DETERMINING WHETHER BRANDING OF LOCALLY MANUFACTURED CAR CARE PRODUCTS INCREASES BRAND PREFERENCE: A CASE OF AUTOSHOPS IN NAIROBI

by

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A thesis presented to the Faculty of Postgraduate Studies

of

Daystar University Nairobi, Kenya

In partial fulfillment of the requirements for the degree of

MASTER OF BUSINESS ADMINISTRATION in Marketing and Strategic Management

May 2010

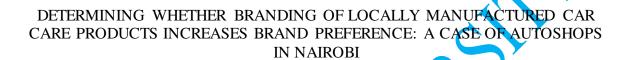
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In accordance with Daystar University policies, this thesis is accepted in partial fulfillment of requirements for the Master of Business Administration degree.

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



ACKNOWLEDGEMENTS

Though this document is my work, it would not have been possible without the help and support of few individuals whose assistance made it possible for me to accomplish this goal in time.

Firstly, I thank God for his abundant love and protection. I wish thank to my supervisor Mrs. Dorcas Mwamba and my reader Mr. Richard Maswili for their continued guidance and support in making this document academically compliant. The MBA Coordinator, Mr. Muturi Wachira, deserves high appreciation since he was always available for assistance despite his busy schedules. I am also indebted to Daystar University teaching staff to whom this document is an appreciation of what I have learnt from them. My wife Francisca provided moral support and nourishment. It is through her encouragement that I was able to finish within the planned time.

Last but not least, the following students have made invaluable contribution to the success of this document in one way or another, notably Muema, Maliti, Muimi, Pertet, Arita, Kirenge, Chepngeno, Waiganjo, and Josphat.

DEDICATION

To my Son Joseph and my Daughter Daystar who are very important in my life as they remind me of the existence of God through creation.



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ABBREVIATION

AMA American Marketing Association



ABSTRACT

Car care products are products which are engineered to maintain a car into good working condition to bring about longevity and also aesthetic values. Some family of car care products are those products which can be used for body paints, battery systems, dashboard, engine systems and upholstery parts. Car care products need to be well blended with good design, colour, packaging, label, lettering, name, style, and symbol so that the products can be distinguished from the competitors'. This results to product differentiation which builds on brand preference thus sales increase and high profitability for the companies. This study was carried out to determine whether branding of locally manufactured car care products increased brand preference. This study brought out the role of branding of locally manufactured car care products in product preference, brand perception, market entry and in gaining competitive advantage.

The research adopted a descriptive research design. Sampling technique adopted was non-random; convenience sampling. Data was collected using questionnaires and interviews done among the auto shops along Kirinyaga Road, Nairobi. These are organizations that deal with both imported and locally manufactured car care products.

One of the key findings of this study was that branding of car care products improve brand perception, brand preference and aid in market entry. It was also found that branding enable companies gained competitive advantage. One of the key recommendations proposed by this study is that locally manufactured car care products should be properly branded. This would enable the local brands to compete fairly with the imports. This study recommends other area of the study to be done on the effect of advertising on branding.