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INFLUENCE OF PRODUCT AWARENESS STRATEGY ON PERFORMANCE OF FAST MOVING CONSUMER GOODS COMPANIES IN THE BOTTOM OF THE PYRAMID MARKET

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ABSTRACT

Awareness has been identified as one of the key marketing components of Fast Moving Consumer Goods (FMCGs) at the Bottom of the Pyramid (BOP)market segment. This article presents a general synopsis of the impacts of awareness on the performance of FMCGs at the BOP and highlights the effect of various awareness tools on the sale of FMCGs. The BOP, the biggest market segment on the economic pyramid of the world, is made up of over 4 billion people and as such, albeit not always by choice, commands the attention of FMCGs industries. FMCGs industries are motivated to produce goods targeted for this market, often bearing in mind the financial muscle of this population. In this article, we explore the business potential of FMCGs at the BOP with particular focus on how Awareness strategies impact the movement of goods and from the findings, we conclude that the awareness tools impact the performance of FMCGs at the BOP as measured by profitability and sales volume. Another notable conclusion is that the awareness tools used to promote top of the pyramid (TOP) and middle income groups are the same tools which are very effective in promoting BOP market goods and services.

Keywords: Awareness Strategy, Bottom of the Pyramid, FMCG, Performance

INTRODUCTION

The Bottom of the pyramid (BOP) is presumed to be the largest and fastest growing market in the world with 2/3 of the world population already in it and the BOP population will grow to 6 billion people in 40 years' time with a commensurate purchasing power of $5 trillion (Chikweche, 2013).

According to Gupta and Pirsch (2014), the total population of the world can be divided into three main categories based on the level of income one earns or spends per year. This categorization is referred to as the economic pyramid of the world. Figure 1.1 illustrates economic groups, the

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approximate size and spread of the world population using three main classifications in terms of per capita income various economic pyramids of the world.

Annual spending per capita income in $Tiers Population in millions

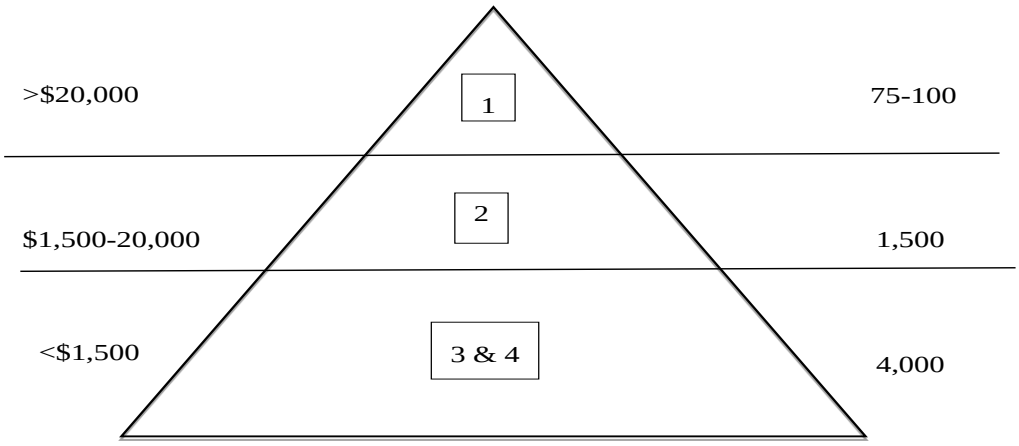

Figure 1.1: Economic Pyramid of the Bottom of the pyramid

Adopted from Jun, Lee and Park (2013).

Top of the pyramid (TOP) is marked as (1) and has a population of between 75-100 million, middle income group marked as (2) has 1.5 billion people while the last income group marked as (3&4) has a population of over 4 billion people.

The Kenya Economic Survey (2014) defines the Bottom of the Pyramid as that group of consumers who earn less than Ksh.23, 670/ - per month or approximately ksh.780/- per day. This definition is very close to the World Bank categorization of consumers who earn $ 2,500 per year.

Prahalad (2010) summarized this concept by contending that while multinationals and private companies have all through invested in the middle and top of the pyramid groups in the production of goods and services and ignored the bottom of the pyramid segment, there is indeed a fortune at the bottom of the pyramid and that private companies and multinationals should invest in this segment through the production of affordable goods and services.

According to Prahalad (2010), there are approximately 5 billion consumers in the world. This 5 billion can be the engine for growth in trade and prosperity in the 21st century. Karnani (2007) supported this view and claimed that bottom of the pyramid potential customers present a vast untapped and unexploited opportunity.

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One of the main reasons why companies invest in BOP market is the untapped market with many opportunities (Chikweche, 2013). The Bottom of the Pyramid segment is however faced with very many challenges such as corruption, poor infrastructure, non-existent distribution channels, religious and racial conflicts, low incomes, high inflation, foreign exchange shortages and reduced private capital inflows which all call for unique solutions to tackle this challenge of global poverty (Anderson & Billou,2007; Chikweche, 2012).

1.1.1 Fast Moving Consumer Goods Industry (FMCG)

Shafayet and Rozario (2012) define fast moving consumer good industry (FMCG) as an industry where low involvement and convenient products such as food, beverage, personal hygiene and household cleaning utensils are traded. The products sell very quickly, are relatively affordable, have low margins but due to the relatively high turnover on volumes, cumulative profits are normally high. Fast moving consumer goods industry is characterized by companies which supply low-cost products that are in constant high demand (KPMG, 2013).

These goods can further be divided into food and personal hygiene and require extensive distribution networks due to their high turnover (Shafayet & Rozario 2012). While some FMCG companies only concentrate on either food or personal hygiene, some manufacture and market products for other companies. Nestle Foods; Coca Cola and Pepsi Cola only sell food products while others like Reckit and Benckser and Colgate Palmolive only sell personal hygiene products. Unilever (K) Ltd. is an example of a company that manufactures and sells both food and personal hygiene products while some companies like Haco Tiger Ltd manufacturer and sell personal hygiene products but markets food products for a company in South Africa (Kenya Association of manufacturers, 2014).

According to KPMG (2015) the total household expenditure on fast moving consumer goods in 2010 was $ 240 billion for a sample of 39 African countries. The leading in terms of revenue from the top to the bottom are Nigeria, South Africa, Morocco, Ethiopia, Kenya, DRC, Ivory Coast and Tanzania. The total market share for fast moving consumer goods industry for the consumers earning less than $3 per day (BOP) was 59% on the total consumption.

In Kenya, the BOP market stands at approximately 57% of the total population (Tetra Pak Ltd in 2013). The findings of the Tetra Pak Ltd in 2013 research also showed that the BOP population is on the rise due to the ever-rising cost of goods and services in Kenya. Consequently, the FMCG companies need to target and come up with new products that will appeal to this ever-increasing population. This study sought to answer two research questions: First, *How does* awareness strategy influence performance of FMCG firms at the bottom of the pyramid? (RQ1)

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and Second, Does taxation have a significant moderating effect on the relationship between awareness strategy and performance of FMCG companies at the bottom of the pyramid? (RQ2)

2.0 MATERIALS AND METHODS

2.1 Research Design

This research used the survey approach. Survey research is used by social scientists to collect primary data because it is feasible in terms of time and resources (Dooley, 2007).Survey research was used to collect a representative sample; which represented the rest of the population and hence allowed the findings to be generalized. Angoitia and Ramirez (2009) used survey method in a similar study on strategic use of mobile telephony at the BOP.

This was an exploratory survey where responses were examined to detect the relationship patterns |between the variables (Bryman, 2004), where data was collected on both the awareness strategy descriptors and performance measures namely sales revenue and market share. In keeping with the objectives of this study, the effect of awareness strategies on performance of FMCGs at the bottom of the pyramid market, cross-sectional survey research was appropriate as it was not possible to collect data from all the FMCGs companies operating in Kenya.

2.2 Target Population

In this study, the target population comprised two categories namely, all the FMCGscompanies in Kenya as listed by Kenya Association of Manufacturers directory of 2014 (KAM, 2014) and BOP consumers from the five informal dwellings (slums) of Nairobi County: Mathare, Sinai, Soweto, Kibera and Kwanjenga/Pipeline. Chikweche and Fletcher (2012) used similar populations namely FMCGs firms dealing in foodstuff and personal hygiene products and BOP consumers in a related study in Zimbabwe. While the Sales and Marketing managers were the most suitable FMCGs respondents due to their knowledge of strategies used in addressing BOP consumer needs, the BOP consumers were well suited to provide information on the products they purchase and consume.

2.3 Sampling Frame

The sampling frame for FMCG companies was a list from the Kenya Association of Manufacturers (KAM) directory of 2014. It was however difficult to get a sampling frame for BOP consumers and as stated by Zikmund e*t al.* (2010) and Babbie (2010), where the sampling list does not exist then one can be prepared using the most appropriate data. In this study, a list was prepared using information availed by Tetra Pak International who are the market leaders in food packaging who carried out a retail audit on the total number of kiosks in Nairobi in the year 2012.

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2.4 Sampling Size and Sampling Techniques

A cross-sectional census survey (Table 2.1) of all the 130 fast moving consumer goods companies operating in Nairobi County was conducted

Table 2.1: Fast Moving Consumer Goods Companies -Across the Country

Region	**Number of Firms**
Nairobi Region	130
Other regions outside Nairobi	46
Total Number	**176**

Source: KAM Directory (2014)

2.4.1 Sampling Techniques

This study utilized cluster sampling and specifically area sampling and purposive sampling. According to Mugenda and Mugenda (2003) and Kothari (2013), area sampling is ideal when the population of study is scattered over a large geographical area. Kothari (2013) stated that Area sampling, which is a special type of cluster sampling, is primarily used when the unit of analysis is based on a geographic area.

Purposive sampling was used to select Nairobi County because it is cosmopolitan and most FMCGs companies and BOP consumers are found in Nairobi County and being the capital city, it has representation from all other counties in Kenya.

According Zickmund (2010) purposive sampling is used where the researcher wishes to isolate a sample that has qualities or characteristics required for the study. Nairobi County having 74.7% of all the fast-moving consumers' companies in Kenya was therefore an appropriate setting for this study. Fast moving consumer goods companies are scattered all over the country and as Mugenda and Mugenda (2003) stated, cluster sampling is used when the population is scattered over a large geographical area

For the BOP consumers, the sampling technique was multi-stage sampling which combined cluster sampling and purposive sampling. According to Zikmund *et al.* (2010), purposive sampling involves deliberate selection of a particular unit of the population and is normally used when a researcher wishes to isolate a sample that has qualities or characteristics which are required for the study and that only a small sample is required if the population is homogeneous. In such a case, a small sample size with similar characteristic was used gave an objective representation of the population.

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In this study, the BOP consumers buying characteristics were very much similar because their limitation was the wage or disposable income which was normally paid daily and the consumer ought to have bought the basic goods which met their family daily requirement based on the money at their disposal. This is what is referred to as single serve purchase because the consumer only buys a basket of goods which are supposed to last for one day only. By selecting Nairobi County to represent the 47 counties in Kenya, purposive sampling was invoked. This sampling was also used to select the BOP consumers in Nairobi

In the second stage, the five major slums in Nairobi which represent the main urban BOP consumers were selected. These slums are Kibera, Sinai, Mathare, Kwanjenga/Pipeline and Soweto slums. In stage three, the prepared sampling frame was used at random to select 150 respondents/BOP consumers who buy from the kiosks/shops in each of the five slums identified above. Purposive sampling gave the researcher the opportunity to pick a BOP consumer who bought goods from a specific kiosk/shop through the assistance of the owner of the business who identified the BOP consumer.

The kiosk/shop owners were requested to identify the BOP consumers and clarify to them the purpose of the study. This was to cultivate trust and enable the researcher to conduct the interview without suspicion from the BOP consumers. This is in line with Creswell (2009), who stated that the respondents are purposefully selected because they can inform an understanding of the research problem and central phenomenon in the study. Anderson and Billow (2007) and Ireland (2008) used the same technique to select the sample size and the sample in their studies on BOP research.

2.5 Data Collection Methods and Instruments

Two self-administered semi-structured questionnaires were used for data collection: one the Sales and Marketing managers in the FMCGs and the other for the BOP consumers. This approach is supported by Chikweche (2010) who noted that having more than one group of respondents is good in studies involving consumers and firms because they have a dyadic relationship.

2.5.1 Administration of Research Instruments

Sales and Marketing managers are easy to identify and are key persons who develop the sales and marketing strategies for their companies. The strategies were used to develop the market share and improve sales for the companies they work for.

According to Yang (2008), the questions in a study should be directly related to the research objectives. In the development of the questionnaires, the four variables namely acceptability,

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affordability, availability and awareness were identified and operationally defined. The procedure for issuing the questionnaires to the respondents was through self-introduction. A self-introduction letter and an authority letter for data collection from the Jomo Kenyatta University accompanied the questionnaire.

2.5.2 Pilot Testing

Zikmund *et al*. (2010) defined pilot testing as a small-scale research project that collects data from respondents similar to the full study. Piloting of the questionnaire was done using the 15 sales managers from FMCGs companies and 15 BOP consumers from the five slums of Nairobi, namely, Kwanjenga, Mathare, Kibera, Sinai and Soweto. This was 10% of the total sample population and according to Babbie (2010), this is a good representation to test the reliability and validity of the research instruments. This helped the researcher to identify any ambiguous and unclear questions in the questionnaire before administering it to the selected population.

2.5.3 Reliability

Reliability test for the data collection instruments was done using the Cronbach's formula to measure the internal consistency of the instrument. According to Mugenda and Mugenda (2003) and Zimund *et.al* (2010) this is a better test of reliability and the higher the coefficient the better the results in terms of and a coefficient of 0.7 and above is considered a good measure of reliability.

2.5.4 Validity

Validity is the degree to which results obtained from the analysis of the data actually represent the phenomenon under the study. According to Zikmund *et al.* (2010), good measures should be both consistent and accurate and validity is the extent to which a score truthfully represents a concept. Creswell (2009) asserted that validity is the strength of qualitative research and it exists when the knowledge sought is arrived at through descriptions that make possible an understanding of the meanings and essence of experience. Validity was achieved during the pilot testing of the research instruments using the 15 Sales Managers from the FMCG sector.

To ensure that the instrument produced valid data attention was taken while designing the questionnaire. The objective was to ensure that the questionnaires were measuring what was intended and collected what was intended to be collected. This is what is known as content validity and is normally improved through the use of an expert or a professional in a certain field (Mugenda & Mugenda, 2003).

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2.5.5 Data Processing and Analysis

Descriptive statistics such as mode, median, mean, standard deviation were used to achieve the first objective of getting a feel for the data while the second objective of testing the goodness of data was achieved through test of reliability using the Cronbach's Coefficient alpha formula and finally, the third objective of hypothesis testing was achieved through multiple regression analysis.

Data was processed using the SPSS (Statistical data processing for Social Sciences) version 20 to obtain results using linear regression and correlation analysis models. The use of classic linear regression model is preferred due to its ability to show relationships between the independent and the dependent variables (Castillo, 2009). Multiple regression analysis and correlation analysis were carried out with the aim of analysing the relationships between strategies used by FMCGs, awareness strategy and bottom of the pyramid market performance. Martin and Hill (2012) used a similar model when they carried out a BOP research on life satisfaction, self-determination and consumption adequacy in 51 countries. Shafayet and Rozario (2012) used multivariate model in a similar study on purchase decisions regarding FMCGs companies in Bangladesh while Nguyen and Mohamed (2011) used multiple regression in their research on leadership behaviours.

2.5.6 Quantitative Analysis

The descriptive statistics were employed in the analysis of quantitative data in terms of frequency distribution tables, pie charts, mean and standard deviation on the strategies used by the FMCGs to respond to the bottom of the pyramid market. The study also utilized multiple regressions to determine the relationship between BOP strategies and the BOP market. The effect of the moderating variable was also tested using regression analysis. The t-test was carried out to test the hypotheses.

2.5.7 General Multiple Regression Analysis

a) The general multiple regression models for this study were as follows;

$Y = \beta_0 + \beta_1 \chi_{1+} e$

Where

Y = BOP market performance

β_0 = Model intercept

β_1, coefficient of regression

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χ= Awareness strategye = is the error term

Nguyen and Mohamed (2011) stated that multivariate regression allows prediction of a single dependent variable from more than one independent variable and also the determination of the influential dependent variable; linear regression with OLS was used to estimate the relationship between awareness strategies employed and BOP performance among FMCG firms in Nairobi County, Kenya.

2.5.8 Moderated Multiple Regression Analysis

The government normally has a lot of influence on the strategies developed by the FMCGs especially on BOP consumption through taxation such as the value added tax (VAT) which was used as a moderator variable in this study

The general multiple regression model with a moderator for this study will be; $y = \beta_o + \beta_1X_1+\beta_1X*Z +e$

Where Y = BOP market performance

X = independent variable – Awareness strategy

βo = constant or intercept

β1 = are regression coefficients for X *Z* = moderating variable (VAT at 16%).

e = error term

XZ = Interaction term of taxation with Awareness strategy (X)

2.6 Variable Definition and Measurement

In this study, variable measurements were based on a mix of tools because the questionnaire had both qualitative and quantitative measures and therefore the variables of study had different measurement levels, some with nominal, ordinal, interval and some with ratio scales.

According to Zikmund *at al*. (2010), interval and ratio scales are used frequently in social science studies when a researcher collects product rating information. The independent variable awareness, while the 16% VAT that was introduced on the BOP goods was the moderating variable. The BOP market performance was the dependent variable

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Awareness refers to the extent the customer knows and perceives the brand. There are various ways in which companies promote their brands. These are word of mouth, sales promotion, corporate social responsibility, personal selling and advertising. A five point Likert scale was used to measure their usage as follows 5=used most frequently, 4-often used, 3= slightly used, 2=not used and 1=planning to use it in future.

Similarly, brand information refers to the channels used to create awareness of the brands and this will be in relation to their particular cost and in terms of number of consumers who receive the information. Brand impact was measured using the five point Likert scale testing how effective the channel was in terms of cost and the number of consumers who receive the information as follows: 5- very effective, 4- effective, 3- moderately effective, 2= slightly effective and 1= not effective. Similarly, brand awareness impact and cost effectiveness were measured using a five point scale with where 5 represented very effective or impactful while 1 represented not effective/not impactful. The total amount of budget utilized on BOP market was measured using % of the total promotion budget.

Taxation refers to the government levy on the goods and services sold; this was the moderating variable. Bottom of the Pyramid market consumers are highly price sensitive to any review in price of the final consumer. If taxation increases due to increases in the value-added tax (VAT), FMCGs companies immediately pass this price increase to consumers through a price increase and this affects both the independent variables and the consumption. Taxation in this study was measured by a five point Likert scale. It was used to evaluate how VAT affects consumption of goods targeted to BOP consumers using a scale of 1 to5 where, 5=very high, 4=high, 3=moderate, 2=very low and 1=not effective.

Bottom of the pyramid marked performance refers to the change in consumption of goods due to the implementation of the 4As strategies by the FMCGs. This was measured using two indicators, namely the % change in sales and size of BOP market share occasioned by the implementation of the awareness strategy Auclair (2008) supported this view by stating that the urban BOP consumer if properly targeted creates new markets which increase consumption of goods and increases market share.

Growth in consumption was measured using % growth in sales. A 5-point scale was used where; 5=81-100%, 4=61-80%, 3=41-60%, 2=21-40% and 1=0-20% was used. Market share was measured using the proportionate market share of BOP as a % of the total market. A five-point scale was provided where; 5=81-100%, 4=61-80%, 3=40-61%, 2=21-40% and 1= 0-20%. The Table 2.2 below summarizes how each variable was measured.

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Table 2.2: Operationalization of Study Variables

Type of Variable	Variable Name	Variable Indicators
Dependent Variable	**BOP Marketperformance**	Effect on BOP consumption when products are made affordable. Parameters are; • % growth of BOP sales • BOP Market share
	Awareness strategy	Refers to how the consumer got to know about the brand and is willing to try the brand for consumption. The indicators are: • Communication tools • Brand impact • Promotion effectiveness • % of BOP budget utilized

Source: Author, 2017

3.0 RESULTS

The purpose of this study was to evaluate the effectiveness of Awareness strategy on the performance of FMCGs at the BOP in Nairobi County, and whether taxation moderates this relationship.

3.1 Response Rate

Out of the 130 questionnaires distributed, 102 were filled up by the sales and marketing managers. This was a response rate of 78.4% and according to Babbie (2010), a 50% response rate is considered adequate, 60-70% is considered good while above 70% is considered very good and therefore, a 78.4% response rate from this study was very good. The findings are shown in Table 4.5.

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During inferential statistics analysis, a number of respondents' questionnaires were removed from the model because they were found to be affecting the model adversely due to the effect of outliers. This therefore reduced the actual frequency in the model from 102 to 84 questionnaires, this is in line with Hair, Black and Babin (2010); and Abbott and McKinney (2013) who stated that cases or observations showing characteristics or values that are markedly different from the majority of cases in a data set should be dropped. This is because they distort the true relationship between variables, either by creating a correlation that should not exist or suppressing a correlation that should exist.

Table 3.1: Response Rate

Response Rate	**Frequency**	**Percent**
Responded	102	78.4%
No Response	28	21.6%
Total	**130**	**100%**

3.2 Diagnostic Tests

3.2.1 Reliability Testing

Reliability refers to the degree to which a research instrument yields consistent results after repeated trials. According to Zikmund *et.al* (2010), Cronbach coefficient is often used to test reliability. Cronbach's Alpha test was carried out on the three variables so as to a certain their reliability. The measure ranges from 0 to 1 and the higher the coefficient, the more reliable or consistent the construct is. The reliability results are presented in Table 3.2

Table 3.2: Reliability Test of Constructs

Construct	**No. of Items**	**Cronbach's Alpha**	**Status**
Awareness	19	0.734	Acceptable
Taxation	20	0.701	Acceptable
Bottom of the Pyramid	20	0.888	Acceptable

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The reliability statistics were 0.734 for awareness, .701 for taxation and 0.888 for the BOP performance. All the three variables passed the minimum threshold of 0.70 and this meant that they were reliable and therefore full data collection commenced.

3.2.2 Tests of Normality

According to Farrel and Rogers (2006); Indiana (2011) normality tests are used to determine if a data set is well modeled by a normal distribution, and to compute how likely it is for a random variable underlying the data set to be normally distributed. Ghasemi and Zahediasl (2012) stated that many of the statistical procedures including correlation, regression, t tests, and analysis of variance, namely parametric tests, are based on the assumption that the data follows a normal distribution. The normality tests supplement the graphical assessment of normality.

To test normality, skewness and kurtosis statistics were used. Skewness is the extent to which a distribution of values deviates from symmetry around the mean (Norusis, 1994). A value of zero means that the distribution is symmetric, while a positive skewness is shown by a greater number of smaller values, and a negative value indicates a greater number of larger values. A kurtosis value near zero indicated the shape of data was close to normal. A negative value indicates a distribution which is more flat than normal, and a positive kurtosis indicates a shape peaked than normal. According to Creswell (2008), statistic values of +/- 2 for Kurtosis and Skewness are adequate for statistical analysis.

The results of normality test are presented in Table 3.3

Table 3.3: Test of Normality

Variable	Mean	Std. Dev	Skewness	Kurtosis
Awareness Strategy	-.0717	0.97781	-0.249	.456
Bottom of the Pyramid Market performance	-.1319	0.72869	-0.190	0.179

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As seen from Table 4.9, the awareness construct had a mean of -0.0717, standard deviation of 0.978, skewness of -0.249 and kurtosis of 0.456, while the bottom of the pyramid performance construct had a mean of- 0.1319, standard deviation of 0.72869, and skewness of 0.190 and finally a kurtosis of 0.179.

For all variables, skewness and kurtosis coefficients were well within +/-2 and hence a conclusion that the data was normally distributed. This therefore meant that the assumption of normality in linear regression analysis was satisfied. Data can be considered to be normal if the skewness and kurtosis is between +1 and -1. According to Cunningham (2005), data results values of between +1and –1 in skewness and kurtosis are normal but values +2 and -2 are still acceptable.

3.3 Demographic Statistics

3.3.1 Period Worked in the Company

The distribution of responses according to the period that the managers in the organisation is presented in Table 3.4

Table 3.4: Period Worked in the Company

	Frequency	**Percentage**
<3 years	23	23.5
3-5 years	35	35.7
6-10 years	32	32.7
more than 10 years	8	8.1
Total	98	100.0

The findings show that majority of the respondents,77%, had worked with the fast moving consumer goods companies for more than 3 years, a period long enough to be conversant with the way the companies develop and implement their strategies especially for the BOP consumers

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who were the main focus of this study. This therefore meant that the information provided by the respondents was reliable and could be used to make conclusions on the study hypotheses.

3.3.2 Age of the Company

Table 3.5: Age of the Company

Number of Years	Frequency	Percent
1-5 years	3	3.0
6-10 years	9	9.1
11-15 years	5	5.1
Over 15 years	82	82.8
Total	99	100.0

According to the study (Table 3.5) about 83% of the companies had operated for more than 15 years. The fact that the most of the companies, 88%, had operated for more than 11 years meant they had enough time to prepare and evaluate the strategies and monitor them. This may have contributed to their longevity, for more than 11 years, and therefore the findings from this study could highly be relied upon to test the hypotheses.

3.3.3 Types of Products the Company Sells

Table 3.6 shows the type of products that the companies sold.

Table 3.6: Type of Products the Company Sells

Product Types	Frequency	Percent (%)
Foodstuff only	64	66.0
Personal Hygiene only	18	18.5
Foodstuffs & Personal Hygiene	15	15.5
Total	97	100.0

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According to the findings, 66% of the companies were selling foodstuffs only, 19% were selling personal hygiene products and beauty care products only, while 15% of the companies were selling both foodstuffs and personal care products.

3.4 Descriptive Statistics on the Awareness Strategies

The awareness strategies are important in the FMCG market because the variety of goods available for selection is quite wide and therefore companies must ensure that their brands are always the first ones to be picked by the consumer when they visit the retail outlets. This is done through the creation of top of mind awareness of the brands in the consumers' mind through promotion using the available promotion channels and tools.

3.4.1 Brand Impact on the Various Tools of Promotion

Respondents were asked to rate the level of impact a promotion tool has on their brands and the results are shown in Table 3.7.

Table 3.7: Brand Awareness Impact on the Various Tools of Promotion

Brand Awareness Impact	Very low impact (%)	Slightly impactful (%)	Moderately impactful (%)	Quite impactful (%)	Very big impact (%)	Mean	Std. Deviation
Word of mouth (e.g. partnership like social groups)	2	13	26	36	22	3.64	1.04
Sales promotion	1		8	26	65	4.54	0.73
Philanthropy(CSR)	12	17	56	7	7	2.82	0.99
Personnel selling	6	6	28	42	18	3.6	1.05
Advertising (Print & electronic (e.g. radio, TV & N/papers etc.	2	2	21	26	49	4.18	0.97
Below the line advertising (e.g. poster-shirts etc.,)	3	1	22	40	34	4	0.94
Road shows and billboards	12	18	28	25	18	3.18	1.27

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Social media (mobile phone and internet)	5	13	50	17	16	3.25	1.04

In summary therefore, the ranking of the tools according to the most to the least impactful were sales promotion, advertising, below the line advertising, word of mouth, personal selling, social media, roadshows and corporate social responsibility with means of 4.54, 4.18, 4.0, 3.64, 3.6, 3.25, 3.18 and 2.82 respectively. This supports the conclusion that all the awareness tools are impactful apart from the corporate social responsibility whose mean was 2.82 just slightly above threshold; meaning that it is not a good tool to use when promoting BOP products. These findings are in line with most BOP theories which contend that the most common channels of promotion used by FMCG companies to promote products meant for the upper and middle income groups are also effective in promoting goods meant for the BOP consumers.

3.4.2 Effectiveness of the Promotion Tools

Respondents were also asked to rate the effectiveness of the various promotion tools, that is cost efficiency per unit of promotion tool using % and mean. The results are shown in Table 3.8.

Table 3.8: Cost Effectiveness of the Promotion Tools

Cost Effectiveness	Hardly Effective	Slightly Effective	Moderately Effective	Quite Effective	Very Effective	Mean	Std. Deviation
Word of mouth (e.g. partnership like social groups)	4	6	29	33	28	3.77	1.05
Sales promotion	1	5	15	39	40	4.15	0.86
Philanthropy(CSR)	11	21	50	11	7	2.85	1.03
Personnel selling	5	7	30	35	22	3.63	1.07
Advertising-i.e. print & electronic (e.g. radio, TV & N/papers etc.	7	5	29	38	21	3.59	1.10
Below the line advertising (e.g. poster-shirts etc.)	2	8	24	44	22	3.75	0.96

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Roadshows and billboards	18	30	27	17	8	2.7	1.21
Social media (mobile phone and Internet)	4	10	36	28	22	3.54	1.07

The effectiveness of the various promotion tools in terms of ranking from the best to the lowest are sales promotion, word of mouth, below the line, personal selling, formal advertising, social media, corporate social responsibility and road shows with scores of 83%,75.4%,75%,72%,71.8%,70.8%,57% and 54% respectively.

The most effective and affordable channels of promotion which the FMCG companies should take into consideration while choosing the best channels of promotion are, in order of effect and cost, sales promotion, below the line advertisement, formal advertising, word of mouth, personal selling, social media, road shows and billboards and finally corporate social responsibility with average means of 4.3, 3.9, 3.7, 3.7, 3.6, 3.4, 2.9 and 2.8 respectively. Companies planning to implement the right awareness strategies may opt to use the results of this study as they implement the right preferred awareness strategies.

3.4.3 Proportion of the Total Promotion Budget Allocated to BOP Segment

Respondents were asked to state the proportion of the total promotion budget which is allocated to the BOP market segment. The results are shown in Table 3.9.

Table 3.9: Proportion of the Total Promotion Budget Allocated to BOP Market

	Frequency	**Percent (%)**
0-10%	10	10
>10-20%	22	23
>20-30%	37	38
>30-40%	23	24
More than 50%	5	5
Total	**97**	**100**

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66% of the companies stated they allocated between 20-50% of the total promotion budget to promote the BOP products. This is an indication that the FMCG companies have realized the importance of BOP market in their endeavour to realize their overall company objectives of growing market share and profitability.

3.4.4 Test of Hypothesis

$H_0$1 – Awareness Strategies have no significant influence on the bottom of the pyramid market performance in Kenya.

First, the association between awareness strategy and BOP market performance was examined using a scatter diagram (Figure 2.2)

Figure 2.2 shows a scatter graph of awareness strategies and bottom of the pyramid market in Kenya. The diagram indicates a positive gradient which is an indication that awareness strategies affect the bottom of the pyramid market. Based on the scatter graph and the t-statistics, the null hypothesis was thence rejected since the graph indicates a positive linear relationship.

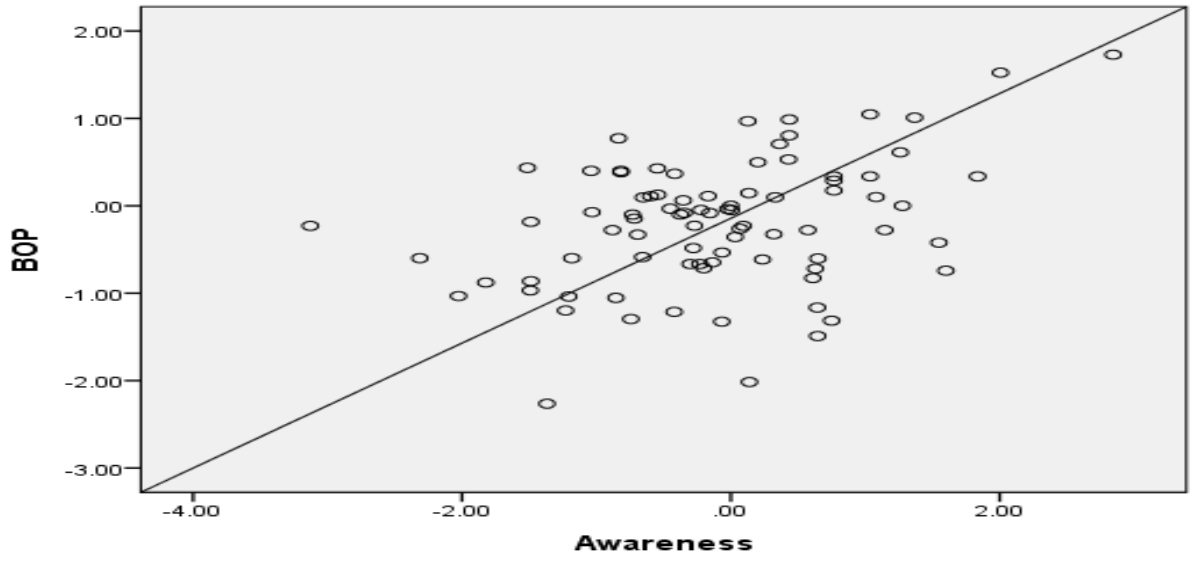

Figure 2.2: Scatter Diagran of the Bottom of the Pyramid Market Versus Awareness Strategies

From the scatter plot, it is discerned that there is a positive correlation between awareness strategy and the BOP market performance among FMCGs in Nairobi County, Kenya. Based on this finding, the hypothesis was tested using linear regression analysis.

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Secondly, to hypothesize that awareness strategies have no significant effect on the bottom of the pyramid market performance in Kenya, a linear regression F-test was carried out using ANOVA to determine whether there was a significant relationship between awareness strategies and the bottom of the pyramid market in Kenya. The results of the linear regression indicate that r = 0.374 and R^2 = 0.140. This is an indication that there is a moderate significant effect of awareness strategies on the bottom of the pyramid market performance among FMCG companies in Kenya. This relationship is explained in Table 3.10.

Table 3.10: Awareness Strategies and Bottom of the Pyramid Market Share Model

R	R Square	Adjusted R Square	Std. Error of the Estimate
0 .374	0.140	0.129	0.67807

a. Dependent Variable: BOP Market
Predictors: (Constant), Awareness

Table 3.11 shows results of ANOVA. F-test results of 13.311 and the critical values of F-test (1, 83 degrees of freedom) at 0.05 is 3.84 < 13.311. The null hypothesis was rejected and a conclusion that there is a linear relationship between awareness strategies and bottom of the pyramid market performance in Kenya was made. The findings also revealed that awareness strategies have a significant influence on the bottom of the pyramid market in Kenya since P-value is .000 which is less than 5% level of significance.

Table 3.11: ANOVA (b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.12	1	6.12	13.311	.000(b)
	Residual	37.702	82	0.46		
	Total	43.822	83			

Predictors: (Constant), X-Awareness Strategy

Dependent Variable: Y-Bottom of the Pyramid Market

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performance

To test this hypothesis, the beta coefficient was computed and t-test used to test the significance of the coefficient associated with the awareness strategies and bottom of the pyramid market performance in Kenya. This was tested at 5% significant level. The t-test results showed that the β coefficient was statistically significant since t-value at 5% is 4.09>critical t=1.96. The null hypothesis was rejected as the t-test indicated that β coefficient was different from zero, at 5% significant level. Table 4.90 shows a positive gradient which reveals that an improvement of awareness through awareness strategies increases the bottom of the pyramid market performance by a ratio of 0.226.

Table 3.12: Model Awareness versus BOP Market

Model		**Coefficients**		**t**	**Sig**
		B	**Std Error**		
1	(Constant)	-0.170	.073	-2.333	.022
	Awareness strategy	.226	.055	4.090	.000
a Dependent Variable: Y					

The equation, $Y = \beta o + \beta_1 X_1 + e$ now becomes $y = -0.170 + 0.2260 X_1$

4.0 DISCUSSION

Awareness is the degree to which customers are knowledgeable about a product. According to Chikweche and Fletcher (2012), BOP markets require integrated marketing communication which is key for any product to succeed especially on the existing and new products meant for the BOP market. All the eight awareness tools were found to be impactful, effective and efficient because they all scored a mean of 2.5 and above out of the maximum of 5. However, the top three channels in terms of impact on awareness were sales promotion, formal advertising such as electronic media and below the line advertising e.g. wall branding and as confirmed by the BOP consumers/respondents, 33.6% of them did affirm that they came to know the products they use thorough the T.V. advertisements.

The findings concur with most BOP studies which proclaim that BOP market does not require special awareness tools different from the TOP and middle income consumers but rather the awareness tools should be aligned to the specific consumer needs because BOP consumers are

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exposed to the same media channels of promotion especially the ones living in the urban centers. According to Chikweche & Fletcher (2013), most BOP consumers imitate what the other groups of consumers are buying; that is the TOP and middle income consumers and therefore the same channels of awareness used to create awareness on the TOP and middle income group can also be used to promote BOP products. These results were confirmed by the Anova tests which rated awareness as significant. The R^2 value of 14.0% also showed that awareness strategies have moderate effect on the bottom of the market share in Kenya.

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