

MOUNT KENYA UNIVERSITY

SCHOOL OF BUSINESS AND PUBLIC MANAGEMENT

**IMPACT OF OUTDOOR ADVERTISING ON PERFORMANCE
OF AGRIBUSINESS IN THE COUNTY GOVERNMENT:
A CASE OF AGRIBUSINESS IN NYERI COUNTY**

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ABSTRACT

Increasing competition and product proliferation, overcapacity and changing customer expectations are just a few of the issues that have changed the competitive landscape of the outdoor marketplace. The current environment can be categorized as hyper-competitive, where margin compression becomes particularly acute and vulnerabilities that were previously hidden by healthy economic conditions become exposed. Ensuring continued viability and optimizing financial performance in less than ideal market conditions is largely predicted on the degree to which an outdoor advertising organization can differentiate its products and services from the competition.

The study sought to investigate impact of outdoor advertising on performance of agribusiness in the county government with focus to agribusiness in Nyeri County. The study was guided by the following research objectives, that is, to determine how customer attraction, sales productivity, competitive advantages and brand awareness influence performance of agribusiness in Nyeri County.

The target populations of this study were owners of agribusiness, attendants and managers while primary data was collected through use of a questionnaire. Stratified random sampling technique was employed in coming up with a sample size of 48 respondents. Both qualitative and quantitative data was generated where quantitative data entered into SPSS (Version 17.0) and analyzed using descriptive statistics. Quantitative data was presented in tables and graphs and explanation will be presented in prose.

Based on the study finding, the study found that customer attraction towards the business leading to a good business relationship and keep them for a long run. The core aim of conducting outdoor advertising is to sell more (product) to more people and that their organization is performing better volume of sales to our customers. Competitive advantages influence agribusiness performance while aggressively advertising strategies have positively resulted to increased customers. Creation of brand awareness to consumers influences agribusiness performance where consumers are able to consider the product to buy before. The study recommends that marketing managers should innovate new ways to attract customers and keep them for a long run since commitment to customers. The study recommended that organizational performance should be built using multiple dimensions of not only measured number of product sales but also the level of growth on volume sales. Likewise, the study recommended that for firm to perform well must understand the most influential factors behind its success are. On brand awareness, the study recommended that brand awareness acts as a strong signal of product quality and supplier commitment because high levels of supplier investment in and usually necessary to build high brand awareness