survey of 120 businesses found that 60% experienced a noticeable increase in sales after adopting social media and Google Ads. The study recommended digital ad training for small enterprises to optimize reach.

Otieno and Mogaka (2023) focused on the impact of sponsored digital ads on KETEPA tea products in Kisii. Using digital analytics and consumer feedback, they established that Google Display Network ads significantly improved KETEPA brand awareness and website visits. They advised the company to maintain a consistent digital presence across multiple platforms.

Bosire and Moraa (2022) analyzed how digital campaigns influence customer acquisition among Kisii businesses. Through interviews with 50 company representatives, the study found that those using search engine optimization (SEO) and targeted digital ads saw a 45% increase in customer outreach. The researchers encouraged local firms to invest in SEO strategies and targeted keyword advertising.

Overall, these findings show that digital advertising is an increasingly vital component in influencing consumer purchase behavior, especially when it is personalized, interactive, and data-driven. Businesses that align digital content with user preferences and consumption habits tend to achieve better customer engagement and higher conversion rates.

### **2.1.5 Consumer Purchase Decisions**

Consumer purchase decisions refer to the series of psychological and behavioral steps a customer goes through before, during, and after buying a product. These decisions are shaped by a range of factors including personal preferences, socio-cultural influences, economic conditions, and marketing communication, particularly advertising.

Smith and Johnson (2023) examined the role of emotional connection and brand trust in luxury product purchases in the United States. Their study employed in-depth interviews with 80 high-income earners and found that emotional attachment significantly influenced product loyalty and purchasing frequency. The authors recommended that luxury brands should focus on emotional branding and storytelling to deepen customer relationships.

In Canada, Patel and Singh (2022) analyzed how price sensitivity and perceived value affect consumer decisions in the retail sector. Using a structured questionnaire administered to 350 urban consumers, the study revealed that discount visibility and price comparison strongly influenced buying decisions, particularly for fast-moving consumer goods (FMCGs). The study

advised retailers to use promotional pricing strategies and transparent labeling to enhance perceived value.

Wang and Lee (2021) conducted research in China to explore the influence of digital platforms on e-commerce adoption. Their methodology involved monitoring 500 online shoppers and analyzing their interactions with online reviews and influencer content. The findings showed that peer recommendations and influencer credibility had a direct impact on purchase intention. The researchers suggested that businesses partner with trusted online personalities to drive consumer engagement.

Brown and Adams (2023), in the United Kingdom, studied the increasing demand for sustainable and ethical products. Through a survey of 400 environmentally conscious consumers, they found that ethical branding and sustainability certifications significantly influenced purchase preferences in clothing and food sectors. The authors recommended that brands integrate environmental messaging into their campaigns to appeal to value-driven consumers.

In Africa, consumer purchase decisions are influenced by economic realities and traditional marketing strategies. Mensah and Boateng (2023) studied retail behavior in Ghana and found that brand familiarity and word-of-mouth were primary drivers of consumer purchases. Their qualitative interviews with 60 consumers indicated that trusted referrals outweighed formal advertisements in shaping buyer choices. The study recommended community-based marketing in rural settings.

Okafor and Adeyemi (2022) analyzed how promotional offers impact purchase decisions of FMCGs in Nigeria. Using a sample of 300 retail customers, the study revealed that short-term discounts, free samples, and loyalty rewards significantly boosted purchasing behavior. The researchers advised frequent use of promotions to maintain consumer interest and competitiveness.

Naidoo and Pillay (2021) explored how digital marketing influenced the shift from in-store to online purchases among South African consumers. Through longitudinal observation of 200 online shoppers, they found that digital convenience, variety, and digital payment options were key enablers. They encouraged retailers to improve e-commerce usability and customer service for digital platforms.

In Kenya, Kimani and Njoroge (2023) examined the impact of advertising on consumer purchase behavior among urban respondents. A survey of 300 participants found that billboard and television ads significantly influenced brand perception and product choice, especially in the beverage and electronics sectors. The researchers recommended targeting high-traffic areas with concise and visually appealing content.

Wambui and Otieno (2022) focused on the influence of digital marketing and influencer endorsements on Kenyan youth. Their study surveyed 250 university students and found that online reviews, influencer associations, and sponsored social media posts strongly influenced purchase decisions. The study proposed strengthening brand-influencer collaborations to reach digitally active consumers.

In Kisii County, Nyaboke and Bosire (2023) studied the effect of billboard advertising near marketplaces on tea product sales. Through interviews with 100 customers, the study found that visually appealing outdoor ads positively influenced consumer choices, particularly for brands like KETEPA. The researchers encouraged local businesses to increase outdoor advertising in high-footfall areas.

Mokua and Ombati (2023) assessed brand loyalty and availability in determining product preference. Their research with 150 Kisii residents revealed that consistent product availability and established loyalty were critical in retaining customers, even when competing brands offered lower prices. The study recommended strengthening distribution channels and customer retention initiatives.

These studies collectively confirm that consumer purchase decisions are multifaceted and influenced by both advertising communication and broader socio-economic factors. Understanding these drivers is essential for marketers aiming to align messaging, pricing, availability, and emotional appeal with consumer expectations.

## **2.2 Theoretical Framework**

A theoretical framework provides a foundation for understanding how advertising influences consumer purchase decisions. This study was guided by three key theories: the AIDA Model (Attention, Interest, Desire, Action), the Hierarchy of Effects Model, and the Elaboration Likelihood Model (ELM). These theories explain how consumers process advertising messages, develop attitudes towards products, and ultimately make purchase decisions. By

applying these models, this study established how broadcast, print, billboard, and digital advertising impact consumer behavior.

### **2.2.1 AIDA Model (Attention, Interest, Desire, Action)**

The AIDA model, originally developed by E. St. Elmo Lewis in 1898 and widely cited in modern marketing literature, describes the psychological stages a consumer goes through in response to advertising: attention, interest, desire, and action (Kotler & Keller, 2022). This sequential model is widely used in advertising to structure message delivery and ensure progressive consumer engagement.

The significance of the AIDA model to this study lies in its relevance to objective one, which explores the influence of broadcast media advertising. The model is especially applicable to television and radio advertisements, which aim to first capture attention through visuals or sound, generate interest in product features, cultivate desire, and finally prompt purchase action. Its step-by-step flow mirrors how traditional advertising attempts to influence the consumer journey.

However, a limitation of the AIDA model is that it assumes linear and rational decision-making, overlooking how modern consumers may skip or repeat stages due to fragmented media exposure. Additionally, the model pays minimal attention to post-purchase behavior, emotional loyalty, or the role of peer influence in consumer decisions.

In this study, AIDA provides a foundational lens to evaluate how different advertising media, particularly TV and radio, drive awareness and motivate purchase decisions for KETEPA tea products in Kisii County.

### **2.2.2 Hierarchy of Effects Model**

The Hierarchy of Effects Model, introduced by Lavidge and Steiner in 1961, explains the advertising impact process through three main stages: cognitive (awareness and knowledge), affective (liking and preference), and behavioral (conviction and purchase). It recognizes that consumers gradually move from awareness to purchasing behavior through advertising exposure.

This model is significant to the study as it supports objectives two and three, which focus on print media and outdoor advertising respectively. Both media formats often rely on repeated exposure to build familiarity, positive attitudes, and eventual purchase intent. Print ads in

newspapers or magazines target cognitive processing, while billboards and posters appeal to the affective and behavioral levels through visual and emotional stimuli.

A key limitation of the model is that it assumes a uniform and predictable consumer path, without accounting for spontaneous or emotionally-driven purchases, particularly in low-involvement or impulsive buying contexts. It also neglects the growing influence of peer recommendations and social proof in modern purchase behavior.

Despite this, the model effectively frames how advertising influences consumers at multiple psychological levels, making it useful for examining media that depend on gradual consumer exposure and message reinforcement.

### **2.2.3 Elaboration Likelihood Model (ELM)**

The Elaboration Likelihood Model, developed by Petty and Cacioppo in 1986, proposes that consumers process persuasive messages through either the central route (deep cognitive engagement) or the peripheral route (superficial cues such as imagery or celebrity endorsement). The route taken depends on the consumer's motivation and ability to process the message.

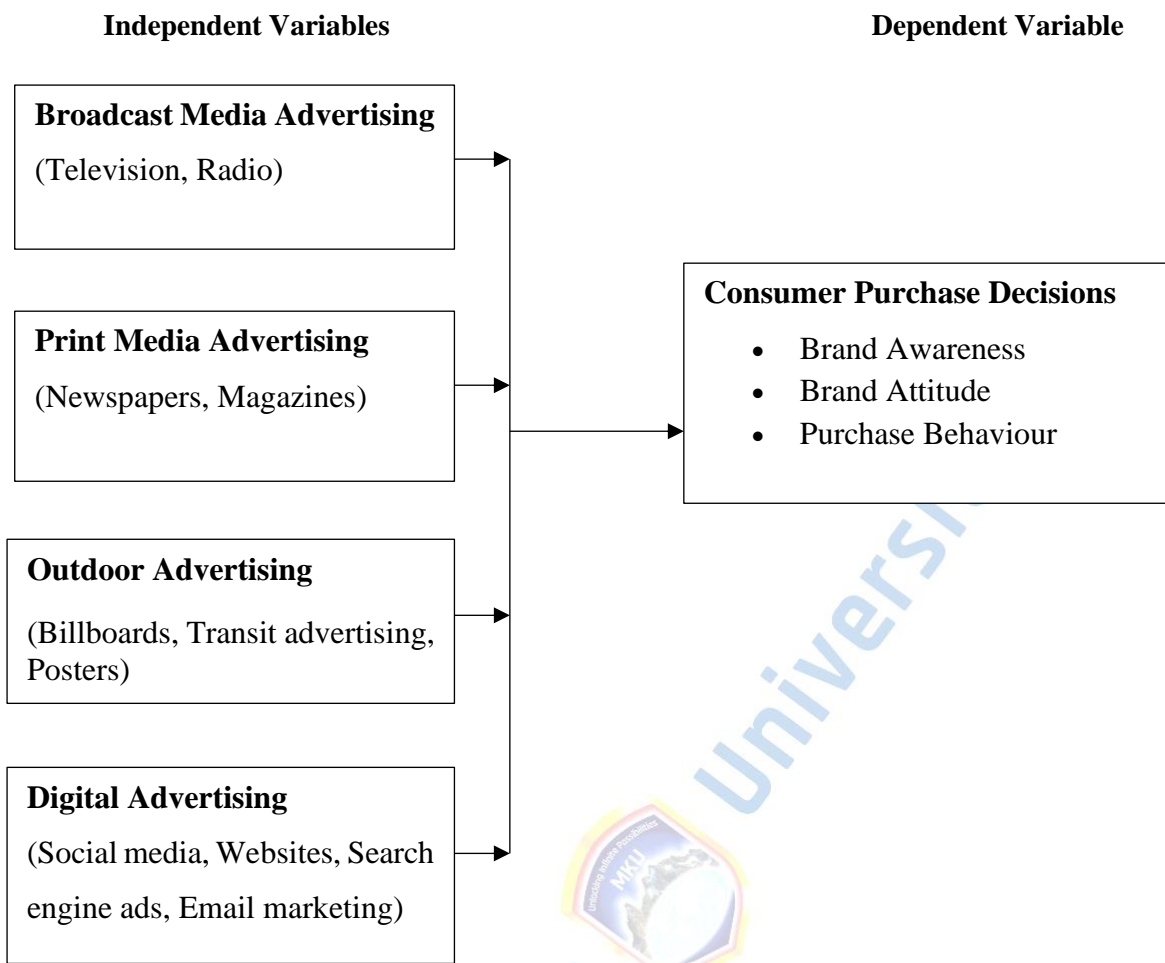
The significance of ELM lies in its alignment with Objective Four, which examines the effect of digital advertising. Online platforms, such as social media and display ads, simultaneously cater to both types of consumers: those seeking detailed product information and those reacting to visuals, influencers, or emotional triggers.

However, the limitation of ELM is that it oversimplifies audience segmentation, assuming people are either deeply or minimally involved in the decision process, when in reality, consumers often fluctuate between both depending on context, timing, or device used. Additionally, it does not fully explain how repeated exposure influences behavior over time.

Nonetheless, the model helps explain why digital ads must be tailored to different processing styles, reinforcing the need for strategic messaging based on user behavior, particularly in a diverse market such as Kisii County.

## **2.3 Conceptual Framework**

A conceptual framework offers a systematic technique to comprehending the relationship between variables in a study. This study looked at the impact of various advertising outlets on consumer purchasing decisions.



**Figure 1: Conceptual Framework**

**Source: Researcher (2025)**

The conceptual framework of this study outlines the relationship between advertising strategies and consumer purchase decisions for KETEPA tea products in Kisii County. The study considers four advertising approaches as the independent variables: broadcast media advertising, print media advertising, outdoor advertising, and digital advertising. These promotional strategies are expected to have a direct influence on consumer behavior, which constitutes the dependent variable.

Consumer purchase decisions are examined using three core dimensions: brand awareness, brand attitude, and purchase behavior. These components reflect the consumer’s journey from recognizing a brand, forming emotional or cognitive evaluations, to making a purchase. This categorization is grounded in the Hierarchy of Effects Model, which explains how advertising influences decision-making in sequential psychological stages.

Each advertising medium is assumed to uniquely contribute to this process. Broadcast media such as television and radio are designed to capture attention and generate emotional connection through audiovisual features and message repetition. Print media, including newspapers and magazines, offer consumers detailed product information and sustained engagement, fostering credibility and trust. Outdoor advertising relies on high-visibility placements in public spaces like roadsides, markets, and transit locations, using concise messages and strong visuals to reinforce brand recall and stimulate quick responses. Digital advertising utilizes online platforms such as social media, search engines, and websites to deliver personalized, interactive content that appeals to both active and passive audiences.

#### **2.4 Recap of Literature Review**

The reviewed literature confirmed that various advertising channels (broadcast, print, outdoor, and digital) significantly influence consumer purchase decisions across global, regional, and local contexts. Studies on broadcast media advertising emphasized the power of audiovisual elements and emotional storytelling in shaping consumer behavior. For instance, Smith and Yang (2022) found that emotional appeals in television advertising increased brand recall and purchase intention, while Kamau and Njenga (2022) established that TV ads influenced beverage preferences in Kenya. Radio advertisements were similarly effective, especially in rural contexts, due to affordability, accessibility, and the use of local dialects (Mwangi & Wanjiru, 2023).

Print media advertising remains influential among older and more information-seeking consumers. Li and Wang (2022) reported that newspaper ads-maintained relevance in China, while Kamau and Njenga (2022) observed that newspaper inserts drove promotional purchases in Kenyan retail stores. Magazines were found to influence high-end purchases through strong visual impact and targeted content (Johnson & Smith, 2023; Nyaboke & Otieno, 2023).

Outdoor advertising, particularly billboards, transit ads, and posters, was shown to be effective in enhancing brand visibility and triggering impulse purchases. Evans and Williams (2022) and Kimani and Njoroge (2023) confirmed that billboard placement in high-traffic areas influenced product choice, while in Kisii County, Nyaboke and Bosire (2023) linked billboard advertising with increased sales of KETEPA tea products.

Digital advertising emerged as the fastest-growing and most adaptable medium. Studies such as Smith and Johnson (2023) and Müller and Becker (2022) demonstrated that targeted social media ads and influencer collaborations significantly enhanced consumer engagement. In Kenya, Kamau and Wanjiru (2021) found Facebook and Instagram advertising effective for brand visibility and sales. In Kisii County, Nyaboke and Atambo (2023) showed that small businesses experienced a sales increase after adopting Google and social media advertising.

The literature further explored consumer purchase decisions, confirming that factors such as brand trust, emotional connection, perceived value, and media engagement affect buying behavior. Research by Wang and Lee (2021) and Brown and Adams (2023) emphasized the roles of online reviews, influencer advice, and sustainability concerns, while local studies by Wambui and Otieno (2022) and Mokua and Ombati (2023) reinforced the influence of advertisements on brand loyalty and purchase preference in the Kenyan context.

## **2.5 Research Gaps**

A review of existing literature reveals that numerous studies have explored the role of advertising in influencing consumer purchase behavior, but with a limited scope and contextual focus. For example, Smith and Johnson (2023) and Müller and Becker (2022) concentrated on the effectiveness of targeted digital advertising and influencer marketing in developed countries, where internet access is near-universal and consumer behavior is largely shaped by algorithm-driven content. These studies, while informative, lack contextual relevance to regions like Kisii County where access to digital platforms varies, and traditional media still plays a dominant role.

Regionally, Okonkwo and Adebajo (2022) investigated paid search and remarketing strategies among SMEs in Nigeria, while Ndlovu and Moyo (2023) studied mobile ads and SMS marketing in South Africa. Although these studies emphasized digital transformation, they failed to assess how traditional advertising platforms like print and broadcast media compare in effectiveness, especially in mixed rural-urban settings. Similarly, Kamau and Wanjiru (2021) examined social media usage in Kenya's retail sector, but did not consider how print, outdoor, or broadcast media influence consumers alongside digital tools.

Kamau and Njenga (2022) focused on the impact of TV and newspaper advertising, but their scope was limited to urban consumers in Nairobi and Nakuru. Nyaboke and Otieno (2023) analyzed the role of fashion magazines in shaping youth purchases, while Bosire (2023) studied newspaper influence on farmers' buying decisions. These studies were sector-specific and did

not comprehensively explore multi-channel advertising strategies used by national brands such as KETEPA. Even in Kisii County, studies by Mokuia and Ombati (2023) and Nyaboke and Bosire (2023) examined outdoor and billboard advertising, but did not integrate findings across advertising platforms, nor did they align their analyses with established consumer behavior models. Furthermore, previous studies have tended to adopt narrow dependent variable constructs, often focusing on a single outcome such as brand awareness or purchase intention, without considering the full decision-making pathway.

This study therefore fills these gaps by offering a comparative and integrated analysis of how broadcast, print, outdoor, and digital advertising influence consumer purchase decisions for KETEPA tea products in Kisii County. It is guided by theory, localized in scope, and structured to reflect the full range of psychological stages leading to consumer action. By aligning each advertising channel with consumer behavior indicators, the study seeks to inform evidence-based advertising strategies tailored for regional contexts.



## CHAPTER THREE

### RESEARCH METHODOLOGY

#### 3.0 Introduction

This chapter presents the research methodology that was employed in the study to ensure it effectively investigates the influence of advertising on consumer purchase decisions of Kenya Tea Packers Limited in Kisii County.

#### 3.1 Research Methodology

This research used a quantitative research methodology to examine the impact of advertising on customer purchasing decisions in Kisii County, Kenya. This approach is best suited as it collects numerical information that can be statistically analyzed to recognize the pattern, relationships, and trends (Creswell & Creswell, 2021). This approach provides objectivity, reliability and generalization of findings. The study also used a descriptive survey approach which is suitable for utilization in large sample size and provides an accurate reflection of consumer behavior to advertising strategies (Neuman, 2023).

#### 3.2 Research Design

Research design provides a structured approach to data collection and analysis, ensuring that the study effectively examines the relationship between advertising and consumer purchase decisions (Bell et al., 2022). This study employed a descriptive research design, which allows for an objective assessment of consumer responses to various advertising strategies without manipulating variables. This approach is suitable for analyzing patterns, trends, and associations between advertising methods and purchasing behavior (Saunders et al., 2023).

The study focused on advertising methods as the independent variables, including broadcast media (TV and radio), print media (newspapers and magazines), outdoor advertising (billboards, transit ads, posters), and digital advertising (social media, search engine ads, and email marketing). The dependent variable was consumer purchase decisions, which was measured through brand awareness, purchase intention, product preference, and actual purchase behavior. Additionally, moderating variables such as consumer demographics, brand loyalty, and disposable income could influence how advertising impacts consumer behavior. By integrating these variables within a descriptive framework, the study ensured a comprehensive evaluation of advertising effectiveness in shaping consumer purchase decisions in Kisii County.

### **3.3 Location of the Study**

The study was conducted in Kisii County, Kenya, which is administratively divided into eleven sub-counties. Kisii County has a high population density, diverse consumer demographics, and an active business environment, making it an ideal setting for analyzing the effectiveness of advertising on consumer purchase decisions. Businesses in the county employ various advertising methods, including radio, billboards, newspapers, social media, and online platforms, influencing consumer behavior across different sectors. The county's growing economy, increased internet penetration, and accessibility to media channels provide a suitable context for examining how advertising strategies impact purchasing decisions, aligning with the study's objectives.

### **3.4 Target Population**

The target population for this study comprised individual consumers of KETEPA tea products in Kisii County, Kenya. These consumers were drawn from various retail and commercial outlets, including supermarkets, open-air markets, kiosks, and convenience shops across the eleven sub-counties of the county. Since the exact number of tea consumers is not documented, the study employed demographic estimation methods using verified national data and tea consumption rates.

Although the study was conducted in 2025, it relied on the 2019 Kenya Population and Housing Census as the most recent and reliable source of disaggregated demographic data at the sub-county level. In Kenya, national censuses are carried out every ten years, and the next census is scheduled for 2029. While population projections exist, they provide only aggregate county-level estimates and lack the detailed sub-county granularity required for this study's sampling approach. Therefore, the 2019 KNBS data were adopted to ensure statistical accuracy and consistency across the sampling framework.

According to KNBS (2020), Kisii County had a population of 1,266,860 in 2019. Based on national demographic structures, an estimated 55% of the population were adults aged 18 and above, totaling approximately 696,773 individuals. According to the Tea Board of Kenya (2021), about 70% of Kenyan adults regularly consume tea, resulting in an estimated 487,741 potential KETEPA tea consumers in the county.

To ensure a fair representation across Kisii County, the estimated 487,741 tea consumers were distributed proportionally based on the population of each sub-county, as shown in Table 1.

**Table 1: Target Population**

<b>Sub-County</b>	<b>Total Population (KNBS 2019)</b>	<b>Estimated Adults (55% of Total Population)</b>	<b>Estimated Tea Consumers (70% of Estimated Adults)</b>
Etago	83,787	46,083	32,258
Gucha	83,740	46,057	32,240
Gucha South	83,623	45,993	32,195
Kenyanya	131,740	72,457	50,720
Kisii Central	166,906	91,798	64,258
Kisii South	135,134	74,324	52,027
Kitutu Central	154,175	84,796	59,357
Marani	107,464	59,105	41,374
Masaba South	122,396	67,318	47,122
Nyamache	130,898	71,994	50,396
Sameta	66,997	36,848	25,794
<b>Total</b>	<b>1,266,860</b>	<b>696,773</b>	<b>487,741</b>

**Source Source: KNBS (2020); Tea Board of Kenya (2021); Researcher (2025)**

### 3.5 Sampling Procedures and Techniques

Sampling procedures ensure the selection of a representative subset of the target population for valid and reliable findings (Saunders et al., 2023). This study employed Yamane's formula (Yamane, 1967) to determine the sample size with a 5% margin of error and 95% confidence level. The proportional allocation method was used to distribute respondents across sub-counties based on their estimated tea-consuming population, ensuring fair representation (Kothari, 2020).

A two-stage probability sampling approach was applied, combining cluster sampling and simple random sampling. Cluster sampling grouped respondents based on sub-counties, while simple random sampling will ensured every individual has an equal chance of selection, reducing bias and enhancing generalizability (Mugenda & Mugenda, 2020). This method

ensured geographical diversity, accuracy, and an unbiased distribution of respondents (Neuman, 2022).

### 3.6 Sample Population

The sample population refers to the subset of individuals selected from the target population for participation in the study. In this research, the target population consisted of tea consumers in Kisii County, estimated at 487,741 individuals. Given that doing a census of the entire population is impractical, a scientific sampling method was necessary to ensure representativeness while maintaining feasibility (Saunders et al., 2023).

To determine an appropriate sample size, Yamane's (1967) formula was applied, yielding a final sample of 399 respondents with a 5% margin of error and a 95% confidence level. This ensured that the findings are generalizable to the broader tea consumer population (Creswell & Creswell, 2022).

$$\text{Yemen's formula: } n = \frac{N}{1+N(e^2)}$$

Where:  $n$  = Required sample size,  $N$  = Population size (Estimated 487,741 tea consumers in Kisii County), and  $e^2$  = Margin of error (5% or 0.05)

$$\text{Applying the formula: } n = \frac{487,741}{1+487,741(0.05^2)}, n = \frac{487,741}{1220.35}, n = 399$$

Thus, the final sample size for the study was 399 respondents.

Since Kisii County is divided into 11 sub-counties, the proportional allocation method (Kothari, 2019) was used to distribute the sample size relative to the estimated number of tea consumers in each sub-county. This ensured fair representation and eliminates selection bias, making the study findings more reliable (Mugenda & Mugenda, 2019).

$$\text{Proportional allocation method formula: } n_i = \frac{N_i}{N} \times n$$

Where:  $n_i$  = Sample size for each sub-county,  $N_i$  = Estimated tea consumers in each sub-county,  $N$  = Total estimated tea consumers in Kisii County (487,741),  $n$  = Total required sample size (399)

Table 2 presents the distribution of respondents across sub-counties based on their proportion of the total estimated tea consumer population.

**Table 2: Sample Size**

<b>Sub-County</b>	<b>Estimated Tea Consumers (<math>N_i</math>)</b>	<b>Sample Size (<math>n_i</math>)</b>
Etago	32,258	26
Gucha	32,240	26
Gucha South	32,195	26
Kenyenia	50,720	41
Kisii Central	64,258	53
Kisii South	52,027	43
Kitutu Central	59,357	49
Marani	41,374	34
Masaba South	47,122	39
Nyamache	50,396	41
Sameta	25,794	21
<b>Total</b>	<b>487,741</b>	<b>399</b>

**Source: Researcher (2025)**

### **3.7 Construction of Research Instruments**

The study utilized structured questionnaires as the primary data collection instrument. The questionnaire included both closed-ended and Likert-scale questions to measure respondents' exposure to various advertising methods and their influence on purchasing decisions. The questionnaire was designed to capture demographic details, brand awareness levels, consumer perceptions, purchase intentions, product preferences and actual purchase behaviours.

### **3.8 Testing for Validity and Reliability**

#### **3.8.1 Pilot Testing**

Pilot testing was conducted to assess the clarity, reliability, and validity of the research instrument before administering it to the full study sample. The purpose was to identify ambiguous items, improve question structure, and ensure the questionnaire was contextually relevant and easy to understand for the target respondents.

To avoid sampling contamination and ensure external validity, the pilot test was conducted in Nyamira County, a neighboring county to Kisii with similar demographic and consumer characteristics. This allowed for testing the instrument on a comparable population without overlapping with the main study's sampling frame.

A total of 10 respondents participated in the pilot study. Although the study's sample size was 399, selecting 10 respondents for pilot testing is consistent with methodological guidelines, which recommend 5 to 10 participants or approximately 1-5% of the total sample for pilot studies in survey research (Saunders et al., 2023). The participants were requested to complete the full questionnaire while noting any questions that were unclear, repetitive, or difficult to answer. Structured debriefing interviews were conducted immediately after completion to collect feedback on question interpretation, response options, and completion time.

Feedback from the pilot was used to refine the questionnaire by rewording certain items, adjusting instructions, and confirming the relevance of the Likert-scale format. The final version of the instrument incorporated these revisions and was deemed suitable for full-scale data collection in Kisii County.

### **3.8.2 Validity Test**

Validity ensures that the questionnaire measures what it is intended to measure (Creswell & Creswell, 2023). To establish content validity, experts in marketing and consumer behavior reviewed the questionnaire to confirm its alignment with the study objectives. Face validity was assessed through pilot study participants' feedback on question clarity and relevance. Any unclear, redundant, or misleading items were refined to enhance accuracy and comprehension before final implementation (Bell et al., 2022).

### **3.8.3 Reliability Test**

Reliability ensures the consistency and stability of the research instrument. Cronbach's Alpha was used to measure internal consistency among related items, with a coefficient of 0.7 or higher considered acceptable (Taber, 2022). Data from the pilot study was analyzed using SPSS version 28 to identify weak items affecting reliability. If the alpha score was below 0.7, problematic questions were revised or removed, followed by a secondary reliability test to confirm improvements (Kumar, 2023). This ensured the questionnaire produced consistent and reliable results.

**Table 3: Reliability Statistics**

Variable	Number of Items (Questions)	Cronbach's Alpha
Broadcast Media Advertising	5	0.92
Print Media Advertising	5	0.89
Outdoor Advertising	5	0.91
Digital Advertising	5	0.93
Consumer Purchase Decisions	5	0.94

**Source: Researcher (2025)**

The Cronbach's alpha values for all five variables exceeded the recommended threshold of 0.7, indicating high internal consistency and reliability of the questionnaire items used to measure each construct in this study.

### 3.9 Data Collection Methods and Procedures

Data collection involves systematic strategies to gather information from respondents. This study used structured questionnaires as the primary data collection tool. The questionnaire feature closed-ended and Likert-scale questions to assess respondents' exposure to various advertising methods and their influence on consumer purchasing decisions. Closed-ended questions provided structured responses for easier analysis, while Likert-scale questions measured respondents' agreement levels on advertising-related statements. The structured format ensured consistency and accuracy in statistical interpretation.

Questionnaires are efficient, cost-effective, and suitable for large samples, making them ideal for this study (Kumar, 2023). The researcher, assisted by field assistants, distributed questionnaires across the eleven sub counties of Kisii County within a set timeframe for completion. To enhance validity and reliability, interviews were conducted with selected respondents to gain deeper insights into advertising influences. Additionally, secondary data from published reports, industry studies, and relevant literature supplemented primary data, ensuring a comprehensive analysis (Saunders et al., 2023). This mixed approach enhanced understanding of advertising's impact on consumer purchase decisions in Kisii County.

### 3.10 Proposed Data Analysis Techniques and Procedures

The collected data were first reviewed for completeness, then coded and entered into Statistical Package for the Social Sciences (SPSS) Version 28 for analysis. To summarize the responses, descriptive statistics including frequencies, percentages, means, and standard deviations were used. These statistics helped to describe the demographic characteristics of the respondents and to assess the distribution of responses across each variable.

To evaluate the influence of advertising methods on consumer behavior, inferential statistics, specifically multiple linear regression analysis, were employed. The dependent variable, Consumer Purchase Decision, was treated as a composite construct combining three interrelated indicators: brand awareness, brand attitude, and purchase behavior. These indicators were measured using multiple Likert-scale items and aggregated into a single score after confirming internal consistency using Cronbach's alpha, with a threshold of 0.7 adopted for reliability.

The regression model applied was:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \epsilon$$

Where;

$\beta_0$  = Constant ,

$\beta_1 \beta_2 \beta_3 \beta_4$  = Regression Coefficients measuring the impact of each advertising method

$Y$  = Consumer purchase decisions (dependent variable),  $X_1$  = Broadcast media advertising (TV and radio),  $X_2$  = Print media advertising (newspapers and magazines),  $X_3$  = Outdoor advertising (billboards, transit ads, posters),  $X_4$  = Digital advertising (social media, search engine ads, email marketing), and  $\epsilon$  = error term.

This regression model was used to test the relationship between consumer purchase decisions and the independent variables. The significance of each predictor was evaluated using p-values ( $\leq 0.05$ ), while the R-squared value measured how well the independent variables explain variations in consumer purchase behavior.

### **3.11 Ethical Considerations**

Before data collection, the research project was submitted for approval to the Mount Kenya University Institutional Scientific and Ethics Review Committee (MKU-ISERC) and the National Commission for Science, Technology and Innovation (NACOSTI). The postgraduate school of Mount Kenya University also oversaw the ethical standards to be maintained. Participants were fully informed about the purpose of the study, and they participated in it voluntarily. The study adhered to ethical principles for data collection under both legal and institution regulations.



## CHAPTER 4

### RESEARCH FINDINGS, ANALYSIS AND PRESENTATION

#### 4.0 Introduction

This chapter contains the analysis and interpretation data as well as the discussion of the 324 responses from 399 questionnaires that were completed. The discussion is based on the objectives of the study and research questions, assessing the effect of advertisements in consumer purchase patterns of tea products of Kenya Tea Packers Limited (KETEPA) in Kisii County, Kenya. The advertising media primarily consulted are broadcast (TV and radio), print (newspapers and magazines), outdoor (billboards, transit ads, and posters), and digital (social media, websites, sponsored search, and e-mail).

Descriptive and inferential statistics were used to analyze data. Overall characteristics and distribution of the study population were summarized using descriptive statistics (frequencies and percentages; means and standard deviations). The inferential statistics in the form of regression analysis were executed to identify the nature and strength of the relationship between independent variables (broadcast media advertising, print media advertising, outdoor advertising and digital advertising) and the consumer purchase decisions. The results of this chapter will serve to address systematically each of the research objectives and draw overall conclusions on the efficacy of the use of advertising channels and the subsequent influence on consumer buying behavior of KETEPA tea products in Kisii County.

#### 4.1 Research Presentation, Interpretation, and Discussions

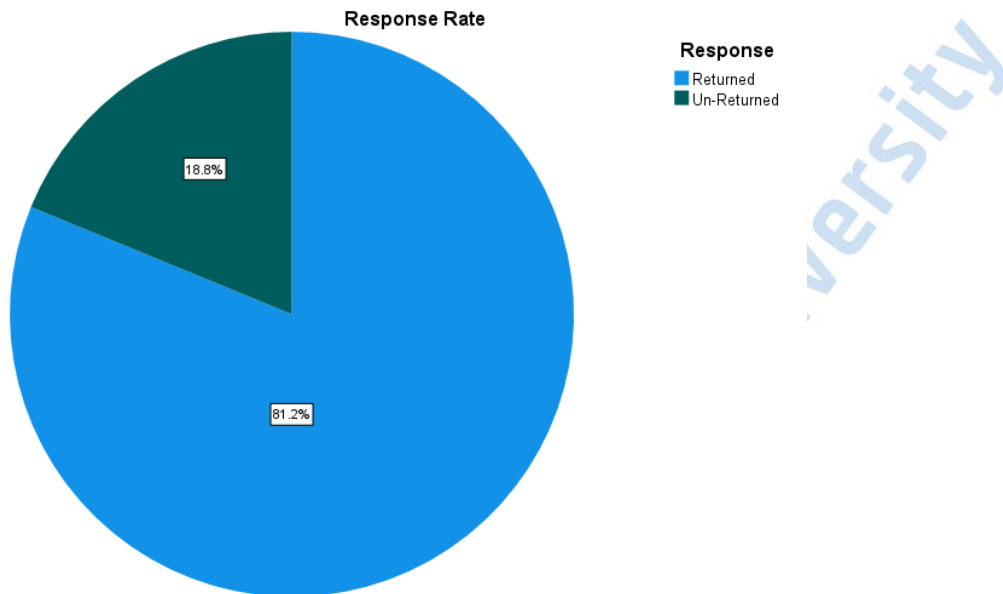
##### 4.1.1 Response Rate

Of the 399 questionnaires administered to tea consumers in Kisii County, 324 were properly filled and returned translating to a response rate of 81.2%. A 50% response rate is regarded as acceptable by Mugenda and Mugenda (2013) for analysis and reporting purposes, 60% is considered good, and 70% and above is excellent. A high response rate of 81.2% suggests the high involvement of the participants, thus enhancing the external validity and minimizing the risk of non-response bias.

**Table 4: Response Rate**

Response	Frequency	Percentage %
Returned	324	81.2
Un-returned	75	18.8
<b>Total</b>	<b>399</b>	<b>100</b>

Source: Researcher (2025)



**Figure 2: Response Rate Pie Chart**

#### 4.1.2 Demographic Information

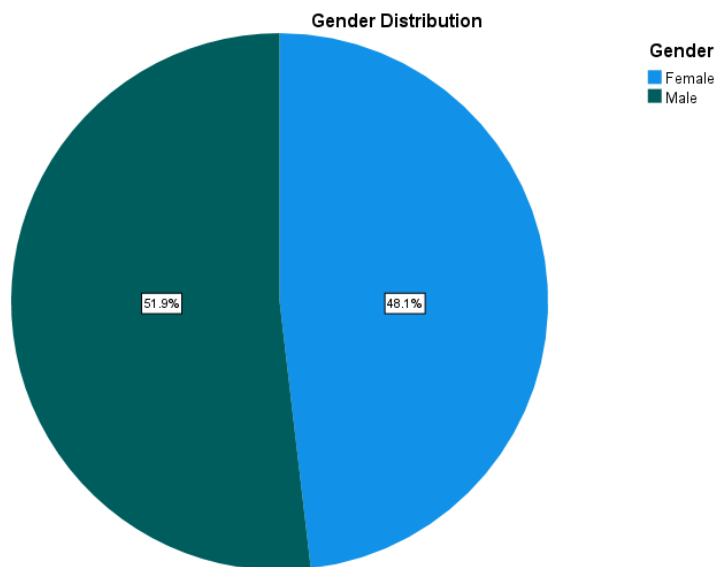
The demographic characteristics of the respondents were critical in understanding the diversity of consumer perspectives regarding advertising influence. This included gender, age, sub county, education level, income, media access, awareness of KETEPA products, and purchasing habits.

##### 4.1.2.1 Gender Distribution

**Table 5: Gender Distribution**

Gender	Frequency	Percentage %
Male	168	51.9
Female	156	48.1
<b>Total</b>	<b>324</b>	<b>100</b>

Source: Researcher (2025)



**Figure 3: Gender Distribution Pie Chart**

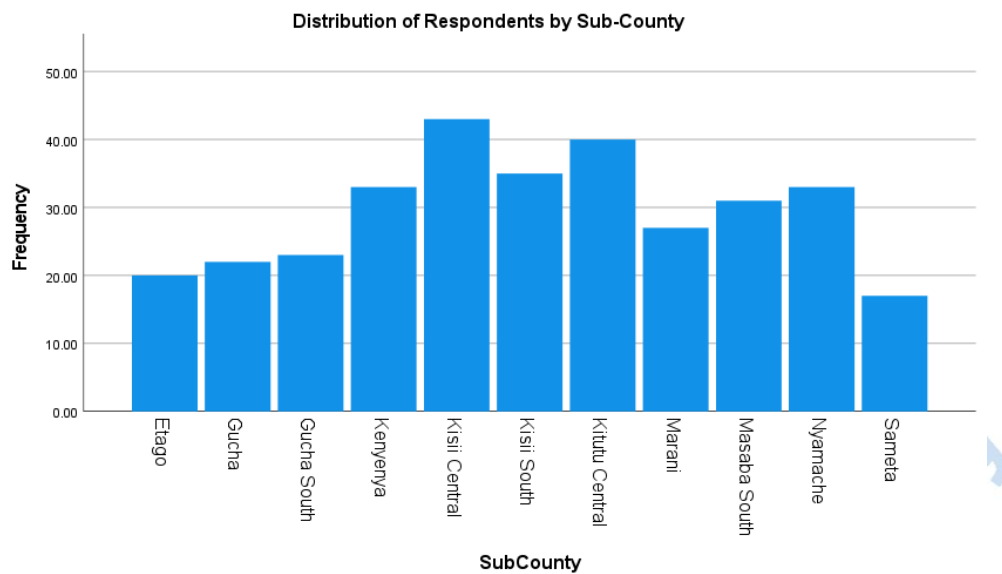
The gender distribution was relatively balanced, with 168 males (51.9%) and 156 females (48.1%) participating. This near-equal representation across genders enhances the reliability of the study and supports generalizability of the results to both male and female tea consumers within Kisii County.

#### 4.1.2.2 Sub-County Distribution of Respondents

**Table 6: Sub-County Distribution**

Sub-County	Frequency	Percentage
Etago	20	6.2
Gucha	22	6.8
Gucha South	23	7.1
Kenyena	33	10.2
Kisii Central	43	13.3
Kisii South	35	10.8
Kitutu Central	40	12.3
Marani	27	8.3
Masaba South	31	9.6
Nyamache	33	10.2
Sameta	17	5.2
<b>Total</b>	<b>324</b>	<b>100</b>

Source: Researcher (2025)



**Figure 4: Sub-County Distribution Bar Chart**

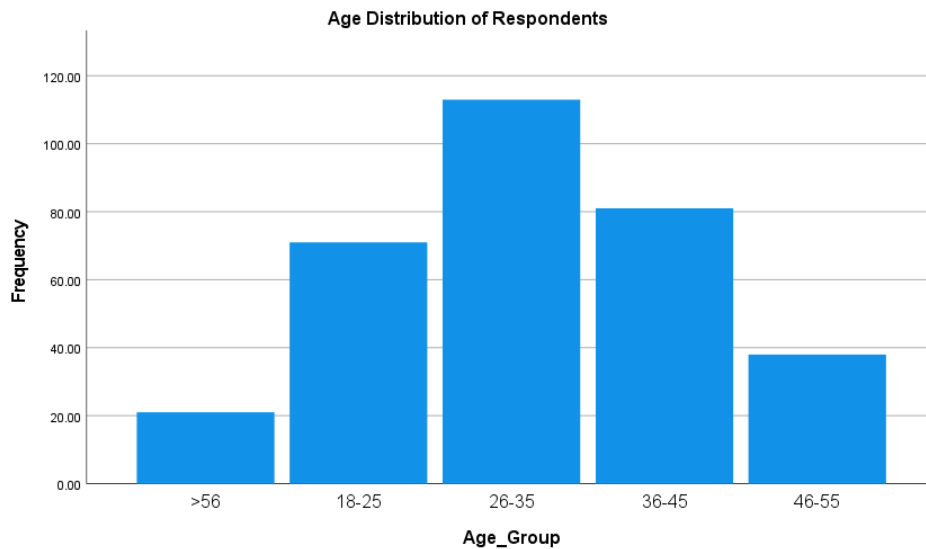
Respondent distribution varied notably among Kisii County sub-counties. Kisii Central (13.3%) recorded the highest participation, likely due to its urban commercial status. Kitutu Central (12.3%) and Kisii South (10.8%) also showed significant engagement, reflecting relatively strong market exposure. Moderate representation was observed in Kenya (10.2%), Nyamache (10.2%), Masaba South (9.6%), and Marani (8.3%), indicating fair media and advertising access. Slightly lower responses in Gucha South (7.1%), Gucha (6.8%), and Etago (6.2%) likely stem from their rural nature and limited advertising exposure. Sameta (5.2%) had the least participation, possibly due to smaller population density and fewer commercial activities. However, overall representation across sub-counties was adequately achieved, ensuring diverse insights into advertising impacts within Kisii County.

#### 4.1.2.3 Age Distribution

**Table 7: Age Distribution**

Years	Frequency	Percentage %
18-25	71	21.9
26-35	113	34.9
36-45	81	25.0
46-55	38	11.7
>56	21	6.5
<b>Total</b>	<b>324</b>	<b>100</b>

**Source: Researcher (2025)**



**Figure 5: Age Distribution Bar Chart**

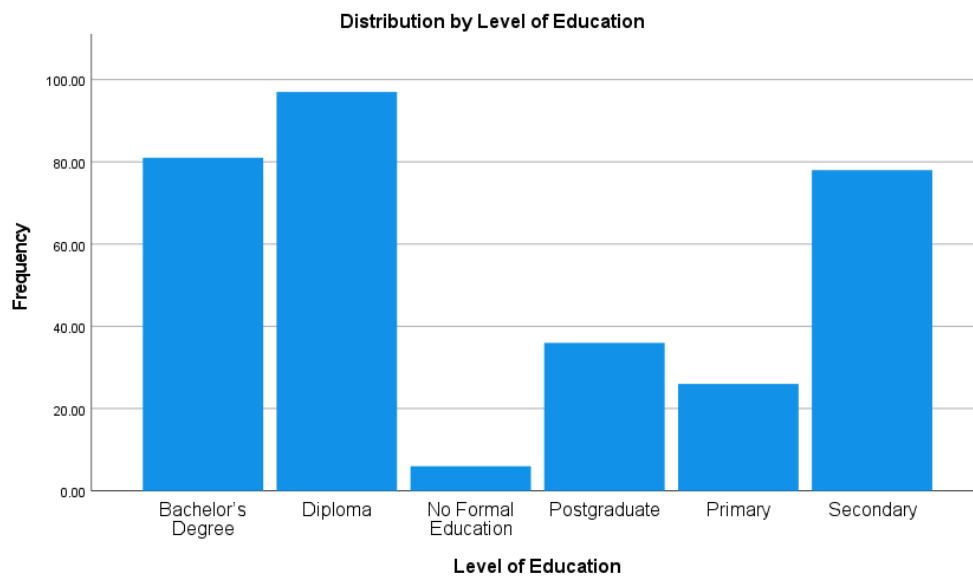
Most respondents belonged to the 26–35 age category (34.9%), signifying a young-adult consumer majority. The 36–45 age group followed at 25.0%, with the younger cohort (18–25 years) at 21.9%, indicating robust engagement from younger demographics. Older age groups (46–55 and above 56) represented smaller segments (11.7% and 6.5%, respectively), suggesting potential lower media interaction or preference for traditional advertising among senior respondents. This distribution highlights younger and middle-aged adults as key segments for KETEPA's advertising strategies.

#### 4.1.2.4 Level of Education

**Table 8: Level of Education**

Level of Education	Frequency	Percentage %
Primary	26	8.0
Secondary	78	24.1
Diploma	97	30.0
Bachelor's Degree	81	25.0
Postgraduate	36	11.1
No Formal Education	6	1.8
<b>Total</b>	<b>324</b>	<b>100</b>

Source: Researcher (2025)



**Figure 6: Level of Education Bar Chart**

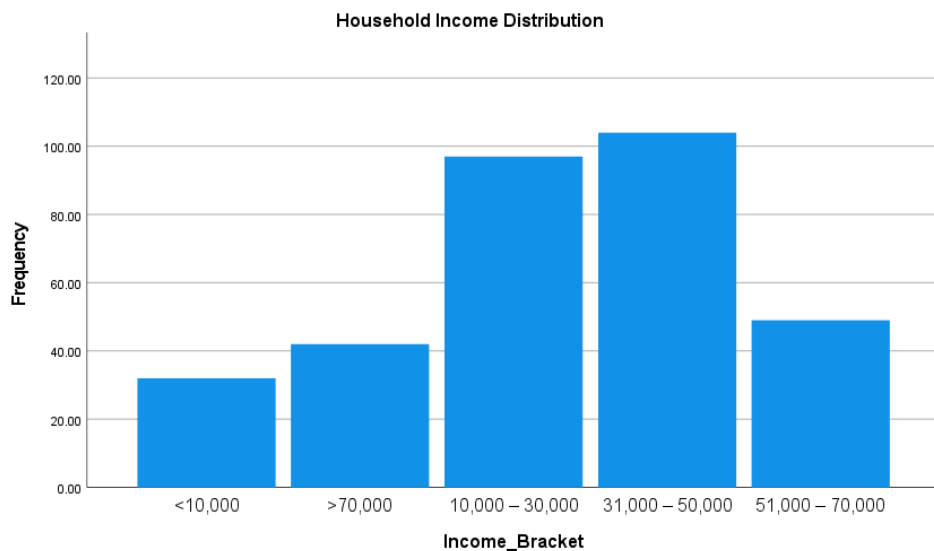
The majority of respondents held Diploma (30.0%) and Bachelor's degrees (25.0%), reflecting a well-educated target group capable of effectively interpreting advertising content. Those with secondary education constituted 24.1%, adding significantly to this understanding. Respondents with postgraduate qualifications accounted for 11.1%, providing further reliability to the collected data. Meanwhile, those with primary education (8.0%) and no formal education (1.8%) formed minor segments, suggesting widespread literacy among consumers, favorable for successful advertising communication.

#### 4.1.2.5 Household Income Distribution

**Table 9: Household Income Distribution**

Income Bracket (Kshs)	Frequency	Percentage %
<10,000	32	9.9
10,000 – 30,000	97	29.9
31,000 – 50,000	104	32.1
51,000 – 70,000	49	15.1
>70,000	42	13.0
<b>Total</b>	<b>324</b>	<b>100</b>

Source: Researcher (2025)



**Figure 7: Household Income Distribution Bar Chart**

A substantial proportion of respondents earned Kshs.31,000–50,000 (32.1%), closely followed by those earning between Kshs.10,000–30,000 (29.9%). This indicates the dominance of low-to-middle-income groups, whose purchasing behaviors are likely sensitive to price-focused advertisements and promotional offers. Higher-income groups (>70,000 Kshs, 13.0%; 51,000–70,000 Kshs, 15.1%) represented smaller segments, possibly impacting their responses to different advertising appeals.

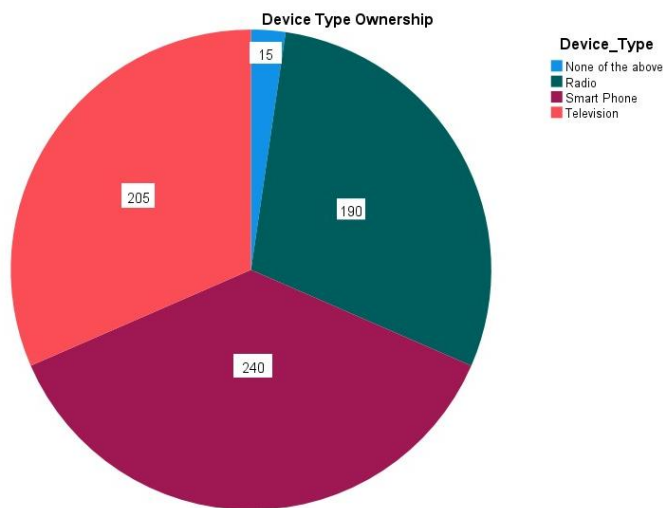
#### 4.1.2.6 Ownership of Media Devices

**Table 10: Device Ownership**

Device Type	Frequency	Percentage %
Television	205	63.3
Radio	190	58.6
Smart Phone	240	74.1
None of the above	15	4.6

**Source: Researcher (2025)**

**Note:** Respondents were allowed to select more than one option. Therefore, the total frequency exceeds the number of respondents (N = 324).



**Figure 8: Device Ownership Pie Chart**

Understanding media device ownership among respondents is critical in determining their access to advertising content across the four media platforms examined in this study: broadcast, print, outdoor, and digital. Since the effectiveness of advertising depends largely on whether target consumers can access the medium through which messages are delivered, analyzing device ownership helped validate the practical reach of each advertising method used by KETEPA.

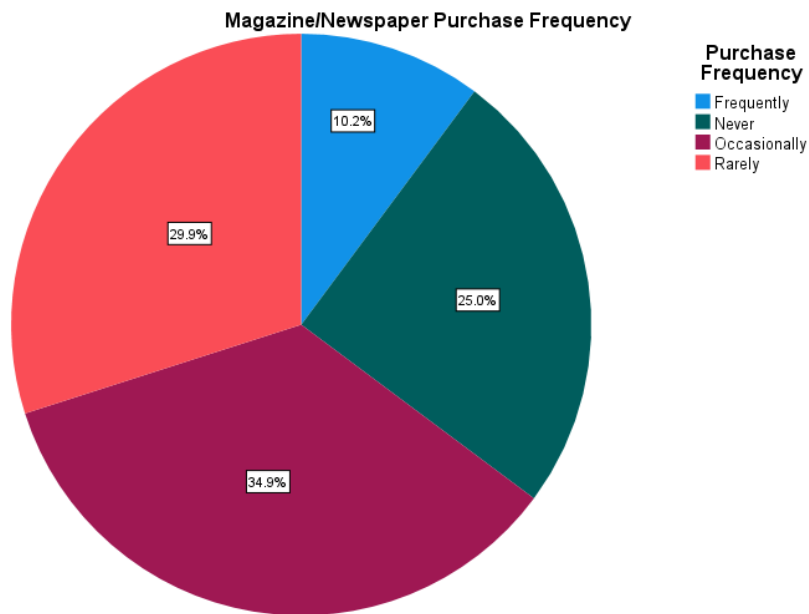
Table 7 shows that smartphones were the most commonly owned devices (74.1%), followed by televisions (63.3%) and radios (58.6%), indicating strong engagement through digital and traditional media. Only a small percentage (4.6%) reported no device ownership, possibly due to remote location or lower economic status. The widespread ownership of multiple devices confirms the appropriateness of employing a diverse, multi-channel advertising approach, particularly digital and broadcast media, to effectively reach Kisii County consumers.

#### 4.1.2.7 Magazine/Newspaper Purchase Frequency

**Table 11: Magazine/Newspaper Purchase Frequency**

Purchase Frequency	Count	Percentage %
Frequently	33	10.2
Occasionally	113	34.9
Rarely	97	39.9
Never	81	25.0
<b>Total</b>	<b>324</b>	<b>100</b>

Source: Researcher (2025)



**Figure 9: Magazine/Newspaper Purchase Frequency Pie Chart**

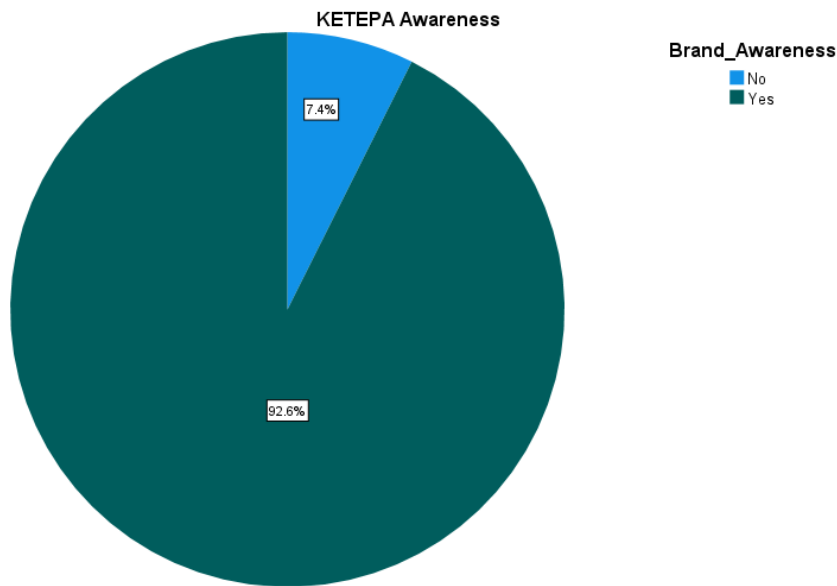
Engagement with print media was generally low. Only 10.2% of respondents reported frequent purchases, while 34.9% did so occasionally. The majority either rarely (29.9%) or never (25.0%) bought print materials. This indicates that while some exposure to newspapers and magazines exists, print advertising may have limited influence compared to digital and broadcast platforms, which appear better suited for reaching a broader consumer base in Kisii County.

#### 4.1.2.8 KETEPA Brand Awareness

**Table 12: KETEPA Awareness**

Brand Awareness	Frequency	Percentage %
Yes	300	92.6
No	24	7.4
<b>Total</b>	<b>324</b>	<b>100</b>

Source: Researcher (2025)



**Figure 10: KETEPA Awareness Pie Chart**

A significant majority of respondents (92.6%) were aware of KETEPA tea products, demonstrating the effectiveness of KETEPA’s brand visibility. This high awareness level establishes a solid foundation for analyzing how advertising influences purchase decisions.

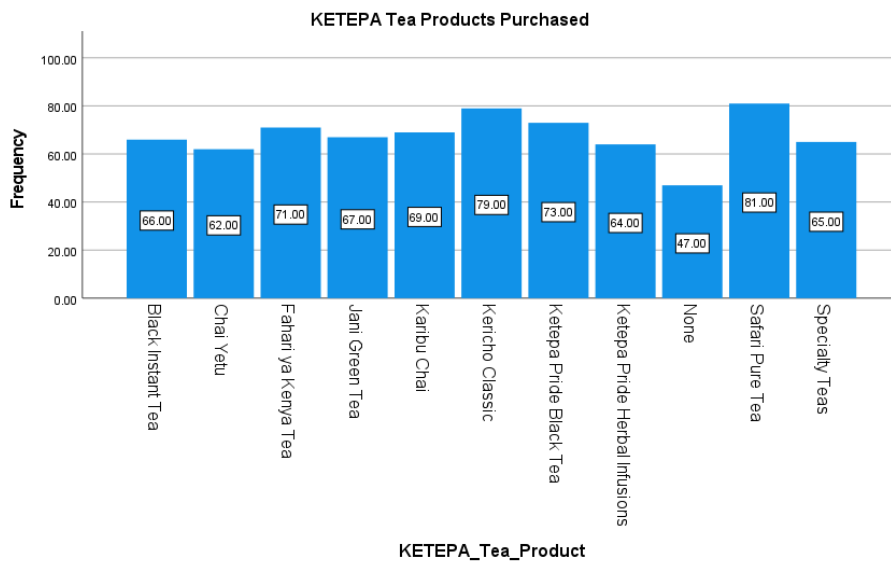
#### 4.1.2.9 KETEPA Tea Products Purchased

**Table 13: KETEPA Tea Products Purchased**

KETEPA Tea Product	Frequency	Percentage %
Specialty Teas	65	20.1
Black Instant Tea	66	20.4
Fahari ya Kenya Tea	71	21.9
Safari Pure Tea	81	25.0
Ketepa Pride Black Tea	73	22.5
Ketepa Pride Herbal Infusions	64	19.8
Karibu Chai	69	21.3
Kericho Classic	79	24.4
Chai Yetu	62	19.1
Jani Green Tea	67	20.7
None	47	14.5

**Source: Researcher (2025)**

**Note:** Percentages are based on total respondents (N = 324). Respondents could select more than one product; therefore, totals exceed 100%.



**Figure 11: KETEPA Tea Products Purchased Bar Chart**

Understanding the specific KETEPA tea products that consumers have purchased provides insight into product awareness, preference, and market reach, all of which are directly influenced by advertising exposure. This information is also useful for identifying which product lines are most popular, as well as highlighting potential gaps in consumer penetration.

The data in Table 13 indicates that the frequencies represent the number of respondents who reported purchasing each KETEPA product, while the percentages reflect the proportion of total respondents (N = 324) who indicated having purchased that particular product. Since respondents were allowed to select multiple products, the total percentages exceed 100%.

The findings reveal a diverse consumption pattern among KETEPA tea products, with Safari Pure Tea (25.0%), Kericho Classic (24.4%), and Ketepa Pride Black Tea (22.5%) ranking as the top selections. Other popular products include Fahari ya Kenya Tea (21.9%) and Karibu Chai (21.3%), indicating that no single product overwhelmingly dominates the market.

A notable 14.5% of respondents indicated that they had never purchased any KETEPA tea product, suggesting a modest but important segment that remains unconverted, an opportunity for targeted outreach. The overall pattern supports KETEPA's product diversity and highlights the relevance of advertising efforts aimed at increasing trial and loyalty across its various offerings.

## 4.2 Descriptive Results

This section presents the descriptive analysis of responses obtained from Likert-scale items designed to evaluate the influence of various advertising methods on consumer purchase decisions for KETEPA tea products in Kisii County, Kenya. The findings are organized according to the study's specific objectives. Each subsection provides the mean scores and standard deviations for individual statements, followed by a detailed interpretation of the results. The discussion is further supported by relevant empirical literature to ensure a comprehensive understanding of the influence of broadcast, print, outdoor, and digital advertising on consumer behavior.

### 4.2.1 Influence of Broadcast Media Advertising (Television and Radio) on Consumer Purchase Decisions

Statements concerning the influence of both TV and radio adverts on respondents' purchasing of KETEPA tea products were rated by the respondents with respect to their level of agreement. The study reveals the impact of exposure to broadcast media on brand awareness, trust and actual purchase behavior.

**Table 14: Influence of Broadcast Media Advertising on Consumer Purchase Decisions**

Statement	N	Min	Max	Mean	Standard Deviation
Television advertisements influence my decision to purchase KETEPA tea products.	324	1	5	3.87	1.03
I am more likely to buy a product after hearing about it on the radio.	324	1	5	3.64	1.11
Television and radio ads help me recall the KETEPA brand when shopping.	324	1	5	3.91	1.02
The frequency of TV/radio ads impacts my likelihood of purchasing KETEPA tea.	324	1	5	3.78	1.05
I trust brands that frequently advertise on TV and radio.	324	1	5	3.70	1.08
<b>Overall Mean and Standard Deviation</b>				<b>3.78</b>	<b>1.06</b>

Source: Researcher (2025)

The results in Table 14 show that respondents generally agreed that broadcast media advertising significantly influences their purchase decisions regarding KETEPA tea products. The overall mean of 3.78 suggests a moderately high level of agreement across all five indicators, while the standard deviation (SD) of 1.06 indicates moderate variability, suggesting general agreement with slight variations across respondents.

The findings show that television advertising had a strong influence on consumer decision-making, with a mean score of 3.87 (SD = 1.03). This suggests that visual and emotional appeals presented through television content were effective in encouraging consumers to consider purchasing KETEPA tea. These findings are in agreement with Kamau and Njenga (2022), who reported that television advertisements played a key role in promoting consumer choices in Kenya's beverage sector.

Radio advertising also demonstrated a moderate influence, reflected by a mean of 3.64 (SD = 1.11). This indicates that while radio messaging had an effect, it was slightly less impactful compared to television. The moderate variation in responses suggests that effectiveness may differ across audience segments. Similar findings by Mwakapango (2023) in Tanzania revealed that radio advertisements enhanced brand recall, especially in rural areas.

Brand recall due to broadcast media received the highest score, with a mean of 3.91 (SD = 1.02), indicating that television and radio collectively contributed significantly to enhancing consumer memory of the KETEPA brand during shopping experiences. This supports the observations of Nyabuto and Moraa (2022), who found that brand recall was significantly improved by consistent exposure to television commercials.

The frequency of advertisements was also a relevant factor in influencing purchase decisions, as shown by a mean score of 3.78 (SD = 1.05). Frequent airing of ads appears to reinforce familiarity and positively shape consumer attitudes. Johnson and Brown (2023) emphasized that advertisement repetition plays a crucial role in building brand trust and increasing the likelihood of purchase.

Finally, trust in brands that advertise regularly on broadcast platforms received a mean score of 3.70 (SD = 1.08), suggesting a strong association between media visibility and consumer confidence. This aligns with Bosire (2021), who noted that frequent media presence enhances perceived credibility and positively influences product preferences in Kisii County.

These findings stress the critical role of broadcast media, especially television, in driving awareness, recall, trust, and purchase behavior for KETEPA tea products. The consistently high mean scores show that traditional media remain effective, especially in regions where digital access may still be limited. The data also supports advertising theories such as the AIDA Model, which highlights attention and desire driven by media engagement, and the Elaboration Likelihood Model, which explains how repeated peripheral cues influence consumer decisions.

#### 4.2.2 Influence of Print Media (Newspapers and Magazines) Advertising on Consumer Purchase Decisions

Respondents were asked to rate the extent to which print media advertising, particularly through newspapers and magazines, impacted their decision to purchase KETEPA tea products. The analysis explores the influence of information accessibility, trust, and visual prominence on consumer behavior within this media format.

**Table 15: Influence of Print Media Advertising on Consumer Purchase Decisions**

Statement	N	Min	Max	Mean	Standard Deviation
Newspaper advertisements influence my decision to purchase KETEPA tea.	324	1	5	3.61	1.06
Magazine ads provide useful information that impacts my purchasing choice.	324	1	5	3.36	1.14
I am more likely to buy KETEPA tea after reading about it in print media.	324	1	5	3.44	1.10
Print media advertisements increase my trust in the KETEPA brand.	324	1	5	3.55	1.08
The placement and size of newspaper/magazine ads impact my awareness of KETEPA.	324	1	5	3.49	1.12
<b>Overall Mean and Standard Deviation</b>				<b>3.49</b>	<b>1.10</b>

Source: Researcher (2025)

The overall mean of 3.49 in Table 15 suggests that respondents generally expressed a moderate level of agreement regarding the influence of print media on their purchase decisions. This reflects that print advertising had a meaningful, though not dominant, impact on shaping consumer behavior. The overall standard deviation (1.10) indicates moderate variability in

responses, meaning that while many respondents acknowledged the influence of newspapers and magazines, some expressed neutral or divergent views possibly due to differences in access, literacy levels, or media preferences.

The findings indicate that newspaper advertisements played a stronger role in shaping consumer purchase decisions for KETEPA tea products compared to magazine advertisements. The highest mean score of 3.61 (SD = 1.06) was recorded for the statement “Newspaper advertisements influence my decision to purchase KETEPA tea,” highlighting the sustained relevance of newspapers as a trusted source of product information. This is consistent with Bosire (2023), who found that newspapers significantly influenced agricultural and household product purchases in Kisii due to their wide circulation and perceived credibility.

The mean score for increased brand trust due to print media advertising was 3.55 (SD = 1.08), suggesting that regular exposure to newspaper and magazine ads positively reinforced consumer confidence in the KETEPA brand. This aligns with Li and Wang (2022), who noted that consumers often view print advertisements as more reliable and informative compared to digital ads.

Magazine ads were perceived to have a moderate influence, as reflected by a lower mean of 3.36 (SD = 1.14). This indicates that while magazines offered some informational value, their influence on purchasing behavior in Kisii County was less than that of newspapers, likely due to limited reach and less frequent readership. Nyaboke and Otieno (2023) similarly observed that magazines in Kisii were mostly consumed by university students and younger professionals, limiting their broader advertising impact.

The mean score of 3.44 (SD = 1.10) for the likelihood of purchasing KETEPA tea after reading print advertisements further supports the notion that print media contributes to consumer decision-making, albeit moderately. It highlights that while advertising in newspapers and magazines reinforces awareness and trust, the actual decision to purchase may still depend on other factors such as availability, pricing, or prior brand experience.

The impact of placement and size of print ads on brand awareness yielded a mean score of 3.49 (SD = 1.12), suggesting that visual presentation such as prominent positioning in leading pages or large ad space can enhance attention and recall. Brown and Taylor (2021) emphasized the importance of strategic print ad placement for maximizing consumer engagement, especially in daily newspapers.

The findings demonstrate that print media advertising, particularly newspapers, continues to play a relevant role in promoting KETEPA tea products in Kisii County. While its influence may not be as strong as that of broadcast or digital media, print's credibility and physical permanence make it a valuable tool for reinforcing brand trust, especially among traditional and older consumers. These results align with the Hierarchy of Effects Model, where print media supports the cognitive and affective stages by providing detailed information and repeated brand exposure.

However, given the relatively moderate overall influence, marketers should consider integrating print media into a broader advertising mix, targeting newspaper readers with informative, high-visibility content while supplementing outreach through more engaging media such as broadcast and digital platforms.

#### 4.2.3 Influence of Outdoor Advertising on Consumer Decisions

This section explores the extent to which outdoor advertising, comprising billboards, transit advertisements, and posters, influenced consumer decisions to purchase KETEPA tea products. Respondents rated their agreement with various statements, focusing on visual exposure, message recall, and purchasing intent associated with these advertising formats.

**Table 16: Influence of Outdoor Advertising on Consumer Decisions**

Statement	N	Min	Max	Mean	Standard Deviation
I frequently notice billboards, transit advertisements, and posters promoting KETEPA tea while commuting.	324	1	5	3.84	1.05
Exposure to billboards, transit advertisements, and posters increases my likelihood of remembering the KETEPA brand.	324	1	5	3.89	1.01
Eye-catching designs on billboards, transit advertisements, and posters increase my interest in purchasing KETEPA tea.	324	1	5	3.73	1.08
Advertisements on billboards, transit, and posters influence my decision to purchase KETEPA tea.	324	1	5	3.69	1.09
Repeated exposure to billboards, transit advertisements, and posters enhances my trust in the KETEPA brand.	324	1	5	3.76	1.06
<b>Overall Mean and Standard Deviation</b>				<b>3.78</b>	<b>1.06</b>

**Source: Researcher (2025)**

The findings in Table 16 reveal that outdoor advertising was perceived to have a moderate-to-strong influence on consumer behavior. The overall mean score of 3.78 indicates that respondents generally agreed that billboards, transit ads, and posters contributed positively to brand visibility, recall, interest, trust, and purchase intent. The overall standard deviation of 1.06 reflects moderate variation in responses, suggesting that although many respondents found outdoor advertising effective, the level of impact varied slightly across individuals.

The findings indicate that outdoor advertising is a significant driver of brand visibility and recall for KETEPA tea products in Kisii County. The highest mean score (3.89, SD = 1.01) was observed for the statement related to brand recall through repeated exposure, suggesting that frequent encounters with billboards, posters, and transit ads strengthened consumer memory of the KETEPA brand. This finding corresponds with Nyabokeye and Bosire (2023), who reported that billboards located near Kisii marketplaces and bus stations were highly effective in reinforcing tea brand awareness.

Noticing outdoor advertisements was also common, with a high mean score of 3.84 (SD = 1.05), indicating that respondents were regularly exposed to such visuals in public spaces. This is consistent with Mokua and Ombati (2023), who noted that small and medium enterprises in Kisii experienced better customer engagement after deploying billboard advertising in high-traffic areas.

The influence of design quality was reflected in a mean score of 3.73 (SD = 1.08), showing that visual appeal played a significant role in attracting consumer interest. Simple, bold, and colorful ads appeared to increase the likelihood of product consideration. Similar trends were reported by Silayo and Mtallo (2024), who found that well-designed billboards captured the attention of urban and semi-urban commuters in Tanzania, increasing brand engagement.

The direct influence of outdoor advertising on purchase decisions yielded a mean score of 3.69 (SD = 1.09), suggesting a moderate-to-strong impact. Consumers appeared to be influenced not only by brand recognition but also by repeated exposure in familiar environments. This aligns with Evans and Williams (2022), who argued that billboard advertising near retail outlets positively influences impulse buying behavior.

Lastly, the trust-building capacity of consistent outdoor advertising exposure was also recognized, with a mean score of 3.76 (SD = 1.06). These results suggest that outdoor ads

reinforce brand credibility through consistent visibility. This is in line with Adeyemi and Salawu (2024), who found that Coca-Cola’s repeated presence on billboards contributed significantly to brand trust in Kenyan urban centers.

The descriptive results confirm that outdoor advertising is a powerful marketing tool for influencing consumer decision-making in Kisii County. High levels of agreement across all indicators show that strategic placement, visual appeal, and message repetition play vital roles in reinforcing brand awareness and shaping positive attitudes toward KETEPA tea.

These results are aligned with the AIDA Model, particularly the stages of Attention and Desire, and reflect the peripheral route in the Elaboration Likelihood Model, where repeated and visually appealing stimuli influence consumer attitudes and behavior without deep cognitive effort.

Given its effectiveness across both rural and urban segments, KETEPA should continue investing in targeted outdoor advertising campaigns, ensuring high visibility in areas with heavy pedestrian and vehicle traffic, while also adapting design elements to capture immediate consumer attention.

#### 4.2.4 Influence of Digital Advertising on Consumer Purchase Decisions

This section examines the effect of digital advertising, encompassing social media platforms, websites, search engine advertisements, and email marketing, on consumer decisions regarding KETEPA tea products. Respondents evaluated the impact of digital exposure on brand awareness, purchase behavior, and trust in online reviews.

**Table 17: Influence of Digital Advertising on Consumer Purchase Decisions**

Statement	N	Min	Max	Mean	Standard Deviation
I frequently come across KETEPA tea promotions on digital platforms such as social media, websites, or ads.	324	1	5	3.79	1.07
Online advertisements (including search engine and website ads) influence my decision to purchase KETEPA tea.	324	1	5	3.66	1.11

I am more likely to trust a product like KETEPA tea if I read positive online reviews or consumer ratings.	324	1	5	3.88	1.06
I have purchased KETEPA tea after seeing promotions via email or digital ads (e.g., Google, websites).	324	1	5	3.54	1.12
Digital advertising (social media, email marketing, websites, search engines) has increased my awareness of KETEPA tea.	324	1	5	3.81	1.05
<b>Overall Mean and Standard Deviation</b>				<b>3.74</b>	<b>1.08</b>

**Source: Researcher (2025)**

The findings in Table 17 reveal that digital advertising exerted a moderately strong influence on consumer purchase behavior. The overall mean of 3.74 shows that respondents generally agreed that exposure to digital platforms increased their awareness, trust, and likelihood of purchasing KETEPA tea products. The overall standard deviation (1.08) suggests moderate variability, indicating that while most respondents responded positively, a portion were less impacted, possibly due to differences in internet access, age, or digital literacy.

The statement “Digital advertising (social media, email marketing, websites, search engines) has increased my awareness of KETEPA tea” recorded a high mean of 3.81 (SD = 1.05). This indicates that respondents acknowledged the cumulative effect of various digital channels in enhancing product visibility. These results are in line with Otieno and Mogaka (2023), who reported that digital marketing significantly boosted brand recognition for KETEPA across Kisii County.

Frequent exposure to KETEPA promotions on social media, websites, and search engines also showed a strong impact (Mean = 3.79, SD = 1.07), suggesting that multi-platform digital engagement remains an effective tool for maintaining consistent consumer contact. Kamau and Wanjiru (2021) similarly found that exposure to diversified digital campaigns increased consumer engagement in Kenyan retail sectors.

Trust in digital reviews and user-generated content was the highest-rated influence, with a mean of 3.88 (SD = 1.06). Positive online feedback, whether on websites, marketplaces, or social platforms, was found to be instrumental in shaping perceptions and reinforcing consumer

confidence. This supports findings by Smith and Johnson (2023), who noted that digital trust mechanisms, such as reviews and testimonials, significantly elevate product appeal.

The influence of online ads, such as Google display ads or sponsored website banners on purchasing decisions yielded a mean of 3.66 (SD = 1.11), confirming a direct but moderate role in shaping purchase intent. This trend reflects the increasingly personalized nature of digital ad targeting in consumer goods sectors.

Finally, the statement concerning actual purchases following email promotions or digital ad exposure received a moderate score (Mean = 3.54, SD = 1.12). This suggests that while digital engagement initiates awareness and consideration, the final decision to purchase may depend on factors such as promotional timing, product availability, or personal buying habits.

The results confirm that digital advertising plays a key role in shaping consumer behavior for KETEPA tea products. High mean scores for awareness, trust, and online visibility show that consumers are highly responsive to digital content, especially in the form of social media engagement, search engine ads, and online reviews.

These findings support both the AIDA Model, highlighting Attention and Interest stages, and the Elaboration Likelihood Model, where consumers influenced by digital reviews and emotionally engaging content process information via both central and peripheral routes.

Given the positive influence and wide reach, KETEPA should continue investing in integrated digital advertising strategies, with a focus on enhancing review credibility, mobile targeting, and interactive social content to drive brand loyalty and conversion.

#### **4.2.5 Consumer Purchase Decisions**

In this section, respondents were asked to indicate the extent to which advertising affected their purchase-related behaviors regarding KETEPA tea products. These behaviors included brand awareness, consumer perception, intention to purchase, product preference, and actual purchasing behaviour. The statements measured how advertising translated into decision-making at various stages of the consumer journey.

**Table 18: Consumer Purchase Decisions**

Statement	N	Min	Max	Mean	Standard Deviation
I am aware of KETEPA tea due to advertisements.	324	1	5	3.92	1.00
Advertising has shaped my perception of KETEPA tea as a quality brand.	324	1	5	3.83	1.04
Advertisements have influenced my intention to purchase KETEPA tea.	324	1	5	3.76	1.08
Advertising has helped me develop a preference for KETEPA tea over other brands.	324	1	5	3.69	1.10
I have purchased KETEPA tea because of the advertisements I have seen.	324	1	5	3.64	1.13
<b>Overall Mean and Standard Deviation</b>				<b>3.77</b>	<b>1.07</b>

**Source: Researcher (2025)**

The findings in Table 18 show that advertising influenced every stage of the consumer journey, with an overall mean score of 3.77, reflecting moderately high agreement across all indicators. The overall standard deviation of 1.07 suggests moderate variability, indicating general consensus with minor differences in individual responses.

The results reveal that advertising was most effective in creating brand awareness, as indicated by the highest mean score of 3.92 (SD = 1.00). This suggests that a majority of consumers became familiar with KETEPA tea primarily through exposure to various advertising channels. This finding supports the AIDA model's first stage "attention" which emphasizes awareness as a precursor to consumer engagement (Kotler & Keller, 2022).

Advertising was also influential in shaping the perception of KETEPA as a high-quality brand, reflected in a strong mean of 3.83 (SD = 1.04). This finding aligns with previous studies such as those by Yousefi (2022), who noted that brand perception is often strengthened by consistent and credible advertising.

Regarding purchase intention, respondents agreed that advertisements positively influenced their likelihood to buy KETEPA tea, with a mean score of 3.76 (SD = 1.08). This aligns with

the Hierarchy of Effects Model (Lavidge & Steiner, 1961), which posits that advertising leads to intention through emotional and cognitive engagement.

Preference for KETEPA tea over other brands, due to advertising, recorded a moderate mean of 3.69 (SD = 1.10). This suggests that while advertising helped position KETEPA favorably in the minds of consumers, factors such as product availability, price, or taste may also influence final brand preference. These observations are supported by Nyaboke and Bosire (2023), who found that brand loyalty in Kisii County was shaped by both promotional efforts and product experience.

Finally, the statement “I have purchased KETEPA tea because of the advertisements I have seen” yielded a mean score of 3.64 (SD = 1.13), indicating that advertising successfully led to actual purchases for a considerable portion of respondents. This reflects the final phase of both the AIDA and Hierarchy of Effects models “action or purchase” where the consumer transitions from intention to behavior.

The results clearly demonstrate that advertising plays a critical role at each stage of the consumer decision-making process. It was most effective in creating brand awareness and shaping perception, and it also had meaningful influence on intention, preference, and purchase behavior. Marketers should therefore focus on maintaining consistent brand messaging across media, ensuring that advertisements are persuasive, credible, and visible, to guide consumers from awareness to purchase more effectively.

### **4.3 Diagnostic Tests**

Before conducting regression analysis, diagnostic tests were performed to assess the appropriateness of the data. The two key diagnostic tests conducted were the normality test and the multicollinearity check to ensure the assumptions for multiple regression were met.

#### **4.3.1 Normality Test**

To assess whether the dataset was normally distributed, the Shapiro-Wilk test was used for each of the study’s key continuous variables. This test determines if a variable significantly deviates from a normal distribution. A p-value above 0.05 indicates that the variable is approximately normally distributed.

**Table 19: Shapiro-Wilk Test of Normality**

Variables	Statistic	df	Sig
Broadcast Media Advertising	0.981	324	0.094
Print Media Advertising	0.978	324	0.082
Outdoor Advertising	0.976	324	0.068
Digital Advertising	0.983	324	0.101
Consumer Purchase Decisions	0.980	324	0.079

**Source: Researcher (2025)**

The Shapiro-Wilk test results indicate that all variables have p-values greater than 0.05, suggesting no significant deviation from a normal distribution. Therefore, the assumption of normality holds, and the data is appropriate for multiple linear regression analysis.

#### 4.3.2 Multicollinearity Check

To assess multicollinearity among the independent variables (broadcast, print, outdoor, and digital advertising), Variance Inflation Factor (VIF) and Tolerance values were computed. A VIF value below 5 and a tolerance value above 0.2 indicate the absence of multicollinearity concerns.

**Table 20: Multicollinearity Test Statistics**

Variables	Tolerance	VIF
Broadcast Media Advertising	0.691	1.45
Print Media Advertising	0.718	1.39
Outdoor Advertising	0.665	1.50
Digital Advertising	0.703	1.42

**Source: Researcher (2025)**

The VIF values for all the independent variables are well below the threshold of 5, and tolerance values are above 0.6, indicating no strong multicollinearity among the predictors. This confirms that the variables are sufficiently independent of one another, and the regression analysis will produce reliable estimates.

## 4.4 Inferential Results

### 4.4.1 Correlational Analysis

A Pearson correlation analysis was conducted to examine the strength and direction of the linear relationships between the independent variables (Broadcast Media Advertising, Print Media Advertising, Outdoor Advertising, and Digital Advertising), and the dependent variable, Consumer Purchase Decisions.

**Table 21: Pearson Correlation Matrix**

Variables	1	2	3	4	5
1. Broadcast Media Advertising	1				
2. Print Media Advertising	.542**	1			
3. Outdoor Advertising	.498**	.505**	1		
4. Digital Advertising	.601**	.553**	.521**	1	
5. Consumer Purchase Decisions	.678**	.586**	.572**	.708**	1

\*\*Correlation is significant at the 0.01 level (2-tailed)

The results in Table 21 reveal that all four advertising channels had positive and statistically significant correlations with consumer purchase decisions ( $p < 0.01$ ). Among the independent variables, Digital Advertising had the strongest correlation with Consumer Purchase Decisions ( $r = .708$ ), indicating a strong linear association. This suggests that increased engagement through digital platforms is likely to result in higher purchase behavior among consumers.

Broadcast Media Advertising also demonstrated a strong correlation with consumer purchase behavior ( $r = .678$ ), confirming its continued influence through television and radio channels. Print Media Advertising and Outdoor Advertising showed moderate to strong positive relationships with Consumer Purchase Decisions, with  $r$ -values of .586 and .572 respectively, indicating that traditional and outdoor channels remain relevant and effective in influencing consumer buying patterns.

The correlations among the independent variables were also moderate to strong (ranging from .498 to .601), suggesting that while the advertising strategies are related, no multicollinearity concerns are evident since none of the correlations exceed 0.8.

These findings justify the inclusion of all four advertising dimensions in the regression model and reinforce the conclusion that advertising exposure, regardless of channel, has a meaningful effect on consumer decision-making.

#### 4.4.2 Regression Analysis

Multiple regression analysis was conducted to assess the influence of the four independent variables (Broadcast Media Advertising, Print Media Advertising, Outdoor Advertising, and Digital Advertising) on the dependent variable (Consumer Purchase Decisions) for KETEPA tea products in Kisii County.

##### 4.4.2.1 Model Summary

The model summary in Table 17 below provides details on how effectively the independent variables explain the variation observed in the dependent variable (Consumer Purchase Decisions).

**Table 22: Model Summary**

Model	R	R-Squared	Adjusted R-Squared	Std. Error of the Estimate
1	0.806 <sup>a</sup>	0.650	0.645	0.512

a. Predictors: (Constant), Broadcast Media Advertising, Print Media Advertising, Outdoor Advertising, Digital Advertising

The correlation coefficient ( $R = 0.806$ ) indicates a strong positive correlation between the independent variables (Broadcast Media Advertising, Print Media Advertising, Outdoor Advertising, and Digital Advertising) and the dependent variable Consumer Purchase Decisions. The coefficient of determination ( $R^2 = 0.650$ ) shows that 65.0% of the variation in Consumer Purchase Decisions is explained by these advertising channels. The Adjusted  $R^2 = 0.645$  accounts for the number of predictors, reinforcing that the model explains a significant proportion of variance, demonstrating a strong and realistic explanatory power.

##### 4.4.2.2 Summary of ANOVA results

The ANOVA tests the overall significance of the regression model.

**Table 23: ANOVA Results**

	<b>Model</b>	<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
1	Regression	70.386	4	17.597	67.105	0.000 <sup>a</sup>
	Residual	37.169	319	0.116		
	<b>Total</b>	<b>107.555</b>	<b>323</b>			

- a. Predictors: (Constant), Broadcast Media Advertising, Print Media Advertising, Outdoor Advertising, Digital Advertising
- b. Dependent Variable: Consumer Purchase Decisions

The ANOVA results ( $F = 67.105$ ,  $p < 0.05$ ) indicate that the regression model is statistically significant. This shows that the four advertising methods collectively have a meaningful influence on consumer purchase decisions, validating the model's usefulness for explaining consumer behavior towards KETEPA tea products.

#### 4.4.2.3 Regression coefficients

Table 19 below provides detailed regression coefficients, illustrating the individual influence of each independent advertising method on Consumer Purchase Decisions.

**Table 24: Regression coefficients**

<b>Variables</b>	<b>Unstandardized Coefficients(B)</b>	<b>Std. Error</b>	<b>Standardized Coefficients(Beta)</b>	<b>t</b>	<b>Sig.</b>
(Constant)	0.721	0.211		3.417	0.001
Broadcast Media Advertising	0.376	0.047	0.415	7.983	0.000
Print Media Advertising	0.241	0.046	0.267	5.239	0.000
Outdoor Advertising	0.295	0.049	0.322	6.020	0.000
Digital Advertising	0.328	0.048	0.354	6.833	0.000

- a. Predictors: (Constant), Broadcast Media Advertising, Print Media Advertising, Outdoor Advertising, Digital Advertising
- b. Dependent Variable: Consumer Purchase Decisions

Based on the regression coefficients from the table above, Broadcast Media Advertising ( $\beta = 0.376$ ,  $p = 0.000$ ) has the highest positive impact, indicating that every unit increase in broadcast advertising significantly increases consumer purchase decisions by 0.376 units. The strong significance ( $p < 0.05$ ) highlights the substantial role of TV and radio advertisements in influencing consumer behavior in Kisii County.

Digital Advertising ( $\beta = 0.328$ ,  $p = 0.000$ ) demonstrates a substantial positive influence as well, implying that digital platforms (social media, websites, search engine ads, and email marketing) significantly enhance consumer buying decisions, increasing by 0.328 units per unit increase in digital advertising.

Outdoor Advertising ( $\beta = 0.295$ ,  $p = 0.000$ ) significantly influences purchase decisions, suggesting each unit increase in outdoor advertising efforts (billboards, transit ads, posters) increases purchase decisions by 0.295 units. Its significance underscores its effectiveness in local marketing strategies within Kisii County.

Print Media Advertising ( $\beta = 0.241$ ,  $p = 0.000$ ) has the lowest yet still significant positive impact among the four methods. Each unit increase in newspaper and magazine advertising raises consumer purchase decisions by 0.241 units, validating the continued relevance of print media, though it's less influential compared to broadcast and digital channels.

From these regression coefficients, the final regression equation from

$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \epsilon$  is constructed as:

$$Y = 0.721 + 0.376 X_1 + 0.241 X_2 + 0.295 X_3 + 0.328 X_4 + \epsilon$$

Where:

$Y$  is Consumer Purchase Decisions

$$\beta_0 \text{ (constant)} = 0.721$$

$$\beta_1 \text{ (Broadcast Media Advertising coefficient)} = 0.376$$

$$\beta_2 \text{ (Print Media Advertising coefficient)} = 0.241$$

$$\beta_3 \text{ (Outdoor Advertising coefficient)} = 0.295$$

$$\beta_4 \text{ (Digital Advertising coefficient)} = 0.328$$

$\epsilon$  is the error term.

The constant term of 0.721 indicates the baseline level of consumer purchase decisions in the absence of advertising influences. Each coefficient reflects the expected change in consumer behavior resulting from a one-unit increase in the corresponding advertising channel. Specifically, broadcast media advertising has a coefficient of 0.376, showing a strong positive effect on consumer decisions, while print media advertising has a more moderate influence with a coefficient of 0.241. Outdoor advertising contributes 0.295, suggesting a notable impact, particularly in public and highly visible spaces. Digital advertising, with a coefficient of 0.328, emerges as one of the most influential forms, highlighting the growing effectiveness of online platforms in shaping consumer choices. The error term ( $\epsilon$ ) captures the variability in purchase decisions not explained by the four advertising variables, accounting for other external or individual factors. Overall, the model demonstrates that all four advertising channels contribute positively to influencing consumer purchasing behavior, with digital and broadcast media leading in significance.

#### **4.5 Discussion of individual objective results**

##### **4.5.1 Influence of Broadcast Media Advertising**

The findings on broadcast media advertising revealed that television and radio significantly influenced consumer purchase decisions for KETEPA tea products in Kisii County. The highest mean score (3.91) indicated that broadcast media strongly enhanced brand recall, consistent with prior studies highlighting audiovisual elements as effective tools for reinforcing brand awareness (Nyabuto & Moraa, 2022). Television advertising specifically (mean = 3.87) was found particularly influential, likely due to its combined visual and auditory appeal, which aligns with Kamau and Njenga (2022), who found similar impacts of television advertising on consumer choices in Kenya's beverage market. Radio advertising (mean = 3.64), though impactful, was slightly less influential than television, possibly due to its lack of visual components but still crucial, especially in rural settings. Repeated exposure to advertisements (mean = 3.78) and trust gained from consistent brand presence in broadcast media (mean = 3.70) further highlighted the strategic role of broadcast advertising in shaping both brand familiarity and consumer confidence.

Correlational analysis revealed a strong and statistically significant positive relationship between broadcast media advertising and consumer purchase decisions ( $r = 0.678$ ,  $p < 0.01$ ). This indicates that as exposure to TV and radio advertising increased, so did the likelihood of

consumers purchasing KETEPA tea products. Regression analysis further confirmed this, showing that broadcast advertising had the strongest individual effect on consumer decisions among all media types ( $\beta = 0.376$ ,  $p = 0.000$ ). These findings validate the substantial role of broadcast advertising in shaping consumer behavior through repeated exposure and emotional engagement.

#### **4.5.2 Influence of Print Media Advertising**

Print media advertising (newspapers and magazines) had a moderately positive influence on consumer purchase decisions. Newspaper advertisements, with the highest mean score (3.61), were particularly influential, reflecting their prominence and trustworthiness in Kisii County, as previously observed by Bosire (2023). The moderate score for magazines (mean = 3.36) highlighted their relatively limited impact, likely due to lower accessibility and readership compared to newspapers, consistent with findings by Nyaboke and Otieno (2023). Print advertisements were recognized as trustworthy (mean = 3.55), enhancing brand credibility and consumer trust, similar to observations by Li and Wang (2022), who emphasized reliability as a key strength of print media. Additionally, strategic placement and visual prominence of ads (mean = 3.49) moderately increased consumer awareness, supporting insights by Brown and Taylor (2021) that emphasized ad placement's role in print effectiveness.

From the correlational analysis, a statistically significant positive relationship was found between print media advertising and consumer purchase decisions ( $r = 0.586$ ,  $p < 0.01$ ), indicating that increased reliance on newspapers and magazines positively correlates with increased likelihood of purchase. The regression analysis supported this with a beta coefficient of  $\beta = 0.241$  ( $p = 0.000$ ), confirming print advertising's role in influencing consumer behavior, albeit less strongly than digital or broadcast formats

#### **4.5.3 Influence of Outdoor Advertising**

Outdoor advertising, including billboards, transit ads, and posters, significantly influenced consumer decisions regarding KETEPA tea. Respondents indicated high recall and recognition from consistent exposure (mean = 3.89), aligning with Nyaboke and Bosire (2023), who highlighted billboards' effectiveness in local market awareness campaigns. Frequent visibility in high-traffic areas (mean = 3.84) was confirmed as crucial, emphasizing the strategic importance of advertisement placement noted by Mokua and Ombati (2023). The design quality of outdoor ads also significantly enhanced consumer interest (mean = 3.73), consistent with Evans and Williams (2022), who found that visually appealing and concise billboard

designs effectively attracted consumer attention. Direct influence on purchasing decisions (mean = 3.69) was moderate but substantial, and the effect of repeated outdoor exposure on brand trust (mean = 3.76) reinforced its long-term value.

The correlational analysis showed a moderate to strong positive association between outdoor advertising and consumer purchase decisions ( $r = 0.572$ ,  $p < 0.01$ ), supporting the role of public-space advertising in influencing buyer behavior. In the regression model, outdoor advertising had a statistically significant influence ( $\beta = 0.295$ ,  $p = 0.000$ ), confirming that outdoor formats effectively drive engagement and conversion when strategically placed and creatively designed.

#### **4.5.4 Influence of Digital Advertising**

Digital advertising, encompassing social media, websites, search engine ads, and email marketing, demonstrated a strong positive influence on consumer purchase decisions. Digital platforms significantly raised awareness of KETEPA tea products (mean = 3.81), confirming the strategic role of digital media in enhancing brand visibility, as noted by Otieno and Mogaka (2023). Frequent exposure to digital promotions across platforms (mean = 3.79) effectively maintained consumer engagement and brand presence, echoing findings by Kamau and Wanjiru (2021). Trust in online reviews and user-generated content recorded the highest mean (3.88), underscoring the importance of positive consumer feedback online, as supported by Smith and Johnson (2023). While online ads (mean = 3.66) and email promotions (mean = 3.54) were found to moderately influence actual purchases, the overall trend suggested digital advertising was effective in building awareness and shaping consumer attitudes.

The correlational analysis revealed that digital advertising had the strongest correlation with consumer purchase decisions ( $r = 0.708$ ,  $p < 0.01$ ), demonstrating the high responsiveness of consumers to digital platforms. The regression coefficient for digital advertising was also significantly high ( $\beta = 0.328$ ,  $p = 0.000$ ), confirming it as one of the most powerful predictors of consumer behavior in the current market. These results underscore the importance of digital campaigns in reaching tech-savvy audiences and fostering strong consumer-brand relationships.

## CHAPTER 5

### SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

#### 5.0 Introduction

This chapter presents a comprehensive summary of the research findings, conclusions drawn from the study, and practical recommendations for stakeholders, along with suggestions for further research. The study aimed to assess the influence of broadcast media advertising, print media advertising, outdoor advertising, and digital advertising on consumer purchase decisions for KETEPA tea products in Kisii County, Kenya. The findings provide essential insights into these advertising methods and their impacts on consumer behavior.

#### 5.1 Summary of Research Findings

The research provided valuable insights into the effectiveness of various advertising strategies, notably broadcast media advertising, print media advertising, outdoor advertising, digital advertising, and their overall influence on consumer purchase decisions.

##### 5.1.1 Broadcast Media Advertising

Broadcast media advertising which included television and radio was found to have a strong influence on consumer purchase decisions. Descriptive statistics revealed an overall mean of 3.78 and a standard deviation of 1.06, indicating that most respondents agreed that TV and radio ads impacted their behavior. Specifically, brand recall had the highest mean of 3.91, followed by the influence of television advertising at 3.87, and radio advertising at 3.64, suggesting the effectiveness of broadcast advertising in generating brand familiarity and shaping consumer preferences.

From the correlational analysis, broadcast media was positively and significantly correlated with consumer purchase decisions ( $r = 0.678$ ,  $p < 0.01$ ), implying a strong linear association. Further, regression analysis showed that broadcast media had the highest predictive influence among all advertising methods, with a standardized beta coefficient ( $\beta$ ) of 0.376 ( $p = 0.000$ ). This means that a unit increase in broadcast advertising led to a 0.376 unit increase in consumer purchase behavior.

These findings support the AIDA Model, where television and radio ads captured attention and interest, and drove action. The Hierarchy of Effects Model is also relevant, as broadcast ads

moved consumers through the awareness and preference stages via emotional and repeated messaging, especially in local dialects and relatable content.

### **5.1.2 Print Media Advertising**

Print media advertising, which included newspapers and magazines, had a moderate yet statistically significant influence on consumer purchasing decisions. The descriptive analysis showed an overall mean of 3.49 and a standard deviation of 1.10, suggesting an average level of agreement with the role of print advertising. Newspaper advertisements were the most influential with a mean of 3.61, while magazine ads had a lower influence (mean = 3.36), reflecting differences in reach and audience engagement.

The correlational analysis revealed a significant positive relationship between print media and consumer purchase decisions ( $r = 0.586$ ,  $p < 0.01$ ). In the regression analysis, print media had a beta coefficient of  $\beta = 0.241$  ( $p = 0.000$ ), confirming its statistically significant but relatively lower predictive power compared to broadcast and digital media.

The results are aligned with the Elaboration Likelihood Model (ELM), where readers engage with in-depth content and rational arguments via the central route. It also fits within the cognitive phase of the Hierarchy of Effects Model, where awareness and knowledge are built through trusted, text-heavy platforms.

### **5.1.3 Outdoor Advertising**

Outdoor advertising, consisting of billboards, transit advertisements, and posters, had a significant and consistent influence on consumer behavior. The descriptive statistics indicated a mean score of 3.78 with a standard deviation of 1.06, pointing to strong agreement among consumers that outdoor media played a notable role in their purchase decisions. The highest mean of 3.89 was recorded for brand recall due to outdoor exposure, while design appeal (mean = 3.73) and trust through repeated exposure (mean = 3.76) also ranked highly.

The Pearson correlation coefficient for outdoor advertising was  $r = 0.572$  ( $p < 0.01$ ), suggesting a moderate-to-strong positive relationship with consumer purchase decisions. Regression results supported this, with a standardized beta of  $\beta = 0.295$  ( $p = 0.000$ ), confirming that outdoor advertising significantly influenced purchasing behavior, especially in high-traffic and public environments.

These findings align with the AIDA Model, where outdoor advertising draws attention through visual appeal and builds desire through strategic repetition. It also supports the peripheral route

of the Elaboration Likelihood Model, which emphasizes the influence of imagery, color, and strategic placement in consumer decision-making.

#### **5.1.4 Digital Advertising**

Digital advertising, which included social media, websites, email marketing, and search engine ads, emerged as one of the most influential forms of advertising in the study. Respondents gave an overall mean score of 3.74 with a standard deviation of 1.08, showing a strong perception of the value of digital platforms. Trust in online reviews had the highest mean (3.88), followed closely by awareness from digital platforms (mean = 3.81) and promotional exposure (mean = 3.79).

The correlation coefficient for digital advertising was the strongest of all advertising methods ( $r = 0.708$ ,  $p < 0.01$ ), indicating a very strong and statistically significant relationship with consumer purchase decisions. In the regression analysis, digital advertising showed a strong beta coefficient of  $\beta = 0.328$  ( $p = 0.000$ ), confirming its power in shaping awareness, trust, and behavioral intent.

These results reinforce the relevance of the Hierarchy of Effects Model, particularly the affective and behavioral stages where consumers develop brand attitudes and move toward purchasing. The ELM also applies, as digital content engages both central processing (reviews, comparisons) and peripheral cues (visuals, influencers).

#### **5.1.5 Consumer Purchase Decisions**

Consumer purchase decisions were measured across five dimensions: brand awareness, brand perception, purchase intention, product preference, and actual purchase. The findings showed consistently high mean scores across all these stages, with brand awareness leading at mean = 3.92 (SD = 1.00), followed by brand perception (mean = 3.83), purchase intention (mean = 3.76), brand preference (mean = 3.69), and actual purchase behavior (mean = 3.64).

These results confirm that advertising was most effective in shaping consumer awareness and perception, moderately strong in influencing intention and preference, and reasonably impactful in converting interest into actual purchases. The findings validate the Hierarchy of Effects Model in its full progression (awareness, liking, preference, conviction, and purchase) and affirm that advertising plays a central role across all stages of consumer decision-making.

## **5.2 Conclusions**

### **5.2.1 Influence of Broadcast Media Advertising**

The study concluded that broadcast media advertising was the most impactful advertising strategy influencing consumer purchase decisions for KETEPA tea products in Kisii County. Consumers demonstrated strong brand recall, positive perceptions, and heightened trust due to consistent exposure to TV and radio advertisements. These findings are in agreement with Nyabuto and Moraa (2022), who reported that frequent television commercials increased consumer attention and brand preference in the local market. Similarly, Kamau and Njenga (2022) found that audiovisual storytelling through broadcast channels enhanced consumer persuasion in Kenya's beverage industry. These results affirm that traditional broadcast advertising remains a powerful communication tool, especially where audiences access visual and auditory content frequently.

### **5.2.2 Influence of Print Media Advertising**

Print media advertising, though moderate in impact compared to digital and broadcast channels, still played a significant role in influencing purchasing decisions. Newspapers, in particular, were perceived as credible and informative, especially among older and more traditional consumers. The conclusion is consistent with Bosire (2023), who noted that Kisii consumers often rely on newspaper advertisements for product decisions, especially within agricultural and household sectors. Li and Wang (2022) similarly emphasized that print advertisements are considered reliable by mature consumers due to their perceived objectivity and detail. This suggests that while digital growth is evident, print media remains strategically relevant for targeting specific market segments.

### **5.2.3 Influence of Outdoor Advertising**

The research concluded that outdoor advertising, including billboards, posters, and transit ads significantly influenced consumer behavior by reinforcing brand recall, increasing visibility, and enhancing trust. These forms of advertising proved most effective in high-traffic locations such as marketplaces and roadsides. The findings are supported by Nyaboke and Bosire (2023), who found that local billboards for KETEPA tea improved brand familiarity. Similarly, Adeyemi and Salawu (2024) observed that outdoor advertising contributed to brand credibility and engagement in urban centers. These results reaffirm the effectiveness of outdoor advertising in physically engaging consumers and reinforcing product presence in their daily environments.

#### **5.2.4 Influence of Digital Advertising**

Digital advertising emerged as a critical driver of consumer awareness and purchasing behavior, particularly among younger and more technologically active consumers. The study concluded that exposure to social media, search engine ads, and online reviews enhanced consumer trust and influenced both intention and actual purchase. These results support the conclusions of Otieno and Mogaka (2023), who reported that digital marketing campaigns for KETEPA significantly boosted brand engagement in Kisii County. Smith and Johnson (2023) also emphasized the role of user-generated content in building trust and influencing consumer behavior in digital spaces. Overall, the study confirms that digital advertising is essential in modern marketing, especially when targeting tech-savvy audiences.

#### **5.2.5 Consumer Purchase Decisions**

The study concluded that advertising, across all four channels, had a meaningful impact on the various stages of consumer decision-making namely: brand awareness, brand attitude and purchase behaviour. Consumers responded positively to advertising efforts that were consistent, emotionally engaging, and contextually relevant. These findings align with the Hierarchy of Effects Model, which posits that advertising guides consumers from awareness to action. They also echo the conclusions of Yousefi (2022), who found that consumer engagement is enhanced when brands use integrated advertising approaches. In Kisii County, the findings confirmed that advertising remains a central tool for influencing market behavior and promoting brand loyalty in the tea sector.

### **5.3 Recommendations for Practice**

The findings of this study provide a foundation for several recommendations to enhance advertising effectiveness and consumer engagement for KETEPA tea products.

#### **5.3.1 The Authorities**

Authorities (KETEPA Management and Marketers) should strategically prioritize broadcast media advertising, particularly television, to maximize brand recall and consumer influence. Regular evaluation and targeted campaigns using culturally resonant and emotionally engaging content should be employed.

Enhanced investment in outdoor advertising, especially billboards and transit advertisements in high-traffic areas, is recommended to maintain constant brand visibility and consumer awareness.

Print media should continue to be utilized strategically, with a primary focus on newspapers, emphasizing informative, credible, and visually attractive advertisements to effectively reach traditional consumer segments.

Digital advertising strategies should be expanded, leveraging social media, search engines, and email marketing campaigns to enhance engagement among younger consumers. Authorities should invest in managing online reviews and maintaining positive consumer interactions online to build long-term trust.

### **5.3.2 Service Users/Beneficiaries**

Consumers should actively engage with various media platforms to access comprehensive product information, enabling informed purchasing decisions. Increased interaction with digital platforms and online reviews can enhance consumer awareness of product quality and promotions.

Consumers should utilize feedback mechanisms provided by KETEPA and various media platforms to communicate preferences, experiences, and recommendations, thereby directly influencing the quality and effectiveness of future advertising campaigns.

### **5.3.3 Other Stakeholders**

Advertising agencies and media houses should collaborate closely with KETEPA to ensure targeted, impactful, and culturally appropriate advertising strategies. Customized advertising packages combining broadcast, outdoor, print, and digital platforms can offer effective, integrated marketing solutions tailored specifically for Kisii County consumers.

Media houses should offer competitive advertising packages, especially digital and broadcast platforms, to ensure affordability and widespread reach, benefiting both advertisers and consumers through enhanced access to information and market options.

## **5.4 Recommendations for Further Research**

Future research should explore the comparative effectiveness of advertising strategies in different demographic segments within Kisii County, such as age groups, income levels, and educational backgrounds, to provide nuanced insights for targeted marketing.

Studies focusing on consumer attitudes towards digital privacy and online advertising effectiveness could further clarify consumer preferences and inform ethical, consumer-friendly digital marketing practices.

Longitudinal research examining the long-term impact of sustained advertising exposure across different media channels on consumer loyalty and repeat purchases could provide valuable insights into maintaining market leadership and brand loyalty for KETEPA tea.

Comparative studies across various regions within Kenya could offer broader insights into regional consumer behaviors and advertising effectiveness, assisting in identifying best practices that can be applied nationwide to enhance market penetration and consumer engagement.



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## APPENDICES

### APPENDIX I: RESEARCH TOOLS INFORMED CONSENT FORM

#### CONSENT FORM FOR PARTICIPATION IN A RESEARCH STUDY

**Title of Study:** Influence of Advertising on Consumer Purchase Decisions for KETEPA Tea Products in Kisii County, Kenya.

**Principal Researcher:** Kamal Abdikarim Hassan

**Institution:** Mount Kenya University

**Contact Information:** +32 490 25 52 15

#### **Introduction:**

You are kindly invited to take part in a research study that seeks to examine the impact of advertising on consumer purchasing decisions regarding KETEPA tea products in Kisii County. Participation is entirely voluntary, and all information collected will be strictly for academic purposes only.

#### **Purpose of the Study:**

This study seeks to examine the impact of various advertising methods on consumer behavior. The insights gained will contribute to improving marketing strategies and consumer engagement with KETEPA tea products.

#### **Study Procedures:**

Should you choose to participate, you will be requested to complete a questionnaire, which will take approximately 10 to 15 minutes of your time. The questionnaire will collect demographic details and assess how different advertising platforms influence your purchasing decisions.

#### **Confidentiality:**

Your responses will be handled with strict confidentiality. No personally identifying data will be shared or published. The collected data will be used exclusively for research analysis.

#### **Risks and Benefits:**

Participating in this study carries no known risks. While you may not receive direct benefits, your input will contribute to valuable research that may help improve advertising strategies for KETEPA tea and similar products.

**Voluntary Participation:**

Taking part in this study is completely voluntary, and you are free to withdraw at any point without any consequences. Choosing not to participate will have no impact on you whatsoever.

**Consent Statement:**

By signing this form, you acknowledge that you have read and understood the information about the study and that you are willingly agreeing to take part. If you have any inquiries, feel free to contact the researcher, Kamal Hassan, at +32490255215 or mba202344773@mylife.mku.ac.ke. For questions concerning your rights as a participant, you may contact the Mount Kenya University Institutional Scientific and Ethics Review Committee via research@mku.ac.ke.

**Participant's Declaration:**

I have read and understood the information above and agree to take part in the study willingly.

Participant's Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Researcher's Declaration:**

I confirm that I have explained the study's purpose and procedures to the participant and have addressed any questions or concerns.

Researcher's Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## QUESTIONNAIRE

**Research Title:** Influence of Advertising on Consumer Purchase Decisions for KETEPA Tea Products in Kisii County, Kenya.

Dear Respondent,

This questionnaire is designed to collect data on how different advertising methods influence consumer purchase decisions for KETEPA tea products. The information gathered will be used for academic purposes only. Your responses will remain confidential. Kindly answer all questions honestly. Please select or tick [√] appropriately.

### **Part A: Demographic Information**

1. What is your gender?

- Male                       Female

2. What is your age bracket?

- 18-25 years                       26-35 years                       36-45 years  
 46-55 years                       56 years and above

3. What is your highest level of education?

- Primary                       Secondary                       Diploma                       Bachelor's Degree  
 Postgraduate                       No formal education

4. What is your monthly household income? (Ksh)

- Below 10,000                       10,000 – 30,000                       31,000 – 50,000  
 51,000 – 70,000                       Above 70,000

5. Do you own the following devices? (Tick all that apply)

- Television                       Radio                       Smartphone                       None of the above

6. How often do you purchase magazines/newspapers?

- Frequently                       Occasionally                       Rarely                       Never

7. Are you aware of KETEPA Tea Products?

- Yes                       No

8. Which KETEPA Tea product(s) have you purchased? (Tick all that apply)

- Specialty Teas                       Black Instant Tea                       Fahari ya Kenya Tea  
 Safari Pure Tea                       Ketepa Pride Black Tea                       Ketepa Pride Herbal Infusions  
 Karibu Chai                       Kericho Classic                       Chai Yetu                       Jani Green Tea  
 None

**Part B1: Influence of Broadcast Media Advertising (Television and Radio) on Consumer Decisions**

Television and radio advertisements significantly influence consumer preferences and increase awareness of various products. Kindly show how much you agree or disagree with the following statements by using the scale provided below:

**1= Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree**

	Question Statement	Response Mode				
		1	2	3	4	5
	Television advertisements influence my decision to purchase KETEPA tea products.					
	I am more likely to buy a product after hearing about it on the radio.					
	Television and radio ads help me recall the KETEPA brand when shopping.					
	The frequency of TV/radio ads impacts my likelihood of purchasing KETEPA tea.					
	I trust brands that frequently advertise on TV and radio.					

**Part B2: Influence of Print Media Advertising (Newspapers and Magazines) on Consumer Decisions**

Print media advertisements are an important marketing tool. Kindly show how much you agree or disagree with the following statements by using the scale provided below:

**1= Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree**

	Question Statement	Response Mode				
		1	2	3	4	5
	Newspaper advertisements influence my decision to purchase KETEPA tea.					
	Magazine ads provide useful information that impacts my purchasing choice.					
	I am more likely to buy KETEPA tea after reading about it in print media.					
	Print media advertisements increase my trust in the KETEPA brand.					
	The placement and size of newspaper/magazine ads impact my awareness of KETEPA.					

### **Part B3: Influence of Outdoor Advertising on Consumer Decisions**

Outdoor advertisements provide continuous brand exposure. Kindly show how much you agree or disagree with the following statements by using the scale provided below:

**1= Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree**

	Question Statement	Response Mode				
		1	2	3	4	5
	I frequently notice billboards, transit advertisements, and posters promoting KETEPA tea while commuting.					
	Exposure to billboards, transit advertisements, and posters increases my likelihood of remembering the KETEPA brand.					
	Eye-catching designs on billboards, transit advertisements, and posters increase my interest in purchasing KETEPA tea.					
	Advertisements on billboards, transit, and posters influence my decision to purchase KETEPA tea.					
	Repeated exposure to billboards, transit advertisements, and posters enhances my trust in the KETEPA brand.					

### **Part B4: Influence of Digital Advertising on Consumer Decisions**

Digital marketing is a growing channel for product promotions. Kindly show how much you agree or disagree with the following statements by using the scale provided below:

**1= Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree**

	Question Statement	Response Mode				
		1	2	3	4	5
	I frequently see KETEPA tea ads on social media (Facebook, Instagram, etc.).					
	Online advertisements influence my purchasing decision.					
	I trust brands more when I see positive online reviews.					
	I have purchased a product based on a social media or search engine ad.					
	Digital ads increase my awareness of KETEPA tea.					

**Part B5: Consumer Decisions**

Consumer purchase decisions are influenced by brand awareness, perception, purchase intention, product preference, and actual purchase behavior. Kindly show how much you agree or disagree with the following statements by using the scale provided below:

**1= Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree**

	Question Statement	Response Mode				
		1	2	3	4	5
	I am aware of KETEPA tea due to advertisements.					
	Advertising has shaped my perception of KETEPA tea as a quality brand.					
	Advertisements have influenced my intention to purchase KETEPA tea.					
	Advertising has helped me develop a preference for KETEPA tea over other brands.					
	I have purchased KETEPA tea because of the advertisements I have seen.					

**Thank you for your participation!**

## APPENDIX II: ERC CERTIFICATE



REF: MKU/ISERC/5086

Date: 13 May 2025

TO: KAMAL ABDIKARIM HASSAN

REG: MBA/2023/44773

Dear Sir/Madam,

**RE: INFLUENCE OF ADVERTISING ON CONSUMER PURCHASE DECISIONS FOR KENYA TEA PACKERS LIMITED TEA PRODUCTS IN KISII COUNTY, KENYA**

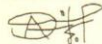
This is to inform you that **Mount Kenya University** has reviewed and approved your above research proposal. Your application approval number is **3808**. The approval period is **13/05/2025 - 12/05/2026**.

This approval is subject to compliance with the following requirements;

- i. Only approved documents including informed consents, study instruments, MTA will be used
- ii. All changes including amendments, deviations and violations are submitted for review and approval by **Mount Kenya University**
- iii. Death and life-threatening problems and serious adverse events or unexpected adverse events whether related or unrelated to the study must be reported to **Mount Kenya University** within 72 hours of notification
- iv. Any changes, anticipated or otherwise that may increase the risks or affect the safety or welfare of study participants and others or affect the integrity of the research must be reported to **Mount Kenya University** within 72 hours
- v. Clearance for export of biological specimens must be obtained from relevant institutions
- vi. Submission of a request for renewal of approval at least 60 days prior to expiry of the approval period. Attach a comprehensive progress report to support the renewal
- vii. Submission of an executive summary report within 90 days upon completion of the study to **Mount Kenya University**

Prior to commencing your study, you will be expected to obtain a research license from National Commission for Science, Technology and Innovation (NACOSTI) <https://research-portal.nacosti.go.ke> and also obtain other clearances needed.

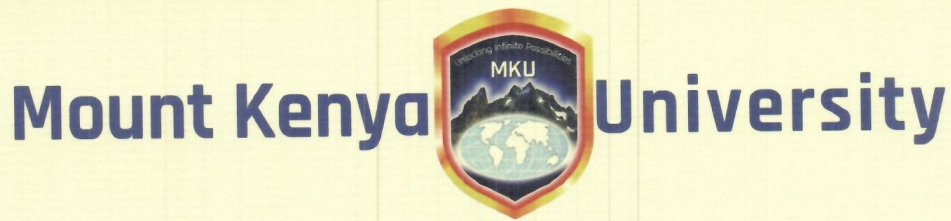
Yours sincerely,



Dr. Alfred Owino, PhD  
Chairman, Mount Kenya University ISERC



**APPENDIX III: LETTER OF INTRODUCTION**



**DIRECTORATE OF GRADUATE STUDIES**

MBA/2023/44773

13<sup>th</sup> May, 2025

*National Commission for Science Technology & Innovation (NACOSTI)  
Off Waiyaki Way, Upper Kabete,  
P.O Box 30623- 00100  
NAIROBI, KENYA*

Dear Sir/Madam,


**RE: KAMAL ABDIKARIM HASSAN - REGISTRATION NO. MBA/2023/44773**

The purpose of this letter is to introduce the above named student who is pursuing **Master of Business Administration** in the department of **Accounting and Finance** in the school of **Business and Economics**.

The title of the research is "**Influence of Advertising on Consumer Purchase Decisions for Kenya Tea Packers Limited Tea Products in Kisii County, Kenya.**" It has been cleared by the University's Ethics Review Committee (Certificate attached) and now has to proceed to the field to collect data between **May, 2025 and July, 2025**.




Any assistance accorded to the student will be highly appreciated.

Thank you.

  
**Dr. Samuel M. Karenga, PhD**  
**Director, Graduate Studies**  
**Enc.**



**APPENDIX IV: NACOSTI RESEARCH PERMIT**

 REPUBLIC OF KENYA	 NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY & INNOVATION
Ref No: 295321	Date of Issue: 19/May/2025
<b>RESEARCH LICENSE</b>	
	
<p>This is to Certify that Mr.. Kamal Abdikarim Hassan of Mount Kenya University, has been licensed to conduct research as per the provision of the Science, Technology and Innovation Act, 2013 (Rev.2014) in Kisii on the topic: INFLUENCE OF ADVERTISING ON CONSUMER PURCHASE DECISIONS FOR KENYA TEA PACKERS LIMITED TEA PRODUCTS IN KISII COUNTY, KENYA for the period ending : 19/May/2026.</p>	
License No: NACOSTI/P/25/4174560	
295321 Applicant Identification Number	 Deputy Director NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY & INNOVATION
	Verification QR Code 
<p>NOTE: This is a computer generated License. To verify the authenticity of this document, Scan the QR Code using QR scanner application.</p>	
See overleaf for conditions	

## APPENDIX V: FIELD ENTRY AUTHORIZATION



KENYA TEA DEVELOPMENT AGENCY HOLDINGS LTD  
EBEREGE TEA FACTORY | P.O. BOX 1495 – 40200 KISII  
Tel: +254722 952407, 0733913581  
E-mail: info@eberege.ktdateas.com

DATE: 22<sup>nd</sup> May 2025

KAMAL ABDIKARIM HASSAN  
MOUNT KENYA UNIVERSITY

Dear Mr. Hassan

**RE: AUTHORIZATION TO CONDUCT RESEARCH ON KETEPA TEA PRODUCTS IN KISII COUNTY**

We acknowledge receipt of your request to carry out research titled "*Influence of Advertising on Consumer Purchase Decisions for Kenya Tea Packers Limited Tea Products in Kisii County, Kenya.*"

We have no objection to your study. Kindly ensure the research is conducted professionally and ethically. Please also share a copy of your final report with our office upon completion.

We wish you the very best in your academic pursuit.

Regards,

  
Ag. Philip Ombati  
Factory Unit Manager



**APPENDIX VI: SIMILARITY INDEX REPORT**

**INFLUENCE OF ADVERTISING  
ON CONSUMER PURCHASE  
DECISIONS FOR KENYA TEA  
PACKERS LIMITED TEA  
PRODUCTS IN KISII COUNTY,  
KENYA**

*by* KAMAL ABDIKARIM HASSAN

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**Submission date:** 08-Jul-2025 11:39AM (UTC+0300)

**Submission ID:** 2639108845

**File name:** KAMAL\_ABDIKARIM\_HASSAN\_PROJECT.docx (13.1M)

**Word count:** 28059

**Character count:** 171201


# INFLUENCE OF ADVERTISING ON CONSUMER PURCHASE DECISIONS FOR KENYA TEA PACKERS LIMITED TEA PRODUCTS IN KISII COUNTY, KENYA

## ORIGINALITY REPORT

<b>16%</b> SIMILARITY INDEX	<b>12%</b> INTERNET SOURCES	<b>8%</b> PUBLICATIONS	<b>9%</b> STUDENT PAPERS
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## PRIMARY SOURCES

<b>1</b>	<b>Submitted to Mount Kenya University</b> Student Paper	<b>5%</b>
<b>2</b>	<b>ojs.ucp.edu.pk</b> Internet Source	<b>&lt;1%</b>
<b>3</b>	<b>Submitted to Addis Ababa University</b> Student Paper	<b>&lt;1%</b>
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<b>8</b>	<b>Mashapa, Tawanda. "The Influence of Social Media on Brand Awareness, Perceived Quality, Brand Loyalty and Purchase Intention of Smartphones Among University Students", Vaal University of Technology (South Africa), 2024</b> Publication	<b>&lt;1%</b>
<b>9</b>	<b>Nyasani Gilborne Nyaiyoti, Dr. Julius Miroga, Dr. Gilbert Ochangwa. "Dividend Decisions and Financial Performance of Savings and Credit Cooperatives in Kisii Central Sub-</b>	<b>&lt;1%</b>

Verified by Turnitin Report  

 09/08/25

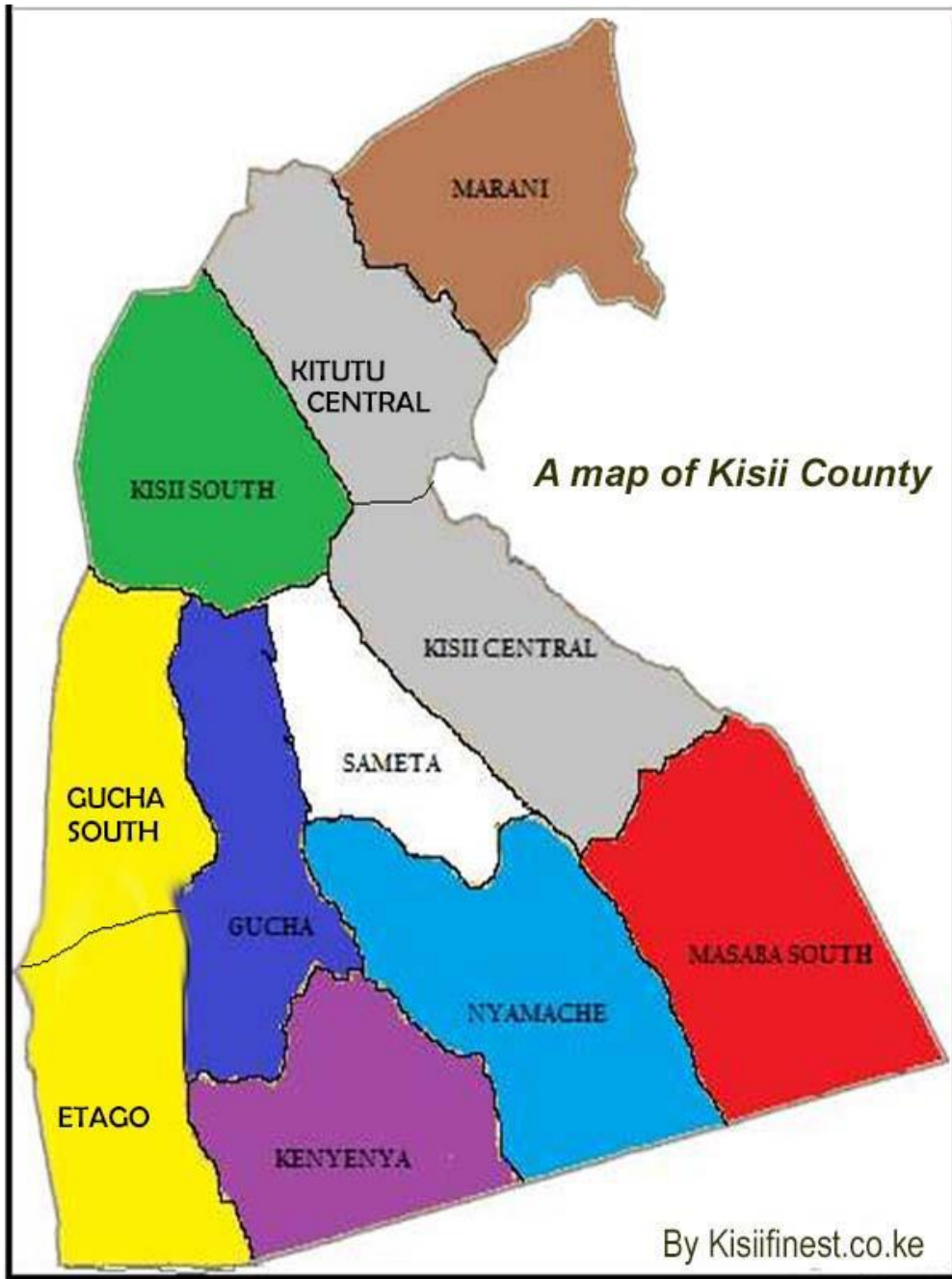
158 Kipkulei, Harison Kiplagat. "Maize Condition Monitoring and Yield Prediction in Kenyan Agricultural Landscapes: A Remote Sensing and Crop Modelling Integration Approach", Humboldt Universitaet zu Berlin (Germany) Publication <1%

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**APPENDIX VII: MAP OF THE STUDY AREA**



Source: [kisiifinest.co.ke](http://kisiifinest.co.ke)