THE EFFECT OF STRATEGIC ADVERTISING ON CONSUMER BRAND LOYALTY: A CASE OF BRITAM ASSET MANAGERS LIMITED, NAIROBI, KENYA

by

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12-0481

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APPROVAL

THE EFFECT OF STRATEGIC ADVERTISING ON CONSUMER BRAND LOYALTY: A CASE OF BRITAM ASSET MANAGERS LIMITED, NAIROBI, KENYA

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In accordance with Daystar University policies, this thesis is accepted in partial fulfillment of requirements for the Master of Administration degree.

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DECLARATION

THE EFFECT OF STRATEGIC ADVERTISING ON CONSUMER BRAND LOYALTY: A CASE OF BRITAM ASSET MANAGERS LIMITED, NAIROBI, KENYA

I declare that this thesis is my original work and has not been submitted to any other college or university for academic credit.

Signed: _______________________________ Date: _______________________________
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I give all glory and honour to God for giving me the strength, determination and fortitude to complete this research proposal.

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LIST OF ABBREVIATIONS AND ACRONYMS

APA   American Psychological Association
BAM   Britam Assets Managers
ICT   Information and Communication Technology
NSE   National Securities Exchange
REITs Real Estate Investment Trusts
SPSS  Statistical Package for Social Sciences
This study aimed to establish the effect of strategic advertising on consumer brand loyalty: A case of Britam Asset Managers Limited in Nairobi. The study used the descriptive research design. The population of this study comprised of a total of 6,500 Britam Asset Managers Limited customers. The target population comprised all of Britam Asset Managers Limited customers within Nairobi. The sample size of this study was 357 respondents. Both stratified sampling and random sampling techniques were used to select the sample. The primary data was collected through questionnaires. The quantitative data collected was analyzed using Statistical Packages for Social Sciences (SPSS) and while content analysis was used in the qualitative analysis. The findings showed that strategic advertising created awareness of the company’s products and services, it also assured customer of the safety of their investments with the company and finally convinced customers to continue using products and services. The study also identified factor that affect customer brand loyalty which included; high quality perception of the company’s products and services, popularity of the firm’s brand name, firm’s experience in the financial service industry, the experience of the company’s key staff members among others. Further, the results indicated that strategic advertising had a positive significant association with consumer brand loyalty. The study recommended that companies need to position their brands in the minds of consumers in order to achieve desired goals of their strategic advertising, and that companies should break the clutter by evolving innovative ways to attract the attention of the target audience and boost their customer’s loyalty.
DEDICATION

I dedicate this thesis to the Almighty God and to my beloved husband Kevin Mwongera, my daughter Eden Mwongera and to my dear family members.
