

**AN EVALUATION OF THE RELATIONSHIP BETWEEN PERSUASION
AND CHOICE OF DAILY NEWSPAPER BY READERS IN KENYA**

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**A Thesis Submitted to the Institute of Postgraduate Studies, Kabarak University
in Partial Fulfilment for the Requirements of the Degree of Doctor of Philosophy
in Business Administration (Marketing)**

OCTOBER, 2016

DECLARATION

Declaration

This research thesis is my own original work and to the best of my knowledge it has not been presented for the award of a degree in any university or college.

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RECOMMENDATION

To the School of Business:

The thesis entitled “An Evaluation of the Relationship between Persuasion and Choice of Daily Newspaper Readers in Kenya” and written by Busolo Hillary Oundo is presented to the School of Business of Kabarak University. We have reviewed the research project and recommend it be accepted in partial fulfilment of the requirement for the **PhD degree of Business Administration (Marketing Option)**

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DEDICATION

I dedicate this thesis to my father, Fidelis Wandera and mother, Rebecca Apiyo who inspired me to undertake independent work that drives my scholarly desires.

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ABSTRACT

An average consumer is exposed to a range of persuasion marketer generated communications seeking to get his/her attention and elicit some desired response. This communications may make decision making less demanding reducing the time and effort spent in selecting a product/ service (consumer involvement). Also the level of involvement a consumer places on a particular purchase has a bearing on the actual selection (consumer choice) that will be made. But, some of the persuasion messages are relayed at a speed that makes it impossible to comprehend the communications, raising questions on the nature of elaborations consumers make, and involvement level they experience, which ultimately influences choice of product or service they make. To better understand this concept the Consumer Involvement Theory (CIT) and Elaborate Likelihood Model (ELM) were used to evaluate persuasion and its relationship with consumer choice. The study postulated that all forms of persuasion have a positive and significant relationship with consumer involvement in the choice of daily newspapers by readers in Kenya; consumer involvement has a weak, positive and significant relationship with choice of daily newspapers by readers in Kenya; there is a significant difference between relationships of different forms of persuasion and consumer involvement in the choice of daily newspapers by readers of different gender in Kenya; and there is no significant difference between relationships of consumer involvement and consumer choice between male and female daily newspaper readers in Kenya. A multi stage sampling technique was employed to get a sample of 384 respondents who completed close ended questionnaires. The findings of this study revealed that a positive correlation existed between all forms of persuasion and consumer involvement. Self persuasion and subliminal persuasion predicted consumer involvement but interpersonal persuasion did not. Further, daily newspapers strongly displayed features of low involvement product purchase and the study results showed a weak relationship existed between consumer involvement and consumer choice. Generally, all hypotheses were supported with exception of the first one, which stated that all forms of persuasion have a positive and significant relationship with consumer involvement in the choice of daily newspapers readers in selected counties in Kenya. The study recommends that daily newspapers publishers should research further on their customers and/or potential customers to understand content that appeal to them more and then strategically infuse this in their dailies to gain a competitive edge. The newspaper publishers could also explore possibility of growth in their sales through online prints targeted at those within age ranges of 18 and 24 years as their computer literacy level is high (94.4%). Advertising clients are similarly advised to identify the daily newspaper with the highest readership when pitching their adverts. This is because a large percentage of daily newspaper readers (65%) do not purchase and read more than one daily newspaper. The findings of this study contribute to knowledge in the area of persuasion, consumer involvement and consumer choice, thus building on existing theories. Policy formulators will be sensitised by the findings related to subliminal persuasion's ability to influence, hence they can take appropriate steps in regulating its influence on consumers and challenges that may result. Marketers and advertising practitioners on the other hand, have knowledge generated by this study that is critical for strategic preparation of persuasive messages that will elicit desired outcomes.

Key Words: Marketing Communication, Persuasion, Consumer Choice, Consumer Involvement, Consumer Involvement Theory, Elaboration Likelihood Model.

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ABBREVIATIONS

CIT	Consumer Involvement Theory
CCT	Consumer Choice Theory
ELM	Elaboration Likelihood Model
HSM	Heuristic Systematic Model
KDHS	Kenya Demographic and Health Survey
PII	Personal Involvement Inventory
ROI	Return on Investment
CCK	Communication Commission of Kenya
CI	Consumer Involvement

DEFINITION OF TERMS

- Attribute:** Characteristics or features that an object might or might not have.
- Attribution** A process that generates inferences of the relatively invariant qualities of things from the characteristic variance patterns they cause in their media.
- Behaviour:** Everything that a consumer does related to acquiring, using and disposing of products.
- Choice:** The process of selecting among limited alternatives.
- Consumer involvement:** It is a thoughtful process that depicts a person's perceived relevance of an object based upon inherent needs, values and interest. It is the way consumers search, assess, purchase and use consumption items (Gronroos, 2000; Mascarenhas et al., 2004; Lin, 2006; Solomon et al., 2006). For this study it meant the degree of effort (time, thought, energy and other resources) an individual devotes in the purchase process after receiving persuasion communications.
- Daily Newspaper:** Any print containing public information, intelligence or any remarkable or observation therein printed anywhere in a geographic jurisdiction for sale or free circulation and published in that region or printed elsewhere and circulated every day.

Habits	These are a specific form of automaticity in which responses are directly cued by the contexts (e.g., locations, preceding actions) that consistently covaried with past performance.
Habitual Purchasing:	Consumer buying behaviour in situations characterized by low-consumer involvement and few significantly perceived brand differences
High Involvement:	This is when a consumer spends more time and effort in information processing and actual purchase of a product/ service.
Interpersonal persuasion:	A social interaction where two or more people show mutual attentiveness reciprocally influence one another through verbal and non verbal behavior, personal feedback, coherence of behaviour and purpose.
Low Involvement:	This is when a consumer spends little time and effort in information processing and actual purchase of a product/ service.
Marketing communication:	the process whereby marketers attempt to inform, persuade and remind consumers directly or indirectly about the products and brands that they sell.
Newspaper:	Any print containing public information, intelligence or any remarkable or observation therein printed anywhere in a geographic jurisdiction for sale and published in

that region or printed elsewhere and circulated periodically.

Newspaper reader: A person who examines or is thought to examine a particular newspaper to meet specific objectives.

Newspaper readership: This is the people who read or are thought to read a particular newspaper

Persuasion: This is an interactive process through which a given message alters individuals' perspectives by changing the attitude, knowledge, beliefs, or interest that underlie those perspectives (Murphy, 2004; Lin, 2006; Bell, 2007; Campbell & Kirmani, 2000). This study retained this definition and used it in the same way.

Self persuasion: This is when an individual through role – playing or directly generating arguments with oneself as the target is convinced.

Subliminal persuasion: It is the influence of individuals' thinking, feelings or behaviour below the threshold of awareness

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Persuasion has become a powerful tool used by marketers for imbuing brands with meaning to generate compelling messages that elicit desired outcomes. The applicability and appropriateness of persuasion as a marketing tool rest on the cues generated from information delivered through messages or communication within specific contexts. Persuasion is an interactive process through which a given message attempts to alter an individual's perspective by changing the knowledge, beliefs or interest that underlie those perspectives (Murphy & Alexander, 2004).

Although messages may seem well prepared and easy to comprehend, in most cases consumers tend to spend some time and effort in an attempt to analyze messages they receive and when they don't have adequate time to fully process the messages, they resort to shortcuts - cues readily available in the message (Garry, 2000; Campbell & Kirmani, 2000; Pierro et al, 2004; Bell, 2007; Brown & Carpenter, 2000), to draw conclusion and derive meanings. Cueing provides access to beliefs held by consumers, and marketers have occasionally employed it as a tool for brand attitude formation or to counter arguments with persuasive messages (Simon 2011; Lumpe, 2000).

It is common for consumers to repeatedly get exposed to brands that are paired with various images in one form or another especially in adverts on billboards to televised commercials (Carroll et al., 2007), and to knowledge they hold from interaction with peers, family members and a wide range of other sources including internet. The number of persuasion messages and sources have increased over time, leading to bombardment of

consumers with messages at a pace and rate that they may not meaningfully comprehend or process.

Consumers are also changing, becoming better informed and more communication empowered in this digital era; a fact that has made them not only rely on marketer – supplied information but also find information on their own, or even create their own marketing messages (Kotler, 2012). This is the case, for instance, in the phenomenon of self persuasion where brand attitude may develop not as a result of a message received, but thoughts, ideas and arguments that an individual may generate after the message comes in.

Since consumers get exposed to a lot of persuasive stimuli, they may screen out some or block them from their minds. Although they may not be able to effectively recall specific claims by brands or even the brand names themselves, they might have been left with positive or negative feelings about some brands, one which they may not even be consciously aware (Edward, 2010; Pierro et al., 2004). This may make it difficult for marketers to gauge the effect of persuasion messages they craft.

Similarly, the assertion of Freud's theory, that a person's buying decisions are affected by subconscious motives that even the buyer may not fully understand (Kotler, 2012), further complicates efforts to understand consumer buying behaviour. Bruin (2004) emphasises this by asserting that choice decisions of consumers are not only determined by evaluations of rational information (product attributes) but are also driven by forces that are generally outside of rational control.

Consumers approach the marketplace and the corresponding product/service offerings with varying levels and intensity of interest and personal importance, which is commonly known as consumer involvement. Involvement creates within consumers an urge to look for and think about the product/service category and the varying options before making decisions on brand preferences and the final act of purchase (Taylor et al., 2004). It is an important consumer behaviour construct that varies among consumers and may manifest itself in two ways – low or high involvement. It is vital that marketers understand the intervention their persuasion message get from level of consumer involvement as this creates a basis for predicting their (consumers) action towards an organization's products/services (Parker, 2002; Solomon et al., 2006).

Many businesses today have realized that monitoring and understanding of consumer choice is not only necessary and relevant but also essential for the success of business entities. This is vital as the complexity of consumers has increased over time, their needs have increasingly become dynamic and they often get exposed to a wide range of persuasions and products that may complicate (to consumers) the process of choosing a product. All these present to marketers challenges of monitoring and understanding the needs, as well as attempting to explore the diversified brand attitudes they hold in order to motivate them enough to subsequently make a purchase (Batra, 2006).

Daily Newspapers in Kenya are structured in a way that different days carry local and international content bearing unique themes which include; lifestyle, business, education, entertainment features sports among others. They also often include features, editorials articles, opinion pieces and social commentary on current events which may reflect the target audience or the political/ social bias of the newspaper (Ndonye & Khasandi-Telewa, 2013). There are five daily newspapers – *Daily Nation*, *The Standard*, *The Star*, *People*

Daily and *Taifa Leo* – with a circulation of 320,000 daily nationwide. *People Daily* is a free circulated while the rest are paid for dailies. The readership is significantly higher given that about 10 people share a newspaper daily. Ipsos – Synovate findings support this through their surveys, which show that Kenya’s daily print readership stands at slightly over 3 million (Synovate, 2011).

Some of the published information is paid for while other information is obtained by journalists who work for different daily newspaper publishing media houses. It is expected that daily newspapers deliver news and other information in an up-to-date, factual manner without bias (Kurtz et al., 2007; Zielke, 2010). Except for a few photos and the occasional drawings, the information is relayed through written words, a fact that requires some minimal literacy to read and comprehend the contents in daily newspapers. In Kenya daily newspapers media houses lack afternoon editions; only single publications are made per day with some regional differences. Trends in format, colour, size and cover price of daily newspapers are relatively the same for *The Standard* and *Daily Nation*, while *Star* has slightly lower price and focuses more on social themes. *Taifa Leo* is written in Swahili and is the cheapest among all the daily newspapers (CCK., 2012).

The daily newspapers are mostly sold by vendors mainly in the morning hours. They are also sold in retail outlets such as grocery shops and supermarkets. Some people buy their copies along highways and petrol stations on their way to work, while some vendors deliver them in offices based on agreements between the parties (CCK., 2012). The choice of daily newspaper to purchase and read or outlet to access the paper may be based on attributes contained in the paper or outlet (Ndonye et al., 2013). It is also possible that the newspaper readers over time have developed loyalty which has influenced the choice they make when purchasing and reading their dailies.

Some newspaper readers access the paper via their phones, from a cyber or personal computers (Powell, 2010; Sulait et al, 2012). This study will attempt to investigate the relationship between different forms of persuasion readers of daily newspapers get exposed to, the intervention of level of involvement in their purchases and the choices they make.

1.2 Statement of the Problem

In today's business environment, persuasion has become a tool marketers have employed to influence consumers' beliefs, attitudes, and/or behaviours towards products or services they deal in (Crain, 2004). For instance, the average consumer is exposed to a range of between 300 and 1500 adverts per day (Jones, 2004), where 300 to 400 of them come from the media alone, and watches 1000 commercials per week (Berger, 2004). This is besides streams of persuasion messages through internet, billboards and subliminal persuasion (Taylor, 2007); word of mouth and other interpersonal persuasions (Mac George et al., 2008) that bombard them seeking their attention, notwithstanding phenomenon of self persuasion (Green, 2005). To elicit desired response, marketers have purposefully linked psychoanalysis and consumer behaviour in order to broaden their understanding of consumers, a fact that would assist in designing persuasion messages – intended to inform, change or defamiliarize existing information (Oatley, 2002).

Though literature on persuasion is extensive (Jesuino, 2008; Nicole, 2010; Ivana, 2008; Dillard, 2002; Murphy, 2004), and consumer involvement has received a lot of attention among academicians, studies have not evaluated relationships between various forms of persuasions consumers get confronted with, affecting the involvement process that ultimately influence the choice of products they make. Exclusive studies examining the relationship between persuasions (self, subliminal and interpersonal persuasions) and

involvement (low and high involvement), and its eventual influence on choice of a product are lacking. Also an attempt to explore whether this influence vary across gender is not available.

From past literature, the extent to and ways in which consumers buy and use some products raises the need to discern their purchasing habits to decipher the influence to the choice they eventually make. To some products, stability witnessed in choices (Quinn & Wood, 2005; Vogel et al., 2008) they make in the face of systematically repeated and modified persuasion messages raises questions; is there a relationship between persuasion and involvement? If it exists, what forms of persuasions and levels of involvement influence these choices? And last but not least, what difference exists across genders? Therefore the problem can be stated as; although many firms have made attempts to use persuasion as a tool to market their products, the relationship this has with level of consumer involvement and choice of products are vastly unexplored.

1.3 Research Objectives

The main objective of this research was to evaluate the relationship between persuasion and choice of daily newspapers by readers in Kenya.

Specific Objectives

The specific objectives were;

- (i) To examine the relationship between different forms of persuasion and consumer involvement in the choice of daily newspapers by readers in Kenya.
- (ii) To investigate the relationship between consumer involvement and choice of daily newspapers by readers in Kenya.

- (iii) To examine the relationship between different forms of persuasion and consumer involvement in the choice of daily newspapers by readers of different gender in Kenya.
- (iv) To explore the relationship between consumer involvement and consumer choice between male and female daily newspaper readers in Kenya.

1.4 Research Hypotheses

- (i) All forms of persuasion have a positive and significant relationship with consumer involvement in the choice of daily newspapers by readers in Kenya.
- (ii) Consumer involvement has a weak, positive and significant relationship with choice of daily newspapers by readers in Kenya.
- (iii) There is a significant difference between relationships of different forms of persuasion and consumer involvement in the choice of daily newspapers by readers of different genders in Kenya.
- (iv) There is no significant difference between relationships of consumer involvement and consumer choice between male and female daily newspaper readers in Kenya.

1.5 Significance of the Study

This study is important not only for academic research but also to marketing and management strategy campaigns. It contributes to existing knowledge in the larger areas of persuasion, consumer involvement and consumer choice. The study therefore offers insight which can be used as reference material for scholars undertaking research in consumer behaviour.

The methodology adopted in this study was constructed to resonate a realistic competitive marketing environment, where a unified model was adopted in the investigation. Therefore, the same methodology can be considered to probe other low involvement products. Also, gender has always remained a segmentation variable in marketing, this study evaluated the relationship between persuasion and choice of daily newspaper by readers of different gender. The moderating effect of gender can be adopted in other consumer behaviour studies.

The findings of this study may assist marketing professional bodies and government in policy formulation in regard to consumer communication. This is because divergent views are held by scholars particularly on subliminal persuasion as reflected by extant literature on the influence it may have on consumers (Groves, 2010; Weisbuch et al, 2003; Strahan et al, 2001; Winkielman et al, 2001; Martijn et al, 2010; Dijksterhuis et al, 2005). This study probed subliminal persuasion with an objective to decipher its relationship with consumer involvement in choice of a product, a fact that may help policy makers to authoritatively regulate or support course of action they take towards media and promotion activities. Furthermore, this study contemplated disclosures from findings equipping marketing professional bodies and government policy makers with pertinent knowledge on subliminal persuasion that may provide a basis for policy framework and of monitoring and evaluating communications made by marketers.

The more marketing practitioners and researchers understand about the nuances of the different forms of persuasion, the more their (different forms of persuasion) potential can be harnessed in business environment. This is because, given marketing communication prominence in the marketplace, the contribution of this study sufficiently heightens

probable persuasion directions marketing practitioners can take and generally familiarize them to relationships that exist between persuasion, consumer involvement and consumer choice. Furthermore, understanding these aspects consumer behaviour will possibly assist marketers to better prepare promotion campaigns, adjust for future planning and predict profitability. Also, these findings do not only have implications on marketing communication theory but also provide insights into the dynamics of forms of persuasion, which are of business managerial value.

1.6 Justification of the study

This study was conducted at this time cognizant of the fact that there are new channels of delivering persuasion message in the 21st Century, which are bound to affect consumer behaviour (Powell, 2010). Also, since objects themselves participate in rhetoric, through their design and use, it is necessary to investigate how this affects choice of products.

Recent studies (Jonathan, 2004; Kotler, 2012; Galdi, 2008; Maumeister, 2008) reveal that fast-paced complex persuasion messages often used in modern advertising may exceed the cognitive capacity of most people, leading to failure in processing of adverts to any significant extent. Since adverting budgets have been rising in many organizations as more and more resources get committed (Jonathan, 2004), this study avails a chance to evaluate these persuasion messages' effectiveness and question their justification.

The study adopted Consumer Involvement Theory (CIT) which is associated with consumer behaviour. It is common that any purchase entails some level of involvement by a consumer. In particular, the study adapted and applied consumer involvement as an intervention of persuasion's effect on consumer choice of products.

1.7 Scope and Limitation of the Study

1.7.1 Scope of the Study

The evaluation of the relationship between persuasion and consumer choice, with intervention of consumer involvement anchors the research study framework of reference. This study was based on the Consumer Involvement Theory and Elaborate Likelihood Model, and was limited to 13 counties in Kenya. The counties selected had population proportions of over 200,000 people having secondary education and above (KNBS, 2014). This group was thought to be able to read the newspapers or understand issues discussed in the larger part of the paper than those with primary education alone.

The unit of analysis was people who purchase daily newspapers and focus was on the choices of daily newspaper they purchase and read. The type and level of involvement intervened persuasion and choice of daily newspaper read by readers in these counties.

1.7.2 Limitations of the Study

Although this study significantly contributes to knowledge in the area of persuasion, consumer involvement and consumer choice, there are number of limitation associated with this dissertation. First, the sample for the study was limited to those who have attained secondary level education and above. While there are characteristics of this sample that made them appropriate and desirable to the context of the study, careful considerations should be taken when generalizing the findings to other populations. There is a possibility of people with primary level education reading a newspaper, and attributes of daily newspaper influencing choice of paper they would purchase and read may be different.

Also, out of 47 counties in Kenya, only 13 were considered for this study. Results may differ when different counties are considered or all counties are used for such a study. However, the methodology adopted in this study can be applied in other consumer behaviour studies.

Finally, this study focused on one product within the frequently purchased consumer goods. As a result, the findings may not apply to infrequently purchased consumer goods and services, or even other frequently purchased goods.

1.8 Chapter Summary

Today's marketplace is heavily laden with marketing communication persuasions employed to influence consumers' beliefs, attitudes, and/or behaviours towards products or services they use or consume. The overwhelming persuasion communications sources have increased too as new 21st century communication channels come into being. This has created a scenario where consumers have been bombarded by enormous intricate persuasion messages, some of which are communicated at a pace that exceed cognitive capacity to comprehend them. Ultimately, this may lead to failure in consumers processing of these messages to a significant extent hence limiting their level of involvement in the message delivered and choices they make towards products they end up selecting. Therefore this study examines the relationship between persuasion, consumer involvement and consumer choice, and also investigates differences across gender. It focuses on media houses that devote a lot of resources relaying persuasion communications to targets, and questions the prudence of this as stability in choices that consumers make is evident. Daily newspapers are the carefully chosen product units under investigation.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter discusses the theoretical foundation of the research by reviewing historical and current literature. The relevant discipline of marketing communication was reviewed, generating important direction for the study. Consumer Involvement theory and dominating persuasion models have been examined in order to place the study in its appropriate context. A gap in existing literature on persuasion has been identified and a conceptual framework ideal for this study was developed.

2.1 Theoretical Review

According to Armstrong (2010), marketers require methodologies for modeling consumer behaviour put in place if they intend to become competitive. This is because today's marketplace complexities dictate a thorough understanding of consumers and execution of multichannel strategies in order to achieve firms' marketing goals. The methodologies adopted will enable marketers to consistently monitor the marketplace, gather data from the environments they operate and process information at their disposal. It is this consistency that may yield concrete marketing plans and reliable strategies that can be used to communicate to their targets (Kotler, 2012).

Existing literature (Shrum et al., 2012; Jonas & Sine, 2009; Petty, 2001; Murphy, 2004; Lin, 2006; Bell, 2007; Campbell & Kirmani, 2000; Shrum et al., 2012; Kotler, 2012; Jenkins & Dragojevic, 2011) suggest that juggling persuasion methodologies in marketing communication planning and prudent prioritization of resource allocations is critical in the current business environment where consumers seem to behave contrary to expected responses. Kotler (2012) argues that marketers must attempt to maximize marketing

communication technologies at their disposal to reach their targets effectively. Given persuasion eminence in the domain of marketing communication, it is not surprising that theories of persuasion have been central in scholarly research in advertising, public relations and marketing promotion.

This study therefore reviewed persuasion theories, specifically Attribution theory and Elaboration Likelihood Model. Across these theories, there are significant overlaps as well as differences. Persuasion theories alone may not adequately address relationships that exist between persuasion and consumer choice without focus on involvement. This study also discussed theory of Consumer Involvement as it relates to intervenes persuasion and consumer choice. Theory of consumer choice was reviewed, highlighting how consumers make purchase decisions.

2.1.1 Attribution Theory

This theory emerged in the late 1960s as a way to understand what motivations are ascribed to senders by receivers and how receivers “figure out” which factor causes the sender to say something (i.e. attribute a motivation) (Hilton, 2007; Weiner, 2006; Schwarz, 2006). It attempts to explain how people use information- including persuasion information - to draw conclusions for events by combining information received to form causal judgement.

It is associated with Fritz Heider (1896–1988) who believed that people are naive psychologists trying to make sense of the social world. They are bound to evaluate information they receive to try and understand it and why it was sent to them or intention of the sender. Later it was improved on by Harold Kelley and Bernard Weiner of the

University of California who developed a more comprehensive and extensive model of human attribution. Basically, the theory recognises that if a person talks about a product or service, then this can be attributed either to a personal reason (e.g. the person is making a profit from it) or it can be attributed to something about the product (for example, it is a really excellent product) (Malle, 2004; Schwarz, 2006).

The distinctive features of the theory are that individuals evaluate what a person says using three types of “cues” or “covariant information”, obtained from the receivers perception of the perspective in which this message is being sent (Hilton, 2007). In the context of this study - taking the example of a daily newspaper, the three variables are: *Consensus* - i.e. how far the message being received is coherent with what other people are saying (e.g. are they all saying the daily newspaper is good). *Consistency* - i.e. is the sender always saying the same thing (e.g. is the sender repeatedly praising the daily newspaper on several occasions) and *Distinctiveness* - i.e. is the message about daily newspaper different to other messages from the same sender (i.e. does the sender always talk highly about every daily newspaper or is s/he usually critical, and this time it is a different story).

Schwarz (2006), further argues that once received, the information is evaluated against the three covariant information variables and then judged to be either high or low. For instance, if other persons have talked well about the daily newspaper (high consensus), the sender of message does not normally talk well about other daily newspapers (high distinctiveness) and the sender talks repeatedly well about the daily newspaper the receiver is likely to attribute the motive of the sender to be linked to the daily newspaper (i.e. something about the daily newspaper is good). Conversely, if other people talk

negatively about a daily newspaper-but the sender talks positively (low consensus), the sender always talks positive about every daily newspaper (low distinctiveness) and the sender varies what s/he says about the daily newspaper (low consistency) then it is likely that the receiver will attribute the positive daily newspaper evaluation to something related to the sender (e.g a profit making interest) - and not to be the result of a particularly good product.

Hilton (2007), contends that in many situations the receiver may lack some of the contextual information, hence may not be able to evaluate the message using the three covariation variables highlighted above. The receiver is still likely to attempt to figure out what causes the sender to say something, before being persuaded, using whatever cues available in order to explain what caused the sender to say something.

2.1.2 Elaboration Likelihood Model

In an attempt to explain how attitudes are formed and changed, in 1980 Petty and Cacioppo developed the Elaboration Likelihood Model (ELM) of persuasion (Petty, 2001). This model is based on the idea that attitudes are important because they guide decisions and other behaviours (Hamilton, 2004). While attitudes can result from a number of things, persuasion is a primary source.

The model features two routes of persuasive influence: central and peripheral. The ELM accounts for the differences in persuasive impact produced by arguments that contain ample information and cogent reasons as compared to messages that rely on simplistic associations of negative and positive attributes to some object, action or situation (Deutsch et al, 2006).

The key variable in this process is involvement (Bargh, 2002), the extent to which an individual is willing and able to ‘think’ about the position advocated and its supporting materials. When people are motivated and able to think about the content of the message, elaboration is high. Elaboration involves cognitive processes such as evaluation, recall, critical judgment, and inferential judgment (Benoit et al., 2001). When elaboration is high, the central persuasive route is likely to occur; conversely, the peripheral route is the likely result of low elaboration. Persuasion may also occur with low elaboration. The receiver is not guided by his or her assessment of the message, as in the case of the central route, but the receiver decides to follow a principle or a decision-rule which is derived from the persuasion situation (Maumeister, 2008).

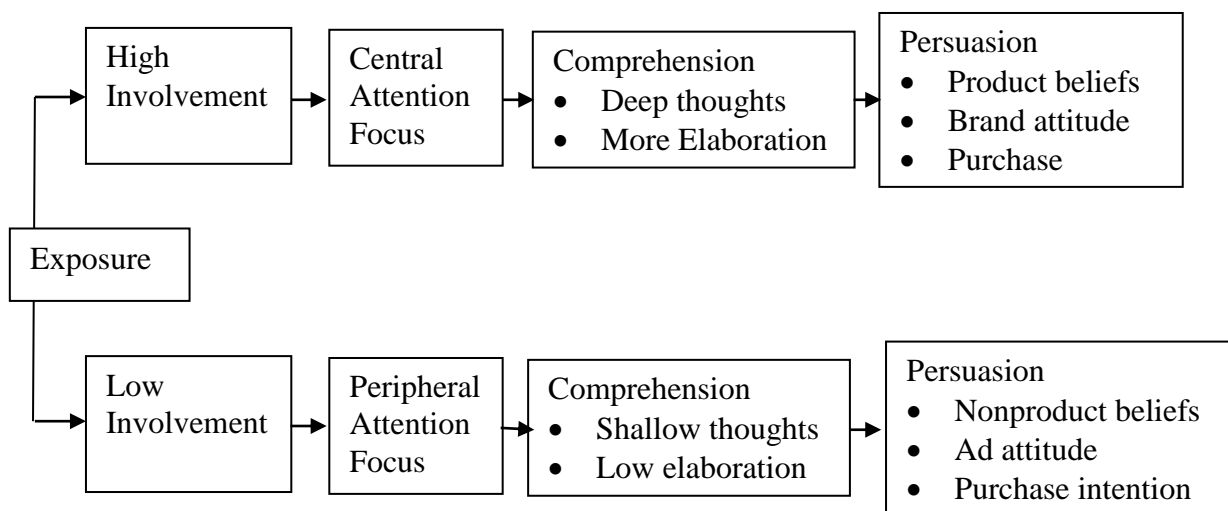
The Elaboration Likelihood Model is one of the two dual processing models of persuasion. The other major model is called the Heuristic-Systematic Model (HSM), which shares much in common with the ELM. Together, these are the two main theories of processing that social psychologists look at to describe how attitudes are formed and changed in response to a persuasive message (Petty, 2001). Heuristic-Systematic Model (HSM) emphasizes that people use mental shortcuts (heuristics) in decision-making. Instead of looking at the central route of processing and the peripheral route of processing, in this theory thoughtful and attentive decision-making is called systematic processing while automatic processing is called heuristic processing (Hamilton, 2004).

Although these are two different theories, the fact that they are so similar in nature demonstrates that the ELM is widely believed and few social psychologists criticize its merit. The experiments that support the ELM have been replicated again and again in different situations and with various variables. The Elaboration Model of Persuasion is

therefore held as the leading theory in describing the processing of persuasive messages (Petty, 2001).

It could be argued that functionalist models such as the ELM, do not reduce the subject exclusively to the epistemic dimension. In fact, the decision to pay attention and use the ‘central route’ is determined by motivational reasons. Presumably the stimulus is relevant and meaningful for the individual subject, which is a way of acknowledging a role for subjective preferences. But motivational processes never constituted a problem for functionalists in that they can also be reduced to a process of rational choice or, at worst, locked within a black box (Jorge, 2008).

Figure 1: Elaboration Likelihood Model



Source: Petty & Cacioppo’s pp 167

2.1.3 Consumer Involvement Theory

Consumer involvement refers to the amount of time, deliberation and other resources – like research or asking friends – consumers put into the purchase decision process. According to Fiore (2001), involvement refers to how much time, thought, energy and other resources people devote to the purchase process. It gives a way to understand the psychology and behaviour of target audience (Fiore, 2001; Deutsch et al., 2006;

Mascarenhas et al. 2004). Involvement originates from social psychology and the notion of 'ego-involvement', which refers to the relationship between an individual, an issue or object (Zaichkowsky, 1985).

This conceptualization has been the basis for applying involvement in consumer behaviour. The involvement construct became linked to marketing and consumer behaviour following Krugman (1967)'s measurement of involvement with advertising. Since then, and specifically through a period of increasing consumer research activity in the 1980s, attention has focused on the conceptualization and measurement of involvement in relation to 'objects' such as a product, message, purchase task, advertising or activity. Just as marketers would base their advertising creative on the way people make purchase decisions regarding their (marketers) products, they should also craft their sponsorship portfolio and activation programs with their target audience's level of involvement in mind (Della Bitta, 2002).

At the heart of these conceptualizations is the notion of "personal relevance". There is general agreement that a consumer's level of involvement with an object is determined by the extent to which the product is seen as personally relevant (Zaichkowsky, 1985). Involvement has also been examined in relation to other concepts such as perceived risk, information search, attribute comparison, brand loyalty, retail context, diffusion and opinion leadership.

Consumer involvement is an important concept believed to explain a significant proportion of consumer purchase choices. Many marketers base their sponsorship investments on details like brand migration potential, fan or attendee demographics, or

direct revenue opportunities. Oftentimes, when marketers decide to invest in a sponsorship, they do not consider a critical variable - the way consumers in their target audience actually make purchase decisions (Mascarenhas et al., 2004).

2.1.4 Theory of Consumer Choice

This theory illustrates how consumers make purchase decisions by showing how individuals make choices given their income and the prices of goods and services. The core economic assumption is that consumers are rational hence, attempt to obtain those goods or services that they enjoy and derive maximum satisfaction from (Creusen & Schoormans, 2005; Conrey et al., 2005). The theory does not rely on price alone but demonstrates that a systematic change to the set of alternative choices occurs when the price of a commodity changes. This is the case of daily newspapers where other attributes of the newspaper may influence the choice.

Choice theory draws an “analytical boundary” (Gowdy & Mayumi, 2001) around an individual consumer, ignoring social and ecological context, to examine how he/she makes choices in a well-defined market. It is widely acknowledged that the axioms of consumer choice theory are quite restrictive, but defenders of the neoclassical approach argue that this simplification still captures basic features of decision-making and is necessary in any analytical representation of complex reality.

The theory looks at allocation of scarce resources by consumers both as individual or society. This study focused on how an individual selects from possible allocations of the resources available to them and utilizes them. There are innumerable examples of these choices, such as purchases of goods or services, the allocation of income between present

and future consumption or the allocation of time between work and leisure. Many of these choices have common elements.

2.2 Empirical Review

Marketing communication may not necessarily result from direct marketer led efforts as products themselves also do communicate. A study by Jonas & Sine (2009) entitled, “The Playful Persuasion: The Rhetorical Potential of Advergimes”, three sample video games were used for advertising purposes in persuasive communication. It was revealed that games made self contained argument and there was a high degree to which a service or product get integrated into the game. This study highlighted perspectives for integration of communication studies and game studies that marketers can exploit. Further, Bogost (2005) raises an argument that the persuasive potential of video games lies in their procedural form; that is, games are neither verbal, written nor visual rhetorical utterances but a type of rhetoric that makes “...claims about how things work”. The game does not present the player with explicit claims and arguments, but sets up the procedure for playing, and by following this procedure the player comes to enact the claim of the game. Both studies highlight one way consumers may be persuaded, through advergimes, giving a dimension that shows some relationship with this study, though the current focused on several dimensions of persuasion. They also ignored the fact that when consumer elaboration occurs it determines their involvement in an advert.

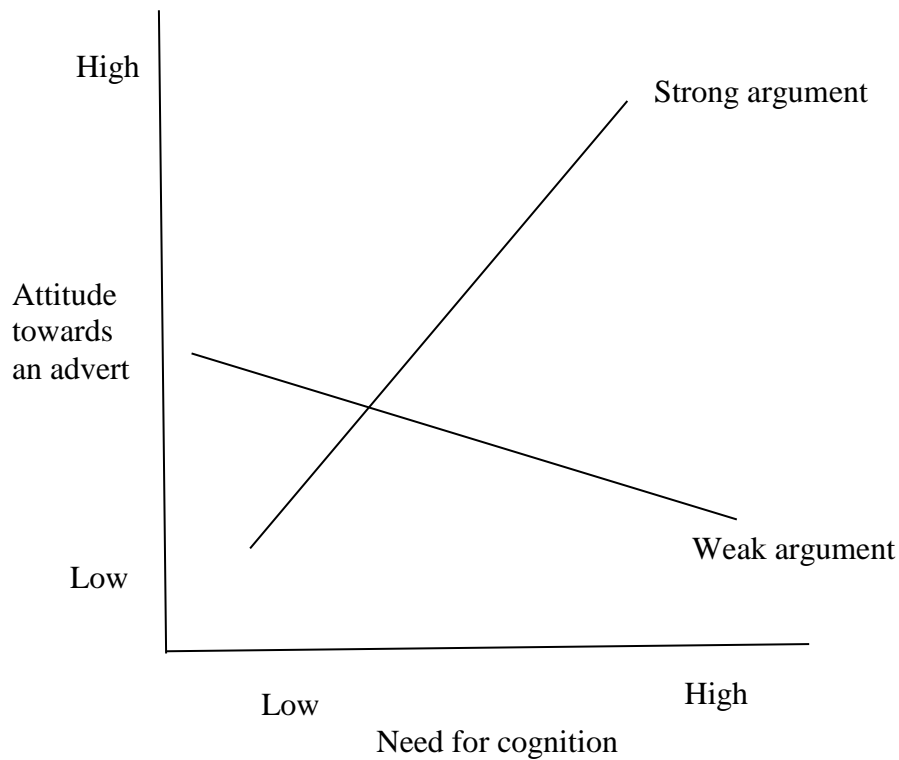
Sometimes individuals are influenced unconsciously. This is captured in Edward & Anne’s (2010) study, “How Persuasive Messages can Influence Behaviour Without Awareness”. They revealed that persuasive messages can enhance the apparent value of a product by biasing the interpretation of subsequent information. Their study further

showed that people are aware of the direct effect of advertising on their choices but not of its indirect effect through the biased evaluation of product information. Moreover, a subsequent study by Jennifer (2009), noted that much of human behaviour is automatic and nonconscious. Petty (2001) crowns it by stating that evaluations are pervasive and dominant in human responses and that sometimes they are performed automatically, unintentionally and without awareness. The researchers' views are much in line with aspects of subliminal persuasion which this study uses in combination with other forms of persuasion to explore its effect on consumer choice.

Vogel et al., (2010), suggest a positive correlation between physical attractiveness and the expectation of positive outcomes in social interactions such as successful persuasion. However, prominent persuasion theories do not imply a general advantage of attractive senders. Instead, the persuasion success should vary with the receivers' processing motivation and processing capacity. This is what this study looked at.

Some researchers (Julia, 2008; Hamilton, 2004; Deutsch et al., 2006; Petty, 2001) have examined persuasion and interpreted their results in terms of Elaboration Likelihood Model (ELM). These researchers have put up credible arguments providing an insight into the route of persuasion. They argue that a person's motivation to pay attention to a message influences the processing of the message. More effort may be put in, in an attempt to understand or evaluate a message, hence high elaboration. In some instance low motivation may lead to little search for information. Figure 2 below shows how the strength of an argument influences attitude towards an advert (persuasion message)

Figure 2: Attitude – Cognition Relationship



Source: John et al (2007) p 55

Maya Tamir et al. (2004) conducted a study entitled “Are We Puppets on Strings? The Contextual Meaning of Unconscious Expressive Cues”, which revealed that unconscious expressive cues can lead to opposite evaluations, depending on the context in which they occur. This suggests that the meaning of unconscious expressive cues is not fixed. It may change across products or situation. This raises the need to further probe its occurrence across products. Although this is out of scope for this work, this study makes an effort to examine whether consumers have a variation across brand of products in the same category (daily newspapers).

In 2004, P. Karen Murphy carried out a study entitled “Persuasion as a Dynamic, Multidimensional Process: An Investigation of Individual Differences”, whose findings revealed that indeed persuasion messages could change individuals’ knowledge, beliefs

and interest directly and indirectly. This was further emphasized by consumer researchers (Herr & Page, 2004; Grant et al., 2004; Cox & Cox, 2001) who have shown that indeed consumers do process message information they receive, though some may require more elaboration than others and may be less spontaneously generated. Green and Brock (2008) further strengthened arguments by other scholars, that mode of delivery of a message influences its persuasive power. The combination of the two arguments (consumers' process messages and mode of delivery influence persuasive power of messages) is critical to marketers in the sense that if properly understood and utilized, it can give a competitive edge over competing firms.

Tobias et al. (2010) suggested in their study that persuasion success vary with the receivers' processing motivation and processing capacity. They focused on the perspective of the message sender and elaborated on lay theories about how attractiveness affects persuasion success. They proposed that lay theories matched scientific models in that they comprise the interaction of senders' attractiveness and receivers' processing characteristics, guide laypersons' anticipation of persuasion success and translate into strategic behaviour. This emphasizes the need to prepare messages that receive attention from consumers, and that consumers processing ability and their expectations must be in focus. This study focuses on newspaper readers with secondary school education and above whose mental ability can be considered relatively uniform on minimum understanding of concepts and ideas expressed in a daily newspaper.

Koller et al. (2013) investigated unobserved heterogeneity between self-related variables and susceptibility to interpersonal influence. They tested a structural model explaining susceptibility to interpersonal influence through self-concept clarity and self-esteem. They

found that the degree of interpersonal persuasibility can vary significantly across individuals. This study focused on description of respondents on definite groups of family, friends, peers, workmates and vendors, and the focus was more on their influence on actual purchase.

Interpersonal influence can occur on online platforms as demonstrated by studies on electronic word-of-mouth (Andreassen & Streukens, 2009; Kozinets et al., 2010; Ward & Ostrom, 2006), online opinion leadership (Lyons & Henderson, 2005; Senecal & Nantel, 2004), as well as on the dynamics of online reference groups (Valck, 2005). Gossieaux & Moran (2010) argues that interpersonal influence in online contexts is very similar to offline interpersonal influence, despite happening on a scale never before contemplated. In contrast with the current study, online studies interactions are textual only and therefore face-to-face relationships are lacking.

In an article “For Want of a Nail: Negative Persuasion in a Party Leadership Race”, by Peter J. (2011), evidence was presented that communication of controversial policy through direct mail reduced probability of party candidate being supported. This was in line with the fact that individual process information they receive to draw meanings out of it.

2.2.1 Marketing Communication

Marketing communication is the means by which firms attempt to inform, persuade and remind consumers directly or indirectly about the products and brands that they sell. This could be through personal and/or non personal channels of marketing communication (Kotler, 2012). These communications could be verbal (spoken or written words), non

verbal (visuals, signs, body language, expressions, etc.), or symbolic (brand colour, logo, punch lines, etc.) in nature. The ability to persuade is critical for marketing practitioners and is a form of communication competence which requires effectiveness and appropriateness when employed. The good thing about it is that just like any skill set, persuasive skills can be improved through training of marketing force and practice in relevant situations.

A range of alternative modes of marketing communication are available for firms to adopt and employ. These include among others advertising, sales promotion, public relations and publicity, direct marketing, and personal selling. In real sense, marketing communication represents the “voice” of the product or brand and is a means by which firms can establish dialogue and build relationships with consumers (Berger, 2005; Barnlund, 2008). The key element is that marketing communication is intentional, where deliberate effort is made to bring about a response; it is transactional, where the participants are all involved in the process; and is symbolic, where words, pictures, music and other sensory stimulants are used to convey thoughts (Barnlund, 2008).

Good persuasive marketing communication requires that firms co-create meaning with intended message targets. This is because the communicated message is subject to interpretation by the recipient and may even be ignored. Well designed and managed marketing communication may generate feedback from targets enabling firms to evaluate how the message is understood. The feedback should enable the firm to gauge if the message was understood properly or needs to be modified.

This feedback will also provide firms with data that at times show them where they are lacking and what they could do to improve on these. Unfortunately not all companies deliberately plan and design marketing communications that are geared at capturing important insights from the market place or target customers. Therefore they align themselves to address customer needs they may have implicit knowledge about and eventually underperform or fail to meet their marketing goals and objectives.

2.2.2 Components of Communication Process

The classic communication process involves the sender encoding a message that is delivered across the chosen channel of communication to be decoded by the receiver as illustrated in figure 3. The communication process allows exchange of information and conveying message to others. It is ideal that marketers transmit information in such a way that the intended receiver (consumer, channel intermediaries, retailers, etc) understands as closely as possible the meaning intended without any distortion.

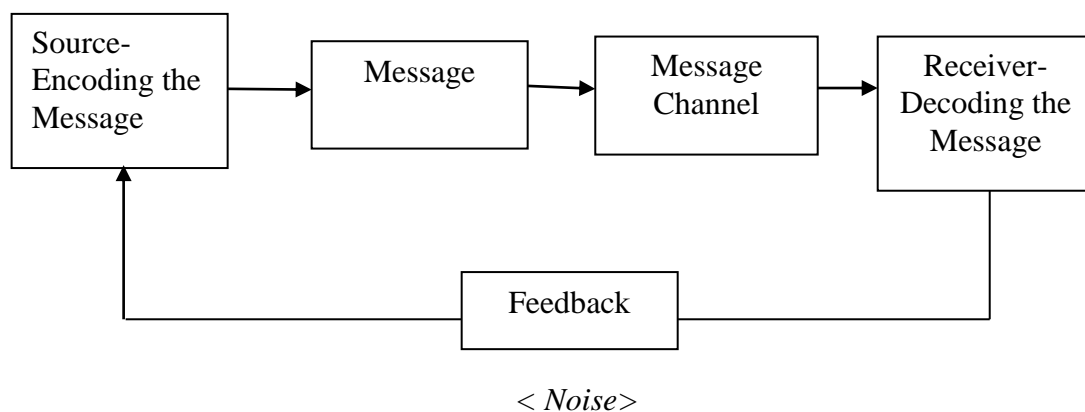


Figure 3: Shannon – Weaver Model

However, in the process of relaying messages interruption may occur by “noise” in the transmission channel making it difficult to decode messages appropriately. The common

forms of noise include; environmental noise, physiological noise (impairment), semantic noise, syntactical noise, organizational noise, cultural noise and psychological noise (Barnlund, 2008). An organization may intend to send persuasion messages to a range of audience only to find it being distorted by the noise in the channel.

2.2.3 Persuasion and Persuasion Dimensions

Persuasion is the act of changing an individual's attitude, knowledge, intentions, behaviour, beliefs, or interests through reception of a message (Murphy, 2004; Lin, 2006; Bell, 2007; Campbell & Kirmani, 2000). Galdi (2008) posits that once a message comes through, the individual could develop a positive attitude towards it, be indifferent or express negative opinions, feeling and emotions towards the message or what it is conveying. Recent research suggests that when information is repeated, people tend to believe it to be more valid and believable than when it is presented once (Petty, 2001; Shrum et al., 2012; Kotler, 2012; Jenkins & Dragojevic, 2011). Hence, marketers need to employ repetitive and systematic persuasion to change consumers' attitudes and beliefs because some products have been bought because of familiarity and not claims made in the adverts – typical of habitual purchases.

Pressures of the moment have made marketers to venture into new, unfamiliar territories, juggling multichannel strategies, allocating ad resources among media, and trying to maximize new technologies, all at a time when consumers seem to find it easier than ever to bypass and ignore these efforts. This presents a challenge that require careful decision making and multidimensional strategy formulation to realistically address dynamism in the market place. These challenges that are further compounded by the fact that though marketing choices have increased, advertising budgets have remained relatively the same for many organizations, limiting critical resources for persuasive marketing

communication. Great marketing has always been tough, though never as complex as it is now. It is important that in a world of competing marketing allocation and variety of messaging choices, businesses should adopt a methodology for modeling customer behaviour if they are to make an impact and maintain a lead in the market (Shimp, 2003).

In business, persuasion is a process aimed at changing a person's (or a group's) attitude or behaviour toward some event, idea, organization, object, or other person(s), by using written or spoken words to convey information, feelings, or reasoning, or a combination thereof. This in itself presents a challenge as Petty (2001) argues, attempt to influence others makes one also a target to be influenced. Consequently, it is imperative that adequate experience and training for persuasion marketing communicators be gained to better understand how persuasion works and generally to be effective.

Apart from visual and verbal cues, persuasive elements can involve all human sensual modalities affecting both cognitive and emotional aspects (Hansen and Christensen, 2007). Therefore, subliminal persuasion has created fear in individuals of being unable to block off undesirable influences that may occur unconsciously. Hence marketers need to employ this form of persuasion carefully as some governments discourage its use. Nonetheless, persuasion is an area that has witnessed scholars in diverse range of disciplines, marketing included, and practitioners in areas requiring persuasive communication, systematically study persuasion thereby improving on persuasive knowledge available and related skills. Three forms of persuasion are described below in the discussion that follows.

2.2.3.1 Self Persuasion

Self persuasion generates more powerful and long lasting influence in an individual since once a person generates and adopts an idea in their thoughts, it may become unstoppable

and that person may be stretched to the heights and depths of their thought (Tesser, 2000). According to Brinol et al. (2012), self-persuasion can occur either through role-playing (i.e., when arguments are generated to convince another person) or, more directly, through trying to convince oneself (i.e., when arguments are generated with oneself as the target).

In the process of what seems as interpersonal persuasion, an individual's attempt to persuade others in an ensued debate may actually end up persuading himself/herself as the arguments comes to conclusion. Tesser (2000) argues that people wish to enhance the positivity of their self views and are bound to seek information that maintains this. This information is then used to engage in favourable comparisons with others, including the products they buy and use. It is also common for consumers to raise arguments in their minds about a product or service and arrive at conclusions that lead to either a purchase or not. This will always happen if an external influence is not available or if prior knowledge about the product is held by the consumer. The degree of self persuasion depends largely on the way the consumer becomes involved in the arguments they generate by elaborating them and reacting to them by either reinforcing, agreeing, distorting, derogating or rejecting them.

Deliberate self-persuasion can occur only when people consciously recognize a discrepancy between how they actually evaluate aspects of an object and how they would like to evaluate it, which make them to generate some inner tension. If people are motivated and able to resolve this discrepancy, then they can employ a variety of covert mental strategies, and these strategies vary in how they balance the need to possess a correct attitude and the need to possess a desired attitude. Some strategies simultaneously aim for the correct and desired attitude by using reasoning processes to alter mental

representations of the object of judgment and the standard of comparison. Other strategies, however, are not constrained by the motive to be accurate. The tactics employed focus solely on the desired outcome and use mental control processes to simply raise the accessibility of desired feelings, beliefs, and behaviours or to inhibit the accessibility of undesired feelings, beliefs, and behaviours.

2.2.3.2 Subliminal Persuasion

A human mind is a powerful tool that responds to various forms of stimulus and motivation, a fact that has enabled subliminal communications tap into and manipulate the way information is processed (Taylor, 2007). Subliminal techniques, including audio recordings, have been used in a range of fields to help people gain confidence, boost self esteem, improve their health, and achieve goals (Groves, 2012).

In order for marketing ads to work, they must leave a lasting impression within seconds. On a conscious level, this can be difficult, almost impossible, as people rarely give their undivided attention to product ads. Subliminal suggestions, however, have been effectively employed in advertising to reach people on deeper, subconscious level (Edward, 2010). This has been through an awareness of how the mind perceives the world, and exploitation of this knowledge by ad creators who convey messages with subliminal traits without expecting people to sacrifice their time or focus (Groves, 2012).

Whether a television commercial, magazine advertisement or billboard signs, most marketing ads contain subliminal media. Advert creators are interested in subliminal persuasion because they intent not only to display a message but also to implant it into consciousness of their audience for a long time. Ideally, the audience will not even be

aware of the information that they are absorbing (Jennifer, 2009). The essence of subliminal persuasion is the message an audience hears, receives and experience enters the mind without conscious evaluation. It is used in advertisement to effectively play on the minds ability to perceive the world as whole and not only pieces of data, but as concepts, senses and emotions (Shimp, 2003).

2.2.3.3 Interpersonal Persuasion

It is the behaviour that takes place when two or a few people interact in a way that involves verbal and nonverbal behaviours, personal feedback, coherence of behaviours (relevance or fit of remarks and actions), and the purpose (on the part of at least one interactant) of changing the attitudes and/or behaviours of the others (Gossieaux & Moran, 2010). It occurs when an individual is influenced by a group such as family, sales men, friends or societal norms. People are easily influenced by people whom they like (Shimp, 2003; Murali et al., 2005; Yap et al., 2013) and social psychology research recognize that people's attitudes and interpretation of events in life is influenced by important peer groups (Pool et al., 1998). By creating similarity bonds, discovering common interests, and using charm and praise, you will more likely achieve compliance. It is common for individuals relying on subjective inclinations to change an attitude.

Interpersonal influence can occur on online platforms as demonstrated by studies on electronic word-of-mouth (Andreassen & Streukens, 2009; Ward & Ostrom, 2006; Kozinets et al., 2010), online opinion leadership (Senecal & Nantel, 2004; Lyons & Henderson, 2005), as well as on the dynamics of online reference groups (Valck, 2005). Extant literature suggests that interpersonal influence in online contexts is very similar to offline interpersonal influence (Gossieaux & Moran, 2010).

Interpersonal persuasion not only involves what we say, but very importantly what we do in communication interactions. What we do may involve our manner of dress, body language, gestures, manner of eye contact, and personal grooming. In many instances, nonverbal communication can be just as important as what we say (Casaló et al., 2011). The intended result of the interaction is a change in attitudes, behaviours, or beliefs of the person with whom we are communicating, and perhaps constructive resolutions. Very recently, Cheng et al. (2013) found that consumers who were susceptible to interpersonal influence were also more likely to exhibit impulse purchase behaviour when shopping with a companion of the opposite sex, whereas, for shoppers who were not as susceptible to interpersonal influence, the effect of their companion's gender on their impulsive buying behaviour was lower.

2.2.4 Consumer Involvement in Purchase and use of Products/ Services

Although there are diverse conceptions of involvement in the literature (Julka & Marsh, 2000; Garry & Polaschek, 2000; Park & Moon, 2003; Solomon et al., 2006; Quester & Lim, 2003; Alam, 2006 and Cialdini, 2007; Aqueveque, 2006), Cialdini's own definition is quite appropriate because it is not only more up-to-date to go with the modern approach in decision theory but also analytical. He defines involvement as "variations in the extent to which the individual is more or less motivated toward a specific piece of information, product, or the like." He goes on to say that with high involvement, "more psychic energy is released for handling incoming information, sorting it out, and making choices." This view of involvement is appealing for several reasons. First, it is quite congruent with some major, recent definitions advanced by involvement researchers (Atkin, 2004; Berkman, et al., 1992). Second, it is general enough to apply to the viewing of an advertisement, product use, or purchase task. Third, it defines involvement in terms of motivational

energy, and not in terms of information processing. Quester and Lim (2003) argue further that repeat purchases on high involvement products tend to point towards brand loyalty while repeat purchases among low involvement products are simply a habitual purchase.

2.2.4.1 High Involvement

In high-involvement situations, the ability to process is the necessary condition for active cognitive processing of advertising messages (Worrington & Shim, 2000). As is true in the traditional ELM, several factors determine the ability to process detailed advertising messages on the first linked page from banner ads: “distraction,” “message comprehensibility,” “issue familiarity,” “appropriate schema,” etc.

First, if people are unable to process advertising information, they cannot start active message-related cognitive processing. In this situation (high involvement but no ability to process), as is true in the traditional ELM, people will turn their attention to peripheral aspects of advertising messages such as an attractive source, music, humour, visuals, etc (Conrey et al., 2005). Contrariwise, when people have the ability to process, they start active and conscious cognitive processing or message-related cognitive thinking. As is true in the traditional ELM, there are two determining factors in this cognitive processing; the initial attitude and the argument quality of advertising messages. These two factors interact with each other so that they yield different outcomes: behaviour thoughts predominate, and neither or neutral thoughts predominate (Park & Moon, 2003).

In the case of the last outcome (neutral thoughts), people change to the peripheral route to persuasion by focusing on peripheral cues. If they like peripheral cues, they will temporarily shift their attitude; otherwise, they will retain their initial attitude. However, for the first outcome, people experience “cognitive structure changes,” where two

procedures occur: new cognitions can be adopted and stored in memory and/or different responses are made more salient than previously. Based on this change in cognitive structure, people can have two different types of attitude change: an enduring positive attitude change (persuasion) for those who have predominant behaviour thoughts and an enduring negative attitude change (boomerang) for those who have predominant behaviour it thoughts (Quester & Lim, 2003).

Complex buying behaviour occurs when the consumer is highly involved with the purchase and when there are significant differences between brands. This behaviour can be associated with the purchase of a new home or of an advanced computer. Such tasks are complex because the risk is high (significant financial commitment), and the large differences among brands or products require gathering a substantial amount of information prior to purchase. Marketers who wish to influence this buying task must help the consumer process the information as readily as possible. This may include informing the consumer about the product category and its important attributes, providing detailed information about product benefits, and motivating sales personnel to influence final brand choice. For instance, realtors may offer consumers a book or a video featuring photographs and descriptions of each available home, while a computer salesperson is likely to spend time in the retail store providing information to customers who have questions.

Dissonance-reducing buying behaviour occurs when the consumer is highly involved but sees little difference between brands (Park & Moon, 2003). This is likely to be the case with the purchase of a lawn mower or a diamond ring. After making a purchase under such circumstances, a consumer is likely to experience the dissonance that comes from noticing that other brands would have been just as good, if not slightly better, in some dimensions.

A consumer in such a buying situation will seek information or ideas that justify the original purchase.

2.2.4.2 Low Involvement

There are two types of low-involvement purchases. Habitual buying behaviour occurs when involvement is low and differences between brands are small (Greenspan, 2002). Consumers in this case usually do not form a strong attitude toward a brand but select it because it is familiar. In these markets, promotions tend to be simple and repetitive so that the consumer can, without much effort, learn the association between a brand and a product class. Marketers may also try to make their product more involving (Quester and Lim, 2003). For instance, toothpaste was at one time purchased primarily out of habit, but Proctor and Gamble Co. introduced a brand, Crest toothpaste, that increased consumer involvement by raising awareness about the importance of good dental hygiene.

In contrast to high-involvement situations, consumers in low involvement (low personal and product involvement) have low motivation to process advertising messages due to low personal relevance and low need for cognition. They are therefore less likely to request more information, i.e., less likely to click banners to see more detailed information. However, they follow another route to clicking banners—the peripheral route to voluntary exposure. When consumers are not highly motivated to process further ad content, they do not want to engage in message-related thinking; rather they are more likely to focus on available peripheral cues. In other words, behaviour of peripheral cues will influence clickability of banner ads in low-involvement situations. In the case of banner ads, attention-getting or curiosity-generating peripheral cues would be novelty- or contrast-related components of banner ads, such as large-sized banner, bright colors, and attention-getting animation (Quester & Lim, 2003).

2.2.6 Consumer Buying Process

The purchase process is initiated when a consumer becomes aware of a need. This awareness may come from an internal source such as hunger or an external source such as marketing communications. Awareness of such a need motivates the consumer to search for information about options with which to meet the need. This information can come from personal sources, commercial sources, public or government sources, or the consumer's own experience. Once alternatives have been identified through these sources, consumers evaluate the options, paying particular attention to those attributes the consumer considers most important. Evaluation culminates with a purchase decision, but the buying process does not end here. In fact, marketers point out that a purchase represents the beginning, not the end, of a consumer's relationship with a company. After a purchase has been made, a satisfied consumer is more likely to purchase another company product and to say positive things about the company or its product to other potential purchasers. The opposite is true for dissatisfied consumers. Because of this fact, many companies continue to communicate with their customers after a purchase in an effort to influence post-purchase satisfaction and behaviour.

For example, a plumber may be motivated to consider buying a new set of tools because his old set of tools is getting rusty. To gather information about what kind of new tool set to buy, this plumber may examine the tools of a colleague who just bought a new set, read advertisements in plumbing trade magazines, and visit different stores to examine the sets available. The plumber then processes all the information collected, focusing perhaps on durability as one of the most important attributes. In making a particular purchase, the plumber initiates a relationship with a particular tool company. This company may try to enhance post-purchase loyalty and satisfaction by sending the plumber promotions about new tools.

2.2.7 Consumer Choice

Stream of literature indicate that business organizations work on daily basis trying to find, get, keep and grow customers with the aim of increasing or maintaining their market share (Foxall, 2003; Kotler, 2012; Larsen et al, 2001). They therefore spend substantial financial proceeds on advertising, promotion and public relations trying to communicate messages that make customers view them or their products/ services favourably in the marketplace (Andrade & Cohen J., 2007; Clement, 2007; Platt, & Veryzer, 2005). Research points out that it is this that ultimately persuades consumers to pick their products to try or use them (Blijlevens et al, 2009). Therefore poorly communicated products may not attract consumers towards them.

Literature suggests that demand for products is often modelled as a function of product attributes (Fowdur et al., 2009; Foxall, 2003). Clement (2007) reveals that distinct shape, colour, orientation, contrast, and size are visual attributes of products that consumers pay attention to. Each one of these attributes influences what he calls the “tipping point” or the “critical moment when consumers stretch out their hand and enter the physical action phase, which probably results in a purchase”. Therefore, knowledge of what visual attributes are perceived by consumers in a product can help marketers persuasively communicate certain pre-specified meanings in a product. Also, the meaning, the appearance of product attributes communications make, help consumers to assess the product on functional, aesthetic, symbolic or ergonomic basis (Fowdur et al., 2009).

Chen and Paliwoda (2006) found that when a consumer is faced with two brands they are more likely to make a quick decision with a brand they have had more experience with or know more about. The reasoning behind this is that consumers who are more familiar with

a brand will put less effort into evaluating other similar product brands. But, a typical market is characterized by the presence of many different kinds of brands, so consumers have to make their own judgments about the attributes of these brands before making a choice; thus if communication is persuasive they tend to be drawn towards a given brand.

Myung et al. (2008) argue that consumers face conflict of making a choice among various alternative brands when available numbers are high. Also consumers may make different choices when faced with same alternatives. This is attributed to the fact that relative value placed on alternatives varies among individuals. Therefore consumers may be compelled to spend some time evaluating the attributes of competing brands before they eventually make choice decisions.

Academic researchers are increasingly studying the dynamics associated with appraisal by consumers of overall product attributes as a result of persuasive marketing communication by business organizations (Larsen et al., 2001; Sanjay and Sheldon, 2013). In order to depict this market scenario, Kenyan daily newspaper industrial sector was considered. This is because addition of daily newspaper brands has introduced dynamism in the market increasing level of competition. A range of marketing communications employed by firms in this sector has also simultaneously increased consumer exposure and awareness of existing brands, heralding in choice challenges.

In practice, business organizations spend considerable effort communicating unique attributes of their products persuasively to their targets in order to make them (attributes) fresh and relevant in their minds (Blijlevens et al., 2009). This is because business organizations have realized that it significantly influences sales and profit margins.

Consequently, it either reduces the time consumers spend to make a choice or limit attempts by consumers to check on competing brands. This study specifically explored attributes that exist in daily newspapers and how important they are to readers when choosing the dailies to purchase and read.

Age and gender of consumers have recently become more and more important to marketers. There is a tendency of consumers over 50 years having decreased tolerance of ambiguity and are consistent with low cognitive-affective complexity (Sikkel, 2013). Results of a survey conducted by Sikkel on brand relations and life course determined that given future time perspective, relations between age and brand becomes stronger. Therefore it was critical that this study consider age and gender relationship with consumer choice. Lambert-Pandraud and Laurent (2010) show that for the French automotive market and the French perfume market respectively, there is a relatively high attachment to long established brands by older consumers. This suggests that strength and brand relationships are different for older consumers as compared with younger consumers. This study explored strength in relationship between age and consistency in brand choice

2.2.8 Gender in Marketing

Despite consumer literature being replete with researches that have reported biological sex traits and used it as the sole determinant of gender-related behaviors, there is an increasing approbation afforded to gender identity as a multifarious construct (Palan 2001; Poggio, 2006; Backwell & Vincent-Wayne, 2003; Yorkston & Gustavo De Mello, 2005; Koerning & Neil, 2006; Hess & John, 2005). The traditional basic assumption of the biological sex approach is that the difference between men and women is universal and eternal i.e. that

there exists fixed characteristics, that are relatively static, and learnt historical functions, and thus men are predetermined to be masculine and women are predetermined to be feminine.

On the contrary, over and above physiological characteristics, gender identity is a psychological and a social construct as well. As Koerning & Neil (2006) argued that most gender difference due to biological sex that have been uncovered so far are, statistically speaking, quite small. More than simply a biological classification, both gender and gender identity have been explored as portentous moderators of consumers' cognitive and emotive states, brand attributions and shopping behaviors. Basically, gender is shaped through the institutional and social mores and is constantly redefined through the everyday individual practices and interactions (Poggio, 2006; Khan & Khan, 2008; McKeen & Nailin, 2005). As such, gender identities generate within dynamic and shifting social contexts (Courtenay, 2000) because culture and society are more powerful explanatory mechanisms than nature and biology (Synott, 1993; Shilling, 2003).

This study adopted gender as a moderating variable and had the view that as much as there are differences between men and women, overlooking the similarities between them would fail to bring out reality in the marketplace and hence distort results. Also this decision was reinforced by Holt and Thompson (2004) empirical evidence that support the view that sex is not necessarily related to gender identity, and gender identity might be a better explanatory variable than sex with respect to gendered products.

2.2.8.1 Consumer Gender Differences

Gender has been identified as one of the most common and reliable form of segmentation that has been used and presently still used by marketers. This is because a range of studies have demonstrated that men and women approach purchase decisions differently, with men focusing on satisfying short term needs while women paying more attention on long term needs (Nolen-Hoeksema, 2012; Li et al., 2012; McClure et al., 2004; Kuruvil et al, 2009; Baker, 2012; McRae et al., 2008; Kraft & Weber, 2012; Ronaghi et al, 2013; Kwang et al., 2013; Peterson & Harmon-Jones, 2012; Petersen & Hyde, 2010; McKay-Nesbitt et al., 2012). Whereas it is desirable to marketers that clear behavioural patterns among male and female are discernable, getting to have accurate knowledge has remained a challenge as changes in the business environments make consumers respond differently. This make the urge to generalize consumer behaviour remain an unceasing process with new revelations across different gender over period of time emerging. Until this void (gender difference knowledge) is filled and gender differences are clearly understood by marketers, it is difficult if not impossible to form logical and systematic approach to selling to male and female customers. Therefore, the investigation by this study on gender as a moderator of the relationship between forms of persuasion and consumer involvement, and between consumer involvement and consumer choice, offers an opportunity for marketers to understand and make sense of tendencies witnessed in behaviour of the different gender (Kraft & Weber, 2012; Kuruvil et al, 2009).

Based on evaluation of existing literature of other studies, gender has not only been of interest to marketers. Other disciplines such as evolutionary psychology, sociology, monitoring and evaluation, project management, supply chain management and economics

among other, acknowledge and complement a range of gender specific differences among male and female persons (Greenberg, 2012; Abel, 2010; Kwang et al., 2013; Bolwig & Odeke, 2007; Brambilla, 2001; Anderson, 2012; Baker, 2012; Kraft & Weber, 2012; Melnyk et al. 2009). This is in line with literature contributions where gender has been recognized to influence behaviour in a variety of consumer related activities in the marketing domain – consumption, product information search, product information processing, choice of shopping outlet and purchase decisions. With all this in mind, the knowledge that diverse approaches have to be relied on when selling to different gender, makes marketers' become more prepared and effective in any customer facing situation.

Levels of education do affect consumption and perceptions of products and services. Therefore variances in literacy levels among different genders will automatically result in gender based dissimilarities observed in consumptions. This is because gender literacy gaps may create significant variations in expectations, needs and demand for products and services (Ronaghi1 et al, 2013; OECD, 2011; UNDP, 2013; UIS, 2009; UIS, 2013). Similarly, this difference will be ultimately reflected in the way male and female respond to communications by marketers and attitudes they form. In the case of daily newspapers there is a likelihood of difference in readership because of the difference in literacy level among gender. Last Kenya's census (2009) figures indicated a general literacy level of 87.4% in the entire population, which limits number of daily newspaper sold. In terms of gender the male literacy level were estimated at 90.6% while female was 84.2% (KNBS, 2013), which may have a bearing on sales to male and female. It is expected that a daily newspaper will be read by those with the ability to read, which may influence the desire to purchase a daily newspaper. While literacy levels may influence gender gaps in the choice

of daily newspapers, education attainment levels and choice of courses taken by different gender clearly create gender imbalances in readership (OECD, 2011).

2.2.8.2 Genders and Marketing Communication

Marketing communication has over the years been extensively used to represent the ‘voice’ of a brand and provide an avenue by which brands establish a dialogue and connect with consumers. It (marketing communication) is the means by which firms attempt to inform, persuade and remind consumers directly or indirectly about the products and brands that they sell (Kotler. 2012; Perju-Mitran et. al., 2014; Kemp et al., 2013; Richard et al., 2010; Rucker et al. 2012). Firms will communicate through marketing activities such as branding, advertising, direct marketing, sales promotion and public relation, among others. It is evident that marketers in very competitive marketplaces moderate and deliberately craft messages with intension of influencing target audience, men or women, to respond in predetermined ways. Certainly, this make them grapple with diverse gender difference and similarities issues in the messages they frequently relay. Generally, increased understanding of the similarities and differences between men and women lead to more focused and rewarding marketing campaigns ((Perju-Mitran et. al., 2014; Alexander et al., 2009; Holland, 2012; Melnyk et al., 2012).

Studies have revealed that customers have three preferred communication styles (Joy, 2006; Cleveland & Babin, 2003; Kempf, et. al., 2006; Greenberg, 2012; Kenrick & Luce, 2000). These include verbal, visual and touch, which in most cases marketing communicators uniquely categorize customers. Those who prefer visual communication are bound to go for pamphlets, DVDs, billboards, among other visual materials (McShane, et al., 2012). Contrary, touch style customers prefers communication approaches that

enable them to feel or manipulate a product and will generally describe what they do and do not like in term of feelings such as safe, cozy, or comfortable. Finally, those that prefer verbal communication are bound to respond to the words of a message probably via telephone calls and radio commercials (Joy, 2006). As much as it seems the three communication styles would appear that a marketer may reasonable only effectively sell to one of these groups, it is vital that marketers find a way to reach all three styles with one communication/ promotional effort.

These styles have been employed by marketing communicators occasionally to form a basis of universal differences in men and women. However, marketing communication studies also reveal that even in the same styles of customers, differences still exist that make marketing to men and women require consideration of additional factors to be effective. These disparities require that marketers define their target market as men, women or both. This is necessary for better understanding of the target market and how to effectively communicate to it with the gender differences catered for (Kempf, et. al., 2006; Trainor et al, 2010; Greenberg, 2012).

2.2.8.3 Gender and Information Processing

Consumers make a range of decisions everyday on purchases and consumptions they make. Some decisions are made within short periods like the case of impulse buying in shopping outlets, while others take considerable time especially when dealing with shopping and specialty products (Roivainen, 2011). Most decisions made by consumers will need processing some information and it is argued that under certain conditions men and women have shown differences on how they choose and which kind of information

they process (Bar-Tal & Jarymowicz, 2010; Wolin, 2003; Lippa, 2010; Moore, 2007; Holland, 2012; Laroche et al; 2000; Kurt et al., 2011; Roivainen, 2011).

Men are more likely to be driven by overall message themes and women are more likely to engage in detailed elaboration of messages (Lee & Schumann, 2009). Basically, men are 'selective processors' who often rely on a subset of highly available and salient cues in place of detailed message elaboration. On the other hand, women are 'comprehensive processors' who attempt to assimilate all available information before rendering judgment (Levit, 2012; Twenge, 2001; Trainor et al, 2010; Schultheiss, 2001). Consequently, it is important to understand how people make decisions, the information they attend to or ignore, and how individual differences account for variation in information processing.

Selectivity hypothesis has greatly contributed to much research on gender differences raising a range of assumptions that men and women differ in the way they view the external world and how they process persuasive information (Meyers-Levy & Zhu, 2010; Hanna, 2012; Heermann, 2010). The theory posits that men and women employ different strategies and have different thresholds for processing information relayed to them or they come across. The selectivity hypothesis asserts that males' interpretational approach is largely categorical - they acclimatize to a condition by creating rules, laws and attitudes. They do not take time to fully process all available information, but are rather selective data processors, and tend to use less effortful heuristics and modest or salient cues as a basis for their judgment. These cues are thought to activate well developed, easily accessible notions or preconceptions about the information (Wolin, 2003; McKay-Nesbitt et al., 2012).

In contrast, female are believed to form judgments by considering the internal aspects of personal and social situations, and tend to be comprehensive information processors who consider all available product attributes (Heermann, 2010) but possess a lower threshold at which they apprehend information. Though capacity restrictions in active memory may prevent women from accomplishing this goal, the selectivity hypothesis states they give equal attention to all available promotion information. This renders women to more probably detect, elaborate more expansively, and use relatively less reachable and more distally relevant information when forming assessments. This is in line with Kempf, et. al. (2006) argument that men process two forms of marketing information (advertising and product trial) differently from women. Precisely, women are more sensitive to the completeness of persuasive information while males are less likely to notice attributes in the persuasive information.

This theory not only explains many outcomes derived from its logic (Richard, Chebat, Yang, & Putrevu, 2010; Meyers-Levy & Zhu, 2010; Levit, 2012; Holland, 2012; Laroche et al., 2000; Kempf, et. al. 2006), but it also seems to accommodate a wide range of other findings, including unpredicted, applied, and non-theoretically grounded observations. To further illustrate, the selectivity hypothesis seems to explain why, compared to males, females more precisely identify and interpret subtle nonverbal cues, for instance, body language, paralanguage (Rosip & Hall, 2004; McShane et al., 2012; Putrevu, 2010), scan more data i.e., perform more eye fixations producing a recognition advantage (Heisz et al., 2013), engage in more patient-focused behaviors as health-care providers e.g., give longer consultations and more patient feedback (Street, 2002), selecting a shop brand (Li & Lin, 2008) screen and process more problem-free loans as loan officers (Beck et al., 2010), and

employ a more employee-attuned (versus task-focused) supervisory style (Doughty & Leddick, 2007).

A common perception of the selectivity hypothesis view that females are more comprehensive processors than males enables us to draw a conclusion that males should be more likely than females to simplify decisions by using intuition or striking cue-implied heuristics. A number of findings are in line with this deduction. For instance, it was noticed in many countries in Europe and America, when it came to choosing national lottery numbers to play, males more often invoked the “gambler’s fallacy”- the intuition that an event is less likely to reoccur if it happened in recent times (Suetens & Tyran, 2012). Hence, unlike females, they were less likely to select lotto ticket numbers that were winners in the previous week. Studies also reveal that males also depend more than females on the intuition that marketers use more eye catching colours to draw attention to good buys. Only males perceived price discounts as greater when ads featured them in red rather than black (Puccinelli et al., 2013).

However it is important that careful consideration be taken in interpreting findings regarding the use of heuristics. Without knowing how consumers actually use a particular cue, one cannot be certain whether its use signifies reliance on a modest heuristic or the inferring of more thoughtful diagnostic deductions implied by the cue. This is evident in Shao et al. (2004) findings, which posit that females’ service quality expectations and intentions to use a banker were higher when the banker dressed more professionally. While males’ showed the same pattern, the effect was weaker than for females. Such findings could be viewed as contradicting the selectivity hypothesis prediction, indicating that females, not males, may be more likely to rely on heuristics implied by a salient cue

(i.e., the heuristic that the attire cue implies that the banker should deliver professional quality service). But an equally viable interpretation is that the findings actually support the selectivity hypothesis view that females process data more comprehensively and thus more thoughtfully interpret subtle yet diagnostic cues (Li, Yuan, & Lin, 2008). That is, in the absence of any useable indicator of service quality, females may have drawn the reasonable inference that the banker's professional attire suggests that (s)he takes pride in his/her work and hence is diligent to customers' needs. As this example underscores, whether a cue is central (i.e., diagnostic of substantive issues) or peripheral (i.e., a heuristic cue) depends on how people actually use the cue (Deutsch et al, 2006; Maumeister, 2008; Petty, 2001).

2.2.8.4 Gender and Persuasion

Men and women vary in the way they act, from the style in which they communicate to the way in which they try to influence others. They differ in their visual perception, how they perceive designs, visual aesthetic, language and communication they make (McShane, 2012; Wrase et al., 2003). Kwang et al., (2013) argue that gender differences in communication point towards different need in designing persuasion geared communications among men and women. Particularly across western civilization research has demonstrated variations in communication, which is commonly referred to as gradual language differences between genders. This implies that women use a particular way of speech more often than men. Academic research has also pointed to the fact that differences in conversation characteristics and traits. This has significantly varied and influenced persuasion ability across different gender. Generally, to effectively persuade

targets in the marketplace, it is critical that one comprehends gender preferences in language styles, visual presentation and perceptions towards aesthetics.

Heisz et al. (2013) argue that the biggest difference between men and women and their style of communication boils down to the fact that men and women view the purpose of conversations differently. Academic research on psychological gender differences has shown that while women use communication as a tool to enhance social connections and create relationships, men use language to exert dominance and achieve tangible outcomes. Women are, overall, more expressive, tentative, and polite in conversation, while men are more assertive, and power-hungry (Basow & Rubenfield, 2003; McClure, et al., 2004). Men tend to be individualistic, object centred and may most of the time engage in “I” talk. They strive to complete a single task at a time. They (men) are more interested in the functional and technical aspects of a product, and will avoid other details. On the contrary, women are more collective concerned hence they are people centred and engage in “we” talk (Rucker et al., 2012). They are able to multi task making it possible for them to make simultaneous products decisions. They also gather a lot of information on product features, what the features do and rarely buy if desired details are not fully addressed (Heisz et al., 2013; Putrevu, 2010). Therefore persuading the different genders require diverse tailored strategies to the different gender.

A fascinating finding by Hart (2013), reveals that men are more inclined to products and design developed by men, and women those created by women (this is without them having knowledge of whether they were created by men or women). Additionally, Zhang et al. (2010) argues that product designs differ from one gender to another, polarizing preferences. One good example comes with the use of colour, where in men designs; colour is used sparingly while greater number of colours is desired by women. A

significant number of males react to images that are form dominant whereas a higher proportion of women respond to colour-dominated images. Also, women are bound to relate best to images of women and similarly men relate to images of males (Zhang et al., 2010; Workman & Lee, 2013; McKay-Nesbitt, 2012). This has a bearing on how the different gender may be persuaded in marketing.

The society generally prescribes gender related roles that influence intentionally or unintentionally communication styles and tactics adopted by different genders (You et al., 2012). Men and women also differ in their relations towards others in society: while women strive to be more social in their interactions with others, men value their independence. Men often seek straightforward solutions to problems and useful advice whereas women tend to try and establish intimacy by discussing problems and showing concern and empathy in order to reinforce relationships (Voyer et al., 2007). Though the influence tactics used by male and female marketers vary depending on the gender of the target person that they are trying to influence, much research proves gender differences across influence tactics.

2.2.8.5 Gender and Consumer Involvement

Product involvement is a multidimensional and important variable that has been used by researchers to evaluate consumer behaviour. It can influence the decision-making process about a product, the amount of effort put in information search about a product by a consumer, the time a product may be adopted, the way in which the consumer's attitudes and preferences concerning a product is viewed, the consumer's perceptions of alternatives in the same product category and brand loyalty (Bauer et al., 2006; Lin & Chen, 2006; Chang et al., 2013; Valentyna & Stijn, 2012). Researchers have revealed that consumers

approach the marketplace displaying different characteristics, behaviour and shopping styles. Consequently, different levels of involvement will be exhibited.

Men and women present different patterns in effort they put in to acquire a product or service. Gender differences have been demonstrated in consumer involvement in a range of decision-making dimensions among men and women. Kraft & Weber (2012) argue that women are currently involved in making decisions on large and small purchases and in some instances have taken over the role of key bread winners of their families. This has been made possible because majority of women today are engaged in financially viable activities that generate their own and their families' income (Fearnow, 2012).

A difference in level of involvement between men and women may arise because there are variations in preferred communication styles. Women prefer verbal communication and hence tend to seek approval from others hence thereby being involved more in information search. On the other hand men tend to prefer short and direct verbal communication. They like making independent decisions and hence spend less time and effort in information search. This is supported by Heermann (2010) who argue that women spend more time in shopping than men. Chigger (2001) is of the opinion that men consider shopping tiresome and try to get over it faster while women on the other hand enjoy it. This is in line with Baker's (2012) argument that women satisfy long term needs and wants while men are shorter sighted and hence look at satisfying immediate or short term needs and wants. The implication is that this reinforces the fact that women are bound to get involved in seeking more information in order to make such decisions. On the contrary men may not be involved as such since they are more individualistic in information search. Javeria & Nadeem (2014) further confirms differences between men and women by stating that

information processing differs in male and females, and adds that they even react differently to same stimulus.

Interestingly, observations have been made that indicate that some purchase behaviour may not differ between men and women, particularly impulse purchases. The level of involvement may relatively remain the same. But, some studies reveal substantial gender differences in levels of involvement in the same category of products. Javeria & Nadeem (2014), argue that women and men make different decision mainly due to the difference in how they process information. This is the reason why this study was conducted to assess gender differences in involvement one a persuasion message is relayed.

2.2.8.6 Gender and Consumer Choice

Marketers strive to understand reasons behind consumer purchase decisions. In an attempt to do this they segment their markets based on a range of attributes. Demographic characteristics are some of the attributes that have been used with credible results, hence understanding gender influence on purchase decision making has been attracting a lot of attention with intensity and has remain one of the most investigated attribute at present (John, 2014; Mary, 2012). Several consumer behaviour researches have cited genders as one of the attributes that influence product preference and choice. Sahay et al. (2012) revealed that women make choices based on greater emotional experience while men evaluated the same products using greater factual experience. Also, Kolyesnikova et al. (2009) while evaluating gender as a moderator of consumer behavior revealed that the dimension of femininity is greatly associated with emotional concern of others than masculinity. According to Ye (2008), the association between gender and brand has a

considerable influence on consumer brand choices. Since gender identities may become blurred over time, consumers often use brands that fit their own gendered image while presenting to others a gendered self beyond just sex and traditional gender roles. In other words, how consumers perceive themselves (gender view) and their brands under various usage conditions may have substantial influence on their brand attitudes and behaviour (Hausner et al, 2012).

Even though men and women speak the same language, they usually have differences in priorities, internal processing and behaviour patterns. This makes it easy to misunderstand, misinterpret or simply misjudge the other party's orientation, a fact that to a greater extent should decode consumer choice related issues (Franchi, 2012; Hoegg & Alba, 2007; Hausner, et al., 2012; Beardsworth et al., 2002; Carillo et al.,2011; Wądołowska et al.,2008; Franchi, 2012). While gender differences may have been extensively researched and specific behaviours observed, documented and labelled, still there are portrayals that need to better be understood for strategic marketing reasons. This is because stereotyping has proved to be inappropriate in some consumer choice behaviours as recent researches are continually posting more gender diversities (Bjorn et al., 2014; Constance et al., 2012; Hoegg & Alba, 2007). For instance, as much as men and women differ in their relations towards others in society – research shows that while women strive to be more social in their interactions with others, men value their independence – there is a level at which stereotyping behaviour virtually becomes imperfect (Sam et al. 2010). Also, consumer choices tend to relate with attitudes held by individuals, their loyalty to brands or stores, motivation for the purchase and interest, among others. This implies that people of different genders may hold the same attitudes towards a product, store outlet or the seller,

hence influencing positively or negatively the choice decision they make (Min et al., 2014; Schertzer et al., 2008).

In the last fifty years, dramatic changes have been witnessed in many countries Kenya included, pertaining gender equality (OECD, 2011). Attempt to bridge persistent glaring gender inequalities have been done not only for reasons of fairness and equity but out of economic necessities. As a result women have gain financial independence and responsibility (Holland, 2012; Thomas et al., 2014). This has resulted in substantial number of women who are financially independent and capable of making purchase decisions and choices that were initially the reserve of men. Some of this decisions have been learnt by women through traditional societal observation of men, hence have relatively been maintained, while others their (women) gender characteristic have greatly influenced them (Sam et. al, 2010).

2.3 Summary and Gaps

In review of literature, persuasion has been studied largely in social and behavioural studies with marketing communications, particularly; advertising is widely evaluated and reported (Murphy, 2004; Jonas & Sine, 2009; Lin, 2006). All these studies are geared towards understanding the consumer much more to better predict their behaviour. On the flip side, there is a critical indication in the business environment that consumers seem to behave contrary to expected response posing more challenges to researchers and marketing communication practitioners. This study contributes to knowledge on consumer behaviour that aims to help understand consumers slightly better in the areas of persuasion and involvement in choice of products that are routinely purchased.

Extant researches (Edward, 2010; Shrum et al., 2012; Shimp, 2003; Murali et al., 2005; Yap et al., 2013; Jonas & Sine, 2009; Petty, 2001; Murphy, 2004; Lin, 2006; Bell, 2007; Campbell & Kirmani, 2000; Kotler, 2012; Jenkins & Dragojevic, 2011) barely pay attention to only single forms of persuasions at a time and their results suggesting that they may not conclusively predict on their own relationships between variables and/or room exists of other influences. This created a gap in literature that this study attempts to explore, by focusing on three forms of persuasion (self persuasion, subliminal persuasion and interpersonal persuasion) at the same time.

Research has indeed exposed that family and peers are important sources of interpersonal persuasion. Similarly, self persuasion is viewed to occur within individual's references of socially acceptable constructs; hence an extension of interpersonal persuasion may be envisaged. However, no attempt has been made to examine how they relate and their statistical significance in determining consumer choice. Consequently, this study fully investigates the correlation between forms of consumer persuasion (self persuasion, subliminal persuasion and interpersonal persuasion) and involvement concept. It further looks at correlation between consumer involvement and consumer choice. The statistical significance of these relationships are critical hence are reasonably investigated.

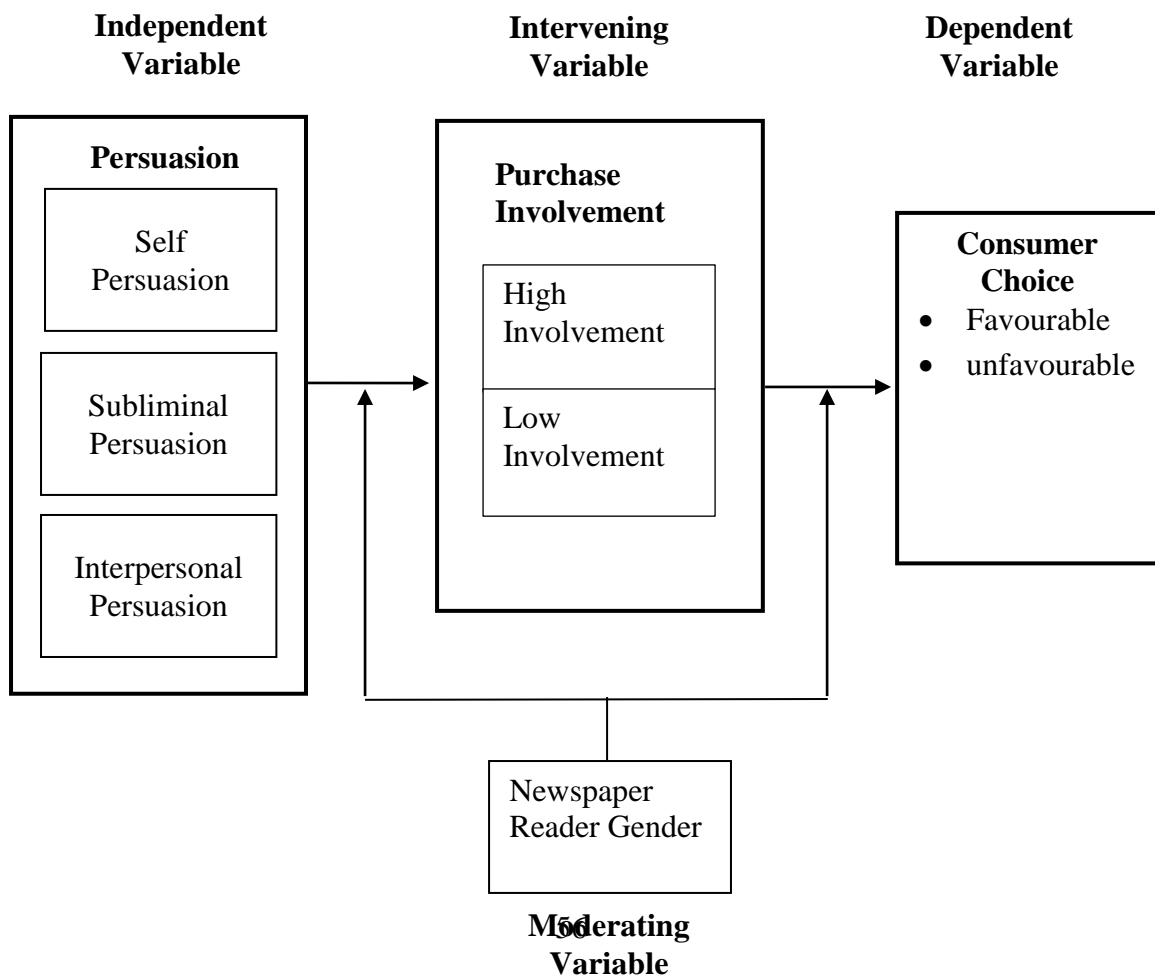
Closer examination of extant research reveals that a gap in literature between persuasion and consumer choice for habitually purchased products has not been bridged. The probability of making wrong assumptions is therefore inherent and the eventual business implications to a marketer are glaring. It has yet been demonstrated that habitually purchased products that are distributed at relatively the same price have low involvement level, an attribute of subliminal persuasion. This study found it interesting to use daily newspapers to explore relationships that

exist between different forms of persuasion and consumer choice as literature points to violation of the basic premise of persuasion orientation – positively influence purchase action.

2.4 Conceptual Framework

The conceptual framework of study had persuasion as the independent variable. It specifically focused on three forms of persuasion – self persuasion, subliminal persuasion and interpersonal persuasion. Persuasion may not directly influence consumer choice, but may be intervened by consumer involvement. This (consumer involvement) was looked at from the perspective of low and high involvement in the purchase. Newspaper readers' gender was the moderating variable, between persuasion and involvement, and involvement and consumer choice. The dependent variable, consumer choice, manifested itself as either favourable or unfavourable.

Figure 4: Conceptual Framework



Source: Researcher's Own Conceptual (2012)

2.5 Operationalization of the Variables

The key variables were measured through adaptation of existing scales in literature and formulation of new scales items where not possible. All items in the questionnaire were close ended as depicted in Appendix 1. Table 1 indicates how variables were operationalized.

Table 1: Variables in the Questionnaire

Variable	Indicators	Measurement	Data Instrument	Analysis Method
Independent Persuasion	• Self persuasion	Perceptions	Questionnaire	Regression Analysis
	• Subliminal persuasion	”	”	
	• Interpersonal persuasion			
Dependent Consumer Choice	• Favourable	Perceptions	Questionnaire	Regression Analysis
	• Unfavourable	”	”	
Intervening Consumer Involvement	• High	Perceptions	Questionnaire	Regression Analysis
	• Low	”	”	

Source: Researcher (2014)

2.6 Chapter Summary

Overall observations indicate that marketers devote considerable time trying to understand consumer behaviour in order to design marketing communications that elicit desired outcome. Also, literature reviewed revealed that persuasion has been prominent in most

marketing communications endeavours and is critical in influencing involvement levels in consumer information processing. Essentially, this chapter reviewed persuasion theories and particularly paid attention to Attribution theory and Elaboration Likelihood Model. Furthermore, the time and effort spent in decision making vary substantially with levels of involvement and considerably influence choices of products/ services made by consumers. Consequently, consumer involvement theory was also described. Theory of consumer choice was examined with more attention focused on how consumers make purchase decisions. Finally, research gaps were identified and highlighted, conceptual framework developed and described, and variables operationalize.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This research investigated the relationship between different forms of persuasions, consumer involvement and consumer choice. It also identified attributes that underlie choice of daily newspapers readers. The findings build on existing literature and generate knowledge that will help marketers, advertisers, other researchers and policy formulators.

The previous chapter reviewed literature on marketing communication, consumer persuasion and involvement models, as well as consumer choice theory. This chapter describes the nature of research, including measurement characteristics of the research instrument, data collection process, and data analysis methods. It also highlights the research paradigm, research design, study area, the participants, procedure and pilot study conducted. It outlines the method for testing hypotheses that were developed for the study.

3.1 Justification of Research Paradigm and Method

Identifying and understanding the research paradigms is the foremost and crucial step in any researcher's journey. Willis (2007) explains that "a paradigm is a comprehensive belief system, world view, or framework that guides research and practice in a field". It is a basic orientation of theory in research as it emphasizes on assumptions about what is important to study, what can be known, what research tools and designs are appropriate, and what standards should be used to judge the quality of the research (Neuman, 2003; Creswell, 2008; Josselson, 2007).

From a philosophical perspective, a paradigm comprises a view of the nature of reality (i.e., ontology) – whether it is external or internal to the knower; a related view of the type

of knowledge that can be generated and standards for justifying it (i.e., epistemology); and a disciplined approach to generating that knowledge (i.e., methodology) (Creswell, 2008). Although various authors (Bryman, 2012; Bronner, 2011; Howe, 2009) have identified a number of paradigms that underpin research, Bhattacharjee (2012) suggests that the two main paradigms that form the basis of research in the social sciences are the positivist approach and the naturalistic (interpretivist) approach.

This study was grounded in a positivist paradigm which emphasizes the importance of observation for the growth of knowledge and thus considers the measurement of phenomena as central to the development of understanding (Fox, 2008; Howe, 2009). It recognizes the need for a theoretical framework within which to structure data. Its proponents (Collins, 2011; Freeman, 2010; Bryman, 2012; Howe, 2009; Troudi, 2010) argue that theories should be tested against data with the intention of their verification. Since this study focused on Elaboration Likelihood Model (ELM), Consumer Involvement Theory (CIT) and Consumer Choice Theory (CCT) that have already been developed and data collected to empirically measure and evaluate phenomena, positivist paradigm was ideal.

Furthermore, this being a descriptive study, which is more focused on yielding an understanding of a particular phenomenon, was best suited for a positivist paradigm (Bauer et al., 2000; Goddard, 2004; Lather, 2006). Also, the knowledge generated from this study was a product of straightforward experience of respondents and was interpreted through rational and objective deduction as prescribe by positivist paradigm. Finally, the entire study was independent of the researcher's biases including the instrument used to undertake the study.

Critics of positivism approach to research argue that it generates insufficient knowledge, and that it has no built-in mechanisms for (self) correction and (self) reflection. However, it should be mentioned that the critique of positivism does not contain a kind of ideological connotation or disqualification, but only calls attention to the methodological and epistemological dilemmas of contemporary social science research (Bryman, 2012). On the other hand, positivism is committed to removing subjectivity from knowledge growth, and thus denies any role for reflexivity among researchers. They seek to reduce everything to abstract and universal principles, and tend to fragment human experience, as the case with this study, rather than treat them as a complex whole (Howe, 2009; Troudi, 2010; Bryman, 2012).

3.2 Study Area

The study was conducted in Kenya, located in East Africa, between latitudes 4⁰North to 4⁰South and Longitude 34⁰East and 41⁰East. Since their inception, Kenya has championed and localized the Millennium Development Goals (MDGs) by developing vision 2030, which intends to transform the country to middle-income status. The social pillar of vision 2030 focuses on establishing a just and cohesive society where individuals enjoy equitable, social development while living in a clean and secure environment. Education sector has been earmarked as a major contributor to these, hence commencing free universal primary and secondary education. The Sessional Paper No. 14 in 2012 on Education and Training and the Basic Education Act in 2013 laid a legal framework for achieving Universal Primary Education (UPE). This has significantly improved literacy levels in the country.

The projected population of Kenya for 2013 was 41.8 million with an annual growth rate of 2.97%. This population is fairly youthful, with those aged 25 years and below accounting for 62% of the population (GOK, 2013). Literacy level is 87.4% but statistics by Kenya Demographic and Health Survey (KDHS) of 2009 indicate that literacy rate for 15 – 24 years, which stood at 80.3% by the year 2000, had improved to 91.3%. This is an important development for newspaper publishers as it presents an opportunity for potential growth in market share.

The study was conducted in 13 counties in Kenya. Each of the selected counties had a proportion of population with over 200,000 people who had attained secondary and above education according to 2009 population census statistics (KNBS, 2013). Out of 47 counties in Kenya only 13 had such a number of educated people. The study assumed that people with this level of education are able to read and understand most items covered in daily newspaper than those with primary school education. Therefore they would adequately complete questionnaire more meaningfully.

3.3 Research Design

Kothari (2004) asserts that decisions regarding what, where, when, how much, by what means concerning an inquiry or a research study constitute a research design. These decisions have a great bearing on the reliability of the results arrived at and as such constitute the firm foundation of the entire edifice of the research work (Singh, 2006; Cooper, 2003). Choice of research design to be adopted should therefore be done with great care as any error in it may upset the entire study.

Research design can be defined as the arrangement of conditions for collection and analysis of data with maximum control over factors that may interfere with validity of the

findings (Kothari, 2004). It is a framework that facilitates the smooth flow of various research operations and enables specifying particular relationships among study variables (Cooper, 2003; Robson, 2002; Singh, 2006).

This study adopted a cross sectional survey design, which is descriptive in nature. Normally the entire population or a subset of it may be selected for investigation when a survey is conducted. Since data was to be collected only once, it was the ideal research design for the study and also, by virtue of the fact that it can be employed to gather contemporary issues, which partly formed matter under investigation in this study.

Survey research designs limit active intervention by the researcher that may produce researcher bias (Cohen et al 2000). This was considered in choosing the research design, which made generalization of the findings of this study possible. Also, the design (survey) is flexible enough allowing a wide range of information to be collected. It was appropriate for this study as it did collect information on demographics of respondents, a range of consumer persuasions, consumer involvement and consumer choice. Finally, survey designs represents the most common form of empirical research in many areas, including marketing channels, consumer behaviour, and marketing strategy (Bhattacharjee, 2012). The designs therefore provide a critical foundation for much of knowledge generated in a range of marketing areas (Robson, 2002; Baker 2001). This study contributes to knowledge in marketing particularly consumer behaviour.

3.4 Target Population

This is the entire set of units for which collected data are to be used to make inferences. It generally includes all people or items with the characteristic the researcher wishes to understand and defines those units for which the findings of the study are meant to

generalize (Lavrakas, 2008; Kothari, 2004; Naik et. al., 2008). Its definition determines whether sampled cases are eligible or ineligible for the study (Nancy et al., 2010; Lavrakas, 2008). Though circulation of daily newspapers is low, with figures of 2010 indicating 320,000 newspapers were bought daily, the readership is significantly higher given the fact that about 10 people share a newspaper daily. Ipsos – Synovate findings support this through their surveys, which show that Kenya’s daily print readership stands at slightly over 3 million (Synovate, 2011).

The study target population was daily newspaper readers with secondary school education and above. According to census figures of 2009, nationally the proportion of the population with secondary school education and above was 22.8% of the entire population, constituting 7,751,562 people (KNBS national report, 2013). This group was ideal for this study as it was assumed to be literate enough to read a newspaper. This is because daily newspapers in Kenya are written in English and Kiswahili, which are compulsory examinable languages at Kenya secondary schools national examination.

3.5 Sampling Design and Procedure

Sampling involves a process of selecting a sub-section of a population that represents the entire population in order to obtain information regarding the phenomenon of interest. It is a smaller group, which is selected to participate in a study (Zikund, 2000; Ogula, 2005, Orodho, 2003; Saunders et al., 2000). Since it was not practical to use the entire target population for this study, it was necessary to define the accessible population. This is a subset of the target population that reflects specific characteristics and who are within reach for study. Therefore two methods of sampling were used, where one yields probability samples in which the probability of selection of each respondent is assured.

The other yields non-probability samples in which the probability of selection is unknown (Malhotra, 2003).

This study used both probability and non-probability sampling techniques. The pattern employed to select the sample for investigation significantly limited sampling errors and generated unbiased sample as advocated for by Kothari (2004). First, a sample of 384 respondents was obtained using Krejcie & Morgan (1970) formula from a target population of 7,751,562 people with secondary school education and above. The illustration that follows shows demonstrate how it was done.

$$S = \frac{\chi^2 NP (1 - P)}{(d^2(N - 1)) + (\chi^2 P(1 - P))}$$

$$S = \frac{3.841 \times 7,751,562 \times 0.5 (1 - 0.5)}{0.5^2(7,751,562 - 1) + 3.841 \times 0.5(1 - 0.5)}$$

$$S = 384.09 \text{ approximated to } 384$$

Where; S – Required sample size, χ^2 – The table value of chi square for one degree of freedom relative to the desired level of confidence, which was 3.841 for the .95 confidence level, P – The population proportion (assumed to be 0.50), N – The population size and d – The degree of accuracy (d = 0.05).

After arriving at a sample size of 384 respondents, counties were then used to distribute the sample. This was because counties formed good existing geographic units, census population figures per county and proportion of the population with secondary school

education and above were available (KNBS national report, 2013). Since Borg & Gall (2003) argue that 30% of the target population is representative enough, a figure 14 out of the 47 counties was able to realise this.

To achieve homogeneity yet maintaining representation of the target population counties with over 200,000 people with secondary school education and above were purposively sampled (KNBS national report, 2013). This included Nairobi, Nyeri, Muranga, Kiambu, Mombasa, Meru, Machakos, Trans Nzoia, Kisumu, Kisii, Uasin-Gishu, Nakuru, Kakamega and Bungoma. Since Trans Nzoia County was involved in piloting the research instrument, 13 counties were used for the actual study with their distribution of the population sample shown in appendix III.

The research used point of sale for newspapers to access the sample. The study considered people who buy newspapers as the readers of the same. Individuals below 18 years were not included in the study as legally they are not employed and the implications of the findings would be important for business purposes especially the actual purchase of daily newspapers. Supermarkets were used as the points of data collection as they provided a practical opportunity for research assistants to meaningfully engage respondents and get their consent. They also provided an ideal environment for questionnaire completion.

3.6 Data Collection Instrument and Procedure

A close ended questionnaire (copy provided in appendix 1) was used to collect data for this study. It was utilized in order to retrieve the maximum amount of information without imposing on the time and resources of the respondents (Kothari, 2004). The questionnaire had two parts, part I captured demographic information and part II addressed objectives of

the study. Pallant (2011) argues that questionnaires are quite popular especially in cases involving surveys and big enquiries. At the same time, researchers find them useful in maintaining consistency in data collection, a criterion that influenced their choice for this study. Costs elements and duration of data collection was also considered in selecting the research instrument.

Kothari (2004) argues that a well designed and administered questionnaire is critical in reduction of non responses and measurement errors. It also has the potential to reach a large number of respondents, generate standardized, quantifiable, empirical data and offer confidentiality and/or anonymity. The key constructs of this study were measured by adoption of existing scales in literature that were modified to suit the study. Items on persuasion were adopted from, *self persuasion* (Pohlmann et al., 2007), *interpersonal persuasion* (Pohlmann, 2006) and *subliminal persuasion* (Donald, 2010); while *involvement* items were adopted from Lee and Aaker (2004), and Tormala (2008). All the four constructs were designed in a 7 point likert form with completely disagree assigned 1, strongly disagree 2, slightly disagree 3, neither agree nor disagree 4, slightly agree 5, strongly agree 6 and completely agree 7.

Ambiguity is a common characteristic of individual questions in a questionnaire, but it is also possible for a question to be ambiguous because of its placement in the questionnaire. To avoid this, the questions in this instrument were assessed, reviewed and organized with research supervisors to guarantee proper flow and structure of the questions. The breath in content and format was demonstrated, which enhanced the face validity of the instrument (Gearing, 2006).

Data was collected from points of sale of daily newspaper where questionnaires were distributed personally to individuals purchasing daily newspapers. Supermarkets were used as the points of data collection. Those supermarkets that do not sell daily newspaper were excluded. Customers who purchased daily newspapers were approached and once a confirmation was made that they were buying the daily newspaper for themselves, they were informed by research assistants the purpose of the study and their consent sought. They were then shown a desk to sit on and complete the questionnaire. Research assistants offered guidance and clarifications where necessary. The completed questionnaires were then handed back to the research assistant who thanked respondents for their cooperation, information given and their time. Those unwilling to participate in the study for any reason were not pursued further.

3.7 Validity and Reliability of the Instrument

3.7.1 Validity of the Instrument

The questionnaire was piloted in Trans Nzoia County to evaluate its competency. This is because it is cosmopolitan and shares similarities in population characteristics with the 13 counties that were selected for data collection. The “live” test of the survey instrument was used to get feedback on appropriateness of the wording and clarity of questions, to estimate the length of the survey and to trace any important issues that may have been overlooked (Iraossi, 2006; Ellis, 2010; Mayring, 2014).

Content validity refers to the adequacy with which a measure or scale has sampled from the intended universe or domain of content (Pallant, 2011; Kothari, 2004). This was demonstrated by use of research supervisors who reduced the list of questions that had been formulated to those most appropriate for measuring the variables under investigation.

3.7.2 Reliability of the Instrument

The purpose of reliability is to examine consistency of measurement. In data analysis, the internal consistence of measures (reliability) is most often measured by Cronbach's alpha (Pallant, 2011; Bhattacharjee, 2012). The higher Cronbach's alpha value is the better, because it implies the high internal consistency of measurements. The minimum acceptable level for a high enough of reliability among a given group of measures is 0.7 (Gearing, 2006; Kothari, 2004; Pallant, 2011; Ellis, 2010). According to Zarchkowsky's Personal Involvement Inventory (PII) that has been modified for a range of surveys, the Cronbach Alpha values have varied from 0.85 to 0.95. In this study the overall questionnaire Cronbach Alpha coefficient was 0.87. This suggested good internal consistency reliability for the instrument. Table 2 shows Cronbach Alpha coefficients of individual variables in the questionnaire.

Table 2: Reliability of Constructs

Variable	Reliability		Number of Items
	Cronbach's Alpha Value of all items	Cronbach's Alpha Value after deleted items	
Self Persuasion	.752	.752	8
Interpersonal Persuasion	.830	.830	5
Subliminal Persuasion	.838	.838	10
Involvement*	.686	.822	16
Consumer Choice	.823	.823	8

* variable included deleted item (Question No.7 item I is deleted and No.11 item P)

Source: Pilot Survey (2014)

The result of reliability in items of self persuasion shows that Alpha value is 0.752, interpersonal persuasion 0.830, subliminal persuasion 0.838 and consumer choice 0.823. These four variables all indicate a high Alpha value, so their internal consistency is fairly good. However, Cronbach Alpha value of involvement is smaller than 0.7 at 0.686. After testing the value of the item deleted, the Cronbach Alpha coefficient was 0.822, which made the variable have a good internal consistency (Table 2).

3.8 Data Analysis

Data analysis involved three major steps, in the following order; preliminary analysis, descriptive analysis and inferential analysis.

3.8.1 Preliminary Analysis

Before processing the responses, data was cleaned to check for erroneous entries, outliers, completeness of questionnaires and then data coded to enable the responses to be grouped according to daily newspaper brands in Kenya. Double entry was done to ensure data is accurately entered into the computer.

A range of multivariate analysis assumptions were undertaken. Assumption for normality was checked to ensure all variables were normally distributed. As much as reliability of the research instrument was established using Cronbach's alpha, a Chi Square test for independence was performed on all the variable constructs of persuasion (self, interpersonal and subliminal), consumer involvement and consumer choice during analysis. This was a preliminary test that was adopted for investigation because some data was summarized in the form of frequencies. Usually, it answers the question whether frequencies observed deviate significantly from theoretical or expected population

frequencies (Pallant, 2011). A major difficulty with Chi Square test of model fit that may make a researcher fail to reject an inappropriate model in small sample sizes and reject an appropriate model in large sample sizes led to this study not employing it (Chi Square) as a measure of model fit. Kurtosis and skewness of variables was examined. Goodness of fit was also investigated.

3.8.2 Descriptive Analysis

Descriptive statistics were used mainly to describe the basic features of the data and make summaries about the sample and the measures made. Data was analyzed in the form of frequencies and percentages. Then findings were presented in form of graphs and tables to easily bring out some characteristics within the data.

3.8.3 Inferential Analysis

The hypothesized relationships between persuasion, consumer involvement and consumer choice were tested at two levels; first at the aggregate level then uniquely for each gender to ascertain relatedness and differences between study variables. Bivariate correlational analyses were conducted in order to assess the strength and direction of the relationship between variables. Different authors recommend different interpretations of correlation coefficient values. This study adopted Pallant's (2011) recommendation of Cohen's guidelines, where correlation coefficient value of between .10 and .29 is small, .30 and .49 is medium and .50 and 1.0 is considered large. A value of zero would mean there was no linear relationship between the variables. The direction was determined to be positive or negative on the basis of output values of analyses, either positive or negative. To test the veracity of hypothesized relationship inferential statistics were used, specifically multiple linear regression analysis to determine statistical significance of theorized models. Data

was tested using Statistical Package for Social Scientists (SPSS) then conclusions drawn and generalizations made.

Statistical assumptions of multivariate analyses and statistical test were checked to ensure none of them were violated. This was conducted using the numerical approach (Park, 2008). All variables were checked for normality by first comparing the original means statistic and 5% trimmed means statistic of variables in the study to investigate if extreme values had a strong influence on the means (Frost, 2011). A big difference in the means necessitated further investigation of variables to check their distribution. After comparing the original means and 5% trimmed means of the variables, the results of the Kolmogorov-Smirnov statistic was checked. Variable with values > 0.05 suggest a violation of assumption of normality. Skewness and kurtosis of variables were checked by computing Z scores (i.e. $Z_{\text{Skewness}} = \text{Skewness Statistic} / \text{Standard Error}$ and $Z_{\text{Kurtosis}} = \text{Kurtosis Statistic} / \text{Standard Error}$) (Ghasemi, et al., 2012; Tabachnick et al., 2007 & Kline, 2005). Absolute Z score values greater than 1.96 at $p < 0.05$ were significant (Ghasemi, et al., 2012) and indicated substantial departure from normality and were therefore considered non normal. Non-normal variables were transformed using both square root and logarithmic functions. An inspection of the degree skewness and kurtosis of the transformed variables to determine whether there was improvement was carried out.

Multicollinearity test was necessary to rid the model to be regressed of redundant information not needed for analysis (Tabachnick et al., 2007). Therefore this study investigated the presence of multicollinearity. This was done by assessing the Variance Inflation Factor (VIF) for the independent variables in the regression models once the regression had been run. Most commonly recommended maximum acceptable level is a

value of 10 (Hair, et al., 1995), but other scholars like Rogerson (2001) recommends maximum VIF value of 5, while Pan et al (2008) recommends maximum VIF value of 4. Since the higher the VIF index the higher the variance in the estimated parameter, this study considered a VIF value of 4 as the maximum acceptable level. VIF values greater than 4 indicated significant multicollinearity.

The four hypotheses were tested using multiple linear regression analysis. It is common for consumer behaviour study researchers and marketing scholars to adopt this approach in data analysis (Kupor et al., 2014; Sadasivan et al., 2011; Hanzaee et al., 2011; Schmitt, 2001; Tormala & Clarkson, 2007; Koller et al., 2013). Therefore regression analysis was adopted for the study as it has been used before for similar studies (behavioural) and yielded credible results. Furthermore, research scholars have argued that there exists a thin line between ordinal and interval data, and indeed the margin between them is very hazy. This gives broader latitude of usage of linear regression in research that would otherwise be referred to as qualitative. The theoretical multiple regression model for the study took the form below:

$$\text{CoCh} = \beta_0 + \beta_1\text{SfP} + \beta_2\text{IPP} + \beta_3\text{SubP} + \varepsilon$$

Where; CoCh – Consumer choice, SfP – Self Persuasion, IPP – Interpersonal Persuasion, SubP – Subliminal Persuasion, β_0 – the intercept, ($\beta_1, \beta_2, \beta_3$) – Estimated parameters and ε – the error term.

3.9 Ethical Considerations

The proposal for this study was reviewed by a panel set up by the institute of post graduate studies who approved that the guidelines and standard of the university PhD thesis proposal were adhered to. Bhattacharjee (2012) argues that subjects in any research project must be aware that they are part of a study group being investigated. This study ensured that this principle was not violated by first approaching participants and informed consent sought from them. Full disclosure was then made where respondents were told the nature and for what purpose the study was being conducted. The participants were also informed that they had freedom to withdraw from participation anytime without any unfavourable consequences befalling them. Those unwilling to participate were not followed up with persuasive communication with an objective of changing their mind. Lastly, questions in the research instrument were phrased in a non-threatening way. Therefore participation was voluntary and harmless.

The dual principle of anonymity and confidentiality was achieved as respondents' names, telephone numbers or any other identification details were not asked. The participants remained anonymous and as such, this document does not reflect the respondents identifying information. Also, the information obtained was used purely for academic purposes and shared only between the researcher and the study supervisors.

The researcher followed recommended and ethical guidelines in data analysis and reporting as advocated by Naik et. al., (2008). The study grounded on positivist paradigm, sought to investigate facts without any researcher biases interfering. Therefore, data was reviewed and categories verified by a second coder to guarantee valid entries were made.

The final descriptions and interpretations were validated by research supervisors who ensured misrepresentations were not made.

3.10 Chapter Summary

In this chapter a comprehensive account of the research philosophy is presented, justification for adopting it and methodology employed in conducting the research. A positivist research paradigm was adopted for this study, which to a great extent determined analysis detailed in the chapter. Also, a survey research design embraced for this study is described, target population together with sampling techniques unveiled, and justification of for analysis methodology given. Finally, a detailed account of data collection instrument and procedures were presented, how findings were to be interpreted clarified and ethical issues considerations undertaken.

CHAPTER FOUR

ANALYSIS AND DISCUSSION OF RESULTS

4.0 Introduction

This chapter deals with data analysis and presentation of the findings with interpretations based on the research objectives. The data collected from the field were summarized and presented in form of tables and pie chart. A total of 384 questionnaires were distributed and 381 were successfully filled and returned for analysis thus giving the study 99.22% response rate. Table 3 shows the results.

Table 3: Response rate

Respondents	Number of respondents	Percentage (%)
Expected responses	384	100%
Received responses	381	99.22%
Un-received responses	3	0.78%

Research Data (2014)

4.2. Demographic Descriptives

The study collected demographic data from respondents. This includes their gender, age and academic levels. Age had four categories to choose from, which included 18 – 24 years, 25 – 34 years, 35 – 49 years and 50 years and above. Academic levels were five, categorized as secondary education, high school education, college diploma, university bachelor degrees and post graduate degree. The demographic data is presented in table 4.

Table 4: Demographic Descriptives

Demographics	Number	Percentage
Gender	381	100
Male	271	71%
Female	110	29%
Age	381	100%
18 - 24	29	08%
25 - 34	122	32%
35 - 49	165	43%
50 >	65	17%
Academic Level	381	100%
Secondary School Education	29	08%
High School Education	41	11%
College Diploma	89	23%
University Bachelor Degree	173	45%
Post graduate Degree	49	13%

Source: Research Data (2014)

The distribution of the respondents by gender showed that 71% of the respondents who completed the questionnaires were male, while female constituted 29%. This shows that males buy and read daily newspapers more than their female counterparts. This is in line with Akande et al (2014)'s findings that revealed that higher percentage of the populations (81%) patronizing daily newspapers were of the male sex. Also, Njeze (2013) revealed that male students (54%) consult newspapers more than female students.

Age distribution of respondents showed that the age bracket of 18 - 24 years had 8% of the respondents, between 25 – 34 years 32%, between 35 – 49 years 43%, and lastly 50 years and above constituted 17% of the respondents. This suggests that daily newspaper are bought and read mostly by people within the range of 35-49 years old. The small percentage of respondents between the age range of 18 - 24 years may be because their financial resources are low compared to those in other age groups and therefore a small number may purchase newspapers. This group may also be accessing the daily newspaper electronically via the net rather than in print form.

Education demographics indicated that 8% of the respondents had up to secondary school education, 11% had high school education, 23% diploma level, 45% university bachelors degrees and 13% post graduate degree. This is apparent that the higher the education the more likely a person will actively get attracted to literature as reflected by increase in percentages of respondents with higher levels of education. The smaller number of post graduate degrees is synonymous with statistics of population figures in the country showing low figures of people with post graduate degrees (KNBS national report, 2013).

The study further delved on education in relation to purchasing and reading more than one daily. Table 5 shows the findings.

Table 5: Academic Level in Relation to Purchasing and Reading more Daily Newspapers

Academic Level	Only one Newspaper		More than one newspaper	
	Frequency	Percentage	Frequency	Percentage
Secondary Education	22	76%	7	24%
High School Education	36	88%	5	12%
College Diploma	60	67%	29	33%
University Bachelors Degree	105	61%	68	39%
Post graduate Degree	29	59%	20	41%

Source: Research Data (2014)

The results revealed that the higher the education level a newspaper reader attains the higher the chance that they would purchase and read more than one daily newspaper. Also percentages decreased for those who purchase and read only one daily newspaper with increase in academic level – from secondary education to post graduate degree. This conforms to psychologists’ argument that as one continues to attain higher levels of education their urge for more information also increases. Therefore the findings suggest that readers with higher levels of education seem to purchase and read more than one daily newspaper as they seek to access more and variety of information. This may be punctuated by Arahana (2013)’s argument that newspapers disseminate more than daily happenings locally and internationally, both good and bad, and different newspapers may report details of happenings differently. Therefore the purchase and reading of more than one daily newspaper suggests that no single paper is able to satisfy fully the readers’ needs.

4.3. General Information on Daily Newspaper Readership

The study investigated a range of general information on daily newspaper readership. As indicated in the sub titles below.

4.3.1 Daily Newspapers Purchased and Read

Daily newspapers that are sold to readers include Daily Nation, The Standard, The Star and Taifa Leo. Table 6 shows the distribution on daily newspapers the respondents preferred to purchase and read.

Table 6: Daily Newspaper Purchased and Read

Daily Newspaper	Frequency	Percentage
Daily Nation	215	56%
The Standard	131	34%
The Star	21	6%
Taifa Leo	14	4%

Source: Research Data (2014).

In the table 6, 56% of the responded indicated that they preferred to purchase and read Daily Nation newspaper, 34% The Standard, 6% The Star and 4% Taifa Leo newspaper. This implies that over half of the respondents preferred to purchase and read Daily Nation newspaper. This is in line Ipsos-Synovate survey of 2010 which indicated that Daily Nation newspaper had the largest circulation, followed by The Standard, Taifa Leo and The Star (Ipsos-Synovate, 2011). The difference in position of The Star and Taifa Leo may largely be because The Star launched in 2007 is relatively new compared to Taifa Leo

but has steady been growing in daily circulation figures since 2010 surpassing Taifa Leo in daily circulation figures (Nyabuga & Booker, 2013). It also mirrors World Association of Newspapers and News Publishers survey by Cruse and Nelson (2012), which showed Daily Nation with a market share of 42.50%, followed by The Standard by 19.30%, The Star 7.70% and Taifa Leo 5.20%.

4.3.2 Number of Daily Newspapers Purchased and Read.

The respondents were asked if they purchased and read more than one daily. Table 7 presents the findings.

Table 7: If Respondents purchase and Read more than one Daily Newspaper

Response	Frequency	Percentage
Yes	129	35%
No	252	65%

Source: Research Data (2014)

The findings indicated that 35% of the respondents do purchase and read more than one daily newspaper while 65% only purchase and read one daily newspaper. This shows that readers may be loyal to the brands of daily newspapers they purchase and read, and it may suggest that they have preference to specific brands hence the big percentage of those who purchase and read only one daily newspaper.

4.3.3 How Often More than one Daily Newspaper is Purchased and Read

Respondents who agreed that they purchase and read more than one daily newspaper were probed on how often they did this. The results are presented in Table 8.

Table 8: How Often More than one Daily Newspaper is Purchased and Read

Response	Frequency	Percentage
Daily	41	32%
Occasionally	88	68%

Source: Research Data (2014)

From table 8, only 32% of the respondents who purchase more than one daily newspaper, do it on daily basis, while majority (68%) purchase more than one daily newspaper occasionally. This feedback points out to the need for an analysis into the occasions daily newspaper readers purchase more than one daily newspaper.

4.3.4 Other Daily Newspapers Purchased and Read

Respondents were asked to list other daily newspapers they bought and read other than their preferred dailies, in the order of preference, from the most preferred depending on the number of daily newspaper they read. Table 9 shows the findings.

Table 9: Other Daily Newspapers Purchased and Read in order of Preference

Preference categories	Daily Nation		The Standard		The Star		Taifa Leo		Total
	Frequency	%	Frequency	%	Frequency	%	Frequency	%	
A	39	30	63	49	17	13	10	8	129
B	7	12	11	19	29	49	12	20	59
C	0	0	5	36	6	43	3	21	14

Source: Research Data (2014)

The researcher further probed from those respondents who purchased and read more than one daily newspaper the other dailies they read. These daily newspapers were arranged in

order of preference. 'A' being most preferred followed by 'B', and 'C' as the last category. It was designed with only three categories as only four daily newspapers are purchased in the Kenyan market. The findings show that in category 'A' where the respondents are likely to purchase and read only two daily newspapers 30% would purchase and read Daily Nation newspaper, 49% The Standard, 13% The Star and 8% Taifa Leo. This category had 129 (33.8%) respondents out of 381 indicating they would purchase and read two daily newspapers.

In the event the respondents purchase and read three paper i.e. category 'B', Daily Nation will have 12% of the respondents, 19% The Standard, 49% The Star and 20% Taifa Leo. Category 'B' had 59 (15.5%) respondents out of 381 indicating a possibility of purchasing three daily newspapers.

Category 'C' shows a scenario where respondents purchase and read all the four daily newspapers. This category had only 14 (3.7%) respondents out of 381 who indicated they would purchase and read all the four daily newspapers. The Standard had 36% of the respondent, The Star 43%, Taifa Leo 21%, while Daily Nation did not have anyone complete it at this level. This suggests that Daily Nation newspaper is likely to be purchased and read by most respondents in case they bought only three daily newspapers.

4.3.5 Gender in Relation with Daily Newspapers Purchased and Read

The study further sought to examine the different genders and the preferred brand of daily newspaper they purchased and read. Table 10 shows the findings.

Table 10: Gender in Relation to Daily Newspapers Purchased and Read

Gender	Daily Nation	The Standard	Star	Taifa Leo	Totals
Male	145	97	18	11	271
Female	70	34	3	3	110

Source: Research Data (2014)

Table 10 shows that 53% of the male respondents purchase and read Daily Nation newspaper, 36% The Standard, 7% The Star and 4% Taifa Leo. On the female side, 63% purchase and read Daily Nation, 31% The Standard, 3% The Star and 3% Taifa Leo. This implies that as much as Daily Nation is purchased and read more by the two genders, it is more popular with female (63%) than male (53%) readers.

The study also probed the different genders and whether they purchase and read more than one daily newspaper. Table 11 shows the findings.

Table 11: Gender in Relation to Number Purchase and Readership Behaviour

Gender	One daily newspaper only	More than one daily newspaper	Totals
Male	168	103	271
Female	84	26	110

Source: Research Data (2014)

While 63% of the male respondents purchase and read only one daily newspaper, 38% purchased and read more than one paper. On the other had 76% of the females purchased and read only one paper, while 24% purchased and read more than one paper. This implies that more male are likely to purchase and read more than one paper compared to female.

Also it may suggest that female readers are more loyal to their brands than male are, hence sticking to only one daily newspaper.

4.3.6 Willingness to Pay More for Daily Newspapers Purchased and Read

The study inquired whether the respondents were willing to pay more for their favourite brand when other daily newspaper brands were available. The results are shown in Table 12.

Table 12: Willingness to Pay More for Daily Newspaper Purchased and Read

Options	Frequency	Percentage
I would definitely buy	133	35%
I probably would buy	82	21%
I might/ might not buy	115	30%
I probably would not buy	33	9%
I definitely would not buy	18	5%

Source: Research Data (2014)

Table 12 shows that 35% of the respondents would definitely buy their daily newspaper, 21% probably would buy, 30% might or might not buy, 9% probably would not buy and 5% definitely would not buy. The high percentage of those who would definitely buy even if they were to pay more for their dailies suggests that they may be loyal to the newspaper brands they purchase.

4.3 Persuasion Descriptives

The three forms of persuasion are presented with their results discussions. Implications of these findings are also derived.

4.3.1 Self Persuasion Descriptives

Literature indicates that self-persuasion can occur either through role-playing (i.e. when arguments are generated to convince another person) or, more directly, through trying to convince oneself (i.e. when arguments are generated with oneself as the target) (Brinol et al, 2012). Also the degree of self persuasion depends on the way the individual becomes involved in the arguments they generate by elaborating them and reacts to them by either reinforcing, agreeing, distorting, derogating or rejecting them. Therefore this study evaluated the concept of self-persuasion because it generates more powerful and long lasting changes (Sharma, 2015).

4.3.1.1 If Compared Different Newspaper Brands in the Market

The study examined if the respondents have compared different daily newspaper brands in the market. The responses were reported on a seven point scale and represented in Table 13.

Table 13: Comparison between Different Newspaper Brands in the Market

Response	Frequency	Percentage
Completely Disagree	38	10.0
Strongly Disagree	19	5.0
Slightly Disagree	20	5.2
Neither Agree nor Disagree	61	16.0
Slightly Agree	77	20.2
Strongly Agree	72	18.9
Completely Agree	94	24.7

Source: Research Data (2014)

From the findings 10% completely disagree that they have compared different daily newspaper brands in the market, 5% strongly disagreed, 5.2% slightly disagreed, 16% neither agreed nor disagreed, 20.2% slightly agreed, 18.9% strongly agreed and 24.7% completely agreed. This suggests that respondents have paid attention to the different brands in the market making comparison. Therefore a new daily newspaper has a chance of attracting consumers particularly if it has superior features.

4.3.1.2 Paying Attention to Daily Newspaper Adverts

The survey probed if the respondents paid attention to adverts for daily newspaper brands. Their feedback is represented in Table 14.

Table 14: Paying Attention to Daily Newspaper Adverts

Response	Frequency	Percentage
Completely Disagree	31	8.1
Strongly Disagree	22	5.8
Slightly Disagree	44	11.5
Neither Agree nor Disagree	28	7.3
Slightly Agree	101	26.5
Strongly Agree	69	18.1
Completely Agree	86	22.6

Source: Research Data (2014)

From the findings 8.1% completely disagree that they paid attention to daily newspaper brands adverts, 5.8% strongly disagreed, 11.5% slightly disagreed, 7.3% neither agreed nor disagreed, 26.5% slightly agreed, 18.1% strongly agreed and 22.6% completely agreed. This indicates that considerable number of consumers do take some time to look

at adverts in daily newspapers. This means it is possible to reach substantial number of readers with a specific appeal since they pay attention to adverts.

4.3.1.3 Readers Noticing New Daily Newspapers Coming to the Market

The respondents were expected to indicate if they noticed new daily newspapers coming to the market. The findings are represented in Table 15.

Table 15: Readers Noticing New Daily Newspapers Coming to the Market

Response	Frequency	Percentage
Completely Disagree	41	10.8
Strongly Disagree	51	13.4
Slightly Disagree	43	11.3
Neither Agree nor Disagree	61	16.0
Slightly Agree	85	22.3
Strongly Agree	35	9.2
Completely Agree	65	17.1

Source: Research Data (2014)

From the findings 10.8% completely disagree that they noticed new daily newspapers coming to the market, 13.4% strongly disagreed, 11.3% slightly disagreed, 16% neither agreed nor disagreed, 22.3% slightly agreed, 9.2% strongly agreed and 17.1% completely agreed. It implies that a new daily newspaper can easily be noticed. This is important to marketers as they may make presentations that can make readers try (purchase and read) a new daily newspaper.

4.3.1.4 Readers Knowledge of Prices of all Daily Newspapers in the Market

The respondents were required to indicate if they had knowledge of prices of all daily newspapers in the market. Their responses are shown in Table 16.

Table 16: Readers Knowledge of Prices of all Daily Newspapers in the Market

Response	Frequency	Percentage
Completely Disagree	75	19.7
Strongly Disagree	38	10.0
Slightly Disagree	90	23.6
Neither Agree nor Disagree	37	9.7
Slightly Agree	52	13.6
Strongly Agree	40	10.5
Completely Agree	49	12.9

Source: Research Data (2014)

From the findings 19.7% completely disagree that they had knowledge of prices of all daily newspapers in the market, 10% strongly disagreed, 23.6% slightly disagreed, 9.7% neither agreed nor disagreed, 13.6% slightly agreed, 10.5% strongly agreed and 12.9% completely agreed. This implies that price may not be the best tool for competition as newspaper readers seem not to have knowledge of prices of all daily newspaper irrespective of their small number.

4.3.1.5 Recall of Existing Daily Newspapers from Memory

Table 18 shows the respondents' responses on whether they could recall existing daily newspapers from memory.

Table 17: Recall of Existing Daily Newspapers from Memory

Response	Frequency	Percentage
Completely Disagree	41	10.8
Strongly Disagree	54	14.2
Slightly Disagree	69	18.1
Neither Agree nor Disagree	38	10.0
Slightly Agree	75	19.7
Strongly Agree	46	12.1
Completely Agree	58	15.2

Source: Research Data (2014)

From the findings 10.8% completely disagree that they could recall almost all existing daily newspaper from memory, 14.2% strongly disagreed, 18.1% slightly disagreed, 10% neither agreed nor disagreed, 19.7% slightly agreed, 12.1% strongly agreed and 15.2% completely agreed. This was relatively a balanced result indicating that the percentages of those who can recall all daily newspaper from memory mirror those who cannot. Daily newspaper producers need to continually advertise to impress awareness of their brands in the mind of readers.

4.3.1.6 Recognition of Daily Newspapers at Selling Point

The study inquired if the respondents recognized daily newspapers at selling points. Table 18 shows the readers response in terms of recognition of daily newspapers at point of sale.

Table 18: Recognition of Daily Newspapers at Selling Point

Response	Frequency	Percentage
Completely Disagree	41	10.8
Strongly Disagree	36	9.4
Slightly Disagree	52	13.6
Neither Agree nor Disagree	41	10.8
Slightly Agree	57	15.0
Strongly Agree	64	16.8
Completely Agree	90	23.6

Source: Research Data (2014)

From the findings 10.8% completely disagree that they recognized all daily newspaper at point of sale, 9.4% strongly disagreed, 13.6% slightly disagreed, 10.8% neither agreed nor disagreed, 15% slightly agreed, 16.8% strongly agreed and 23.6% completely agreed. This means that the daily newspapers are differentiated making it easy to be recognized at point of sale.

4.3.1.7 Readers Knowledge on Daily Newspapers

The study inspected readers' knowledge on daily newspapers issues. The readers' responses are represented in Table 19.

Table 19: Readers Knowledge on Daily Newspapers Issues

Response	Frequency	Percentage
Completely Disagree	11	2.9
Strongly Disagree	34	8.9
Slightly Disagree	31	8.1
Neither Agree nor Disagree	61	16.0
Slightly Agree	102	26.8
Strongly Agree	73	19.2
Completely Agree	69	18.1

Source: Research Data (2014)

From the findings 2.9% completely disagree that they had knowledge on daily newspaper issues, 8.9% strongly disagreed, 8.1% slightly disagreed, 16% neither agreed nor disagreed, 26.8% slightly agreed, 19.2% strongly agreed and 18.1% completely agreed. The daily newspapers producers need to educate their readers about newspapers issues. This could be critical in the choices that they make when buying and reading daily newspapers.

4.3.1.8 Readers Use of own Knowledge to Verify Advertising Claims

The researcher sought to understand if readers used their own knowledge to verify advertising claims. The findings are represented in Table 20.

Table 20: Readers Use of own Knowledge to Verify Advertising Claims

Response	Frequency	Percentage
Completely Disagree	28	7.3
Strongly Disagree	32	8.4
Slightly Disagree	65	17.1
Neither Agree nor Disagree	76	19.9
Slightly Agree	64	16.8
Strongly Agree	52	13.6
Completely Agree	64	16.8

Source: Research Data (2014)

From the findings 7.3% completely disagree that they used their knowledge to verify advertising claims about daily newspaper, 8.4% strongly disagreed, 17.1% slightly disagreed, 19.9% neither agreed nor disagreed, 16.8% slightly agreed, 13.1% strongly agreed and 16.8% completely agreed. This implies that readers evaluate adverts based on the knowledge held thus equipping them with right information may be an advantage to daily newspapers producers.

4.3.2 Interpersonal Persuasion Descriptives

The concept of community has always been important to society; it is connected to the notion of a shared space, feelings of belonging, and the need for intimate inter-relationships and hence has remained a preponderant interpersonal source of pre-purchase information (Scaraboto et al., 2012; Murali et al., 2005; Yap et al., 2013). According to Chattalas & Harper (2007), human beings present a desire to belong to a group with whom they can identify and share feelings, beliefs, and common interests, hence influence one another interpersonally.

Interpersonal persuasion occurs when two or a few people interact in a way that involves verbal and nonverbal behaviours. It is interactive and results into one party influencing the other in some way. It occurs with each party constantly aware of the other and involves constant adaptation and adjustment. This study sought to investigate this influence on choice of newspaper readers purchase and response distribution is shown in Table 21.

Table 21: Gender Relationship with Interpersonal Persuasion

Group	Male Mean	Female Mean	Total Mean
Family Influence	3.36	4.37	3.65
Friends Influence	3.38	3.84	3.51
Workmate Influence	3.56	3.38	3.69
Peers Influence	3.58	3.73	3.62
Vendors Influence	2.93	3.30	3.04

Source: Research Data (2014)

On average the respondents seem neither agreed nor disagreed that family, friends, workmate and peers with means 3.65, 3.51, 3.69 and 3.62 respectively, influence the choice of daily newspaper they purchase. They slightly disagreed that vendors influenced the choice of daily newspaper they purchase. This suggests that readers are not sure of the influence from family, friends, workmates and peers on purchases of some products like daily newspaper. In terms of gender, the male specifically neither agreed nor disagreed that the workmates or peers influenced the choice of newspaper to purchase while for the female, it was family, friends and peers.

4.3.2.1 Family Influence on Choice of Daily Newspaper

In consumer behaviour studies, the family is considered a crucial decision making unit as the interaction and influence between family members is more than in other groups (Harcar et al., 2005; Martensen & Gronholdt, 2008; Hsiung & Bagozzi, 2003). This domain has attracted interest of marketing researchers and academicians over years

(Moore et al., 2002; Shoham & Dalakas, 2005; De Mol & Buysse, 2008). Therefore this study sought to examine the influence of the family on the choice of newspaper readers buy. Figure 5 shows the outcome.

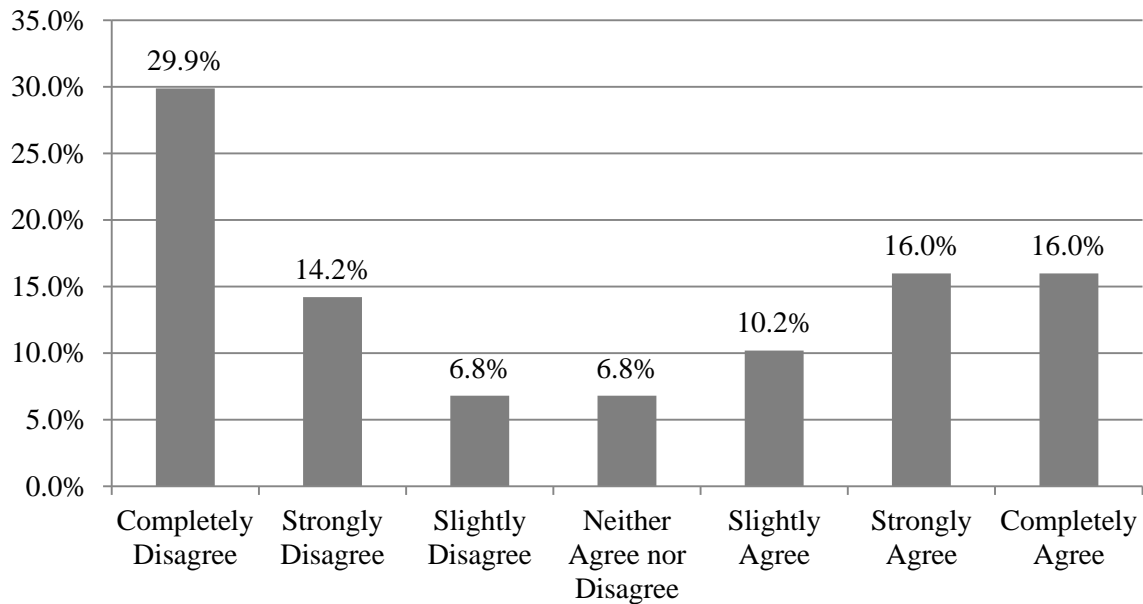


Figure 5: Family Influence on Choice of Daily Newspaper

Source: Research Data (2014)

From the findings, 29.9% completely disagree that the family influenced the choice of the daily newspaper they purchased, 14.2% strongly disagreed, 6.8% slightly disagreed, 6.8% neither agreed nor disagreed, 10.2% slightly agreed, 16% strongly agreed and 16% completely agreed. This may suggest that individuals who purchase and read daily newspaper could be key decision makers in the family hence they are likely to purchase without family members influence. It could also imply that the newspapers fall in the category of convenience products that are frequently bought and this leads to some loyalty, hence little input from the rest of family members.

4.3.2.2 Friends Influence on Choice of Daily Newspaper

Since consumer decisions are impacted to some degree by what is around an individual, including the people they associate with and those they admire, the study probed friends'

influence on the choice of daily newspaper an individual purchases and reads. The results are shown in Figure 6.

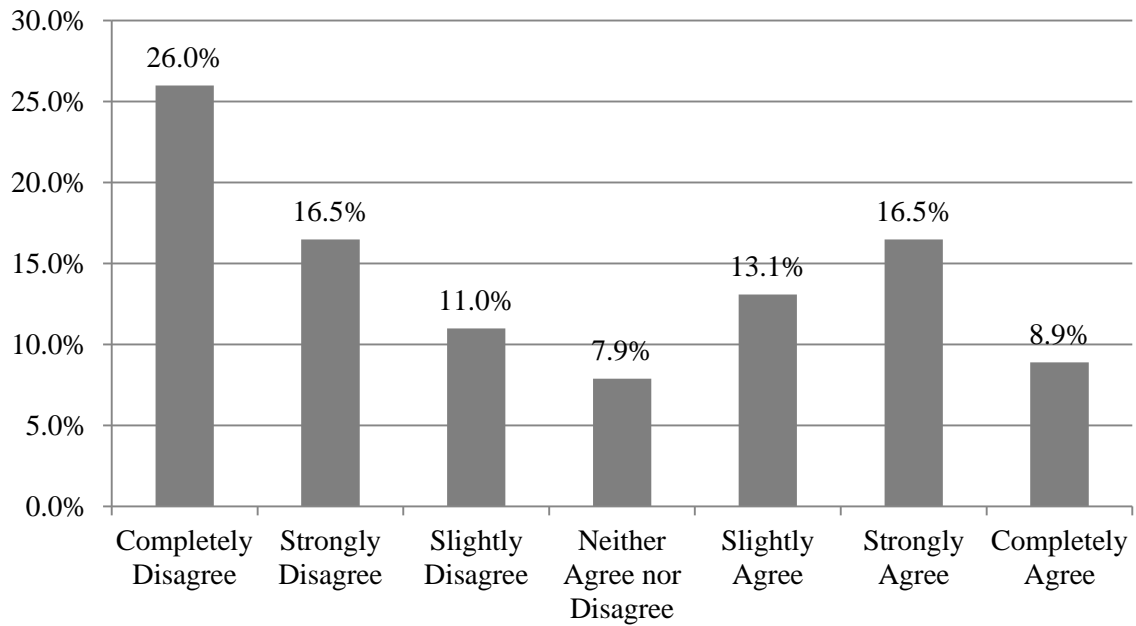


Figure 6: Friends Influence on Choice of Daily Newspaper

Source: Research Data (2014)

The results show that 26% completely disagree that friends influence the choice of daily newspaper they purchase and read, 16.5% strongly disagreed, 11% slightly disagreed, 7.9% neither agreed nor disagreed, 11.1% slightly agreed, 16.5% strongly agreed and 8.9% completely agreed. This implies that majority of readers are not influenced by their friends on the choice of daily newspaper they purchase and read.

4.3.2.3 Workmate Influence on Choice of Daily Newspaper

People spend most of their time during the day at places of work. They work in teams with their colleagues and influence one another through discussion, ideas and arguments raised. Therefore the respondents were asked about their workmate's influence on the choice of daily newspaper they purchase and read. Figure 7 gives the percentage outcome.

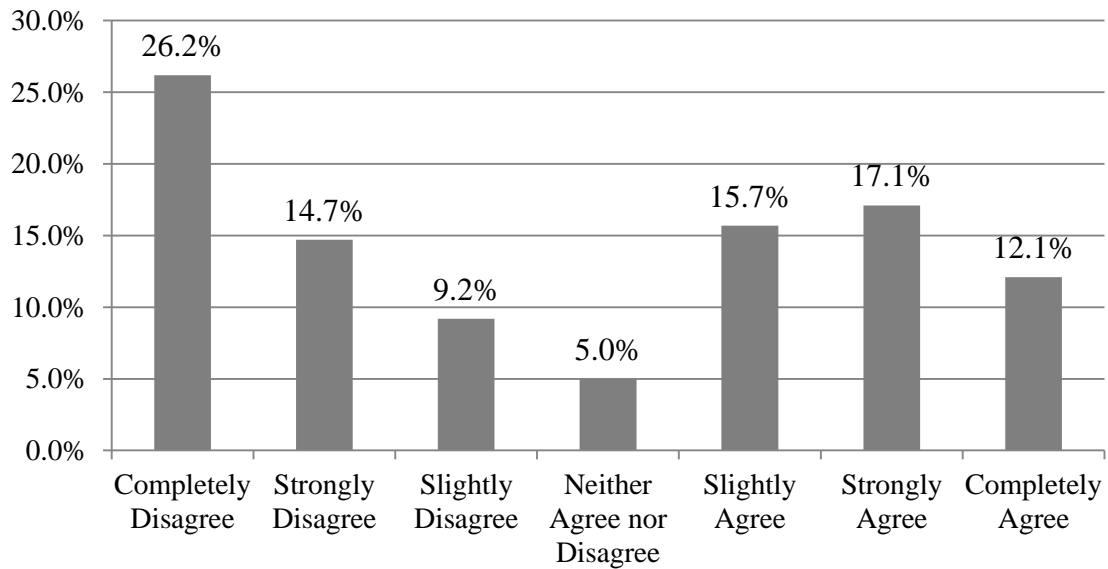


Figure 7: Workmate Influence on Choice of Daily Newspaper

Source: Research Data (2014)

The outcome shows that 26.2% completely disagree that their choice of newspaper is influenced by their workmates, 14.7% strongly disagreed, 9.2% slightly disagreed, 5% neither agreed nor disagreed, 15.7% slightly agreed, 17.1% strongly agreed and 12.1% completely agreed. This implies that almost half (50.1%) of daily newspaper readers are not influenced by workmates on choice of newspaper they purchase and read. But the percentage of daily newspapers readers who are influenced (44.9%) is equally big. This may be attributed to the fact that most people spend a lot of time at work place and interact with workmates who may influence the daily newspaper they read.

4.3.2.4 Peers Influence on Choice of Daily Newspaper

When making purchases, individuals are likely to keep in mind some people. More often than not, such people give opinions that other people feel obliged or pressurized to follow. This trend becomes synonymous with them and rely on them (peers) as a standard of their purchase decision (Chang and Chuang, 2005; Schiffman and Kanuk, 2007). Overall, these

are reference groups that include peers. This study inspected the influence of peers on choice of daily newspaper readers purchase and read. The results are shown in Figure 8.

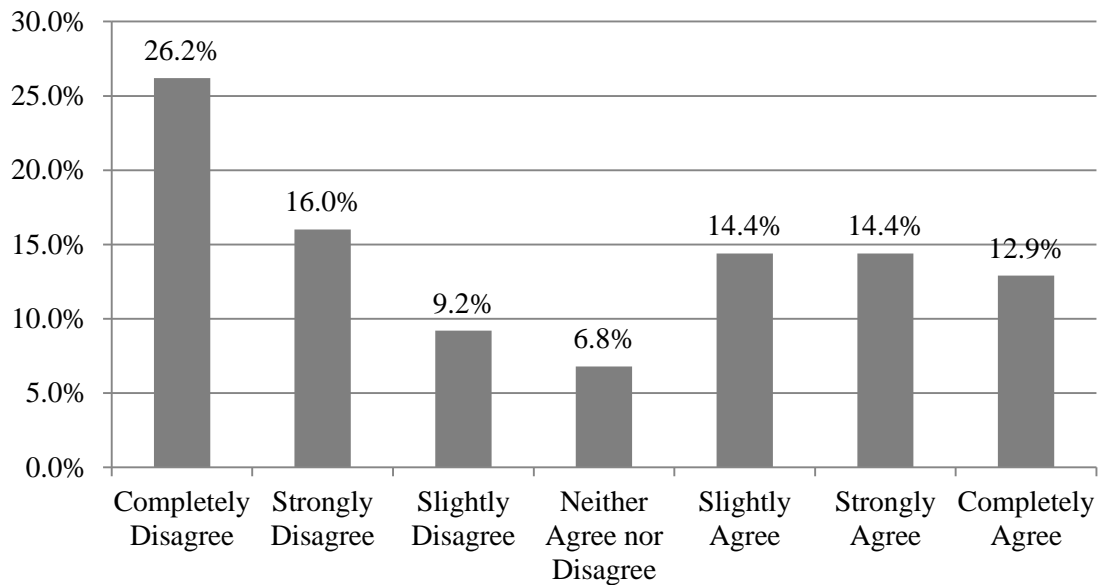


Figure 8: Peers Influence on Choice of Daily Newspaper

Source: Research Data (2014)

The results show that 26.2% completely disagree that peers influence the choice of daily newspaper they purchase and read, 16% strongly disagreed, 9.2% slightly disagreed, 6.8% neither agreed nor disagreed, 14.4% slightly agreed, 14.4% strongly agreed and 12.9% completely agreed. The results closely correspond to those obtained in Makgosa & Mohube (2007) study that indicated that privately consumed necessities are not likely to be influenced by peers. The respondents disagreed that their peers influenced the choice of daily newspaper they purchased and read.

4.3.2.5 Vendors Influence on Choice of Daily Newspaper

Vendors sell products or services directly to final consumers for their personal, non-business use. Kolter, (2012) argues that some 40 percent of all consumer decisions are made in or near the store. Thus, vendors reach consumers at key moments of truth,

ultimately influencing their actions at the point of purchase. Also, Abu (2004) argues that personal interaction between vendors and customers is important as it may influence their (customers) loyalty and choice they make. Therefore this study analysed vendors influence on readers' choice of daily newspapers to purchase and read. The findings are presented in Figure 9.

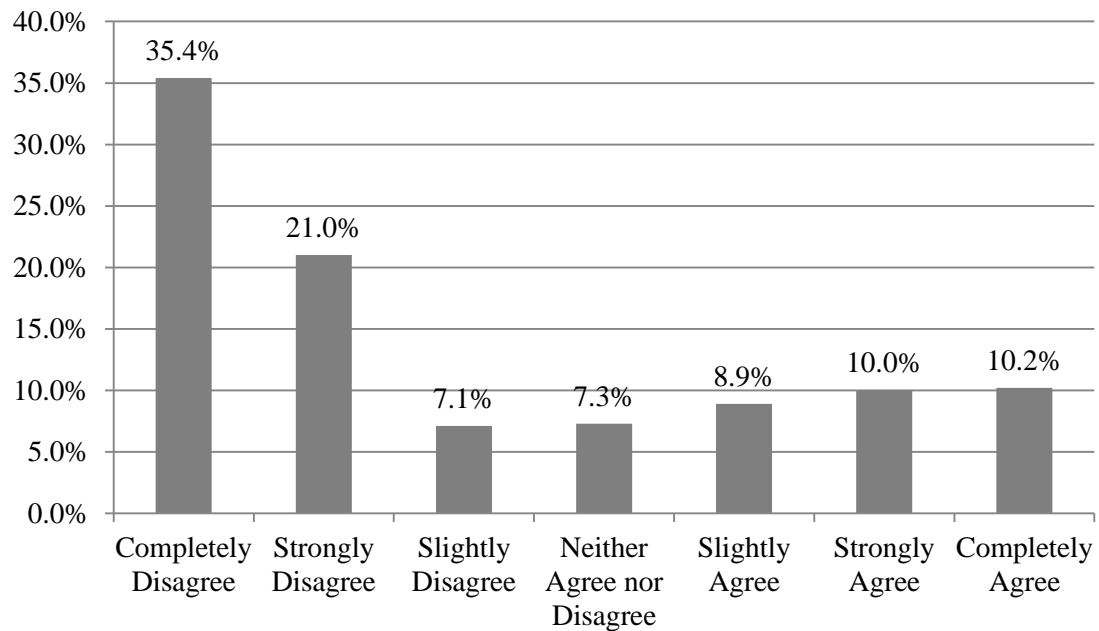


Figure 9: Vendors Influence on Choice of Daily Newspaper

Source: Research Data (2014)

From the findings, 35.4% completely disagree that vendors influence the choice of daily newspaper they purchase and read, 21% strongly disagreed, 7.1% slightly disagreed, 7.3% neither agreed nor disagreed, 8.9% slightly agreed, 10% strongly agreed and 10.2% completely agreed. This shows that vendors may not influence choice of daily newspapers readers purchase and suggests that daily newspapers are indeed convenience products which little time and effort is made during purchase.

4.3.3 Subliminal Persuasion Descriptives

The study examined subliminal persuasion since it is thought to influence individuals thinking, feelings or behaviour below the threshold of awareness. It is the belief that subliminal messages sent on a frequent, routine basis will influence preferences and behaviour of people (Edward, 2010). This study sought to investigate consumers' perceptions on persuasive messages with attributes of subliminal persuasion considered. The findings are presented in Table 22.

Table 22: Subliminal Persuasion Results Summary

	Completely Disagree %	Strongly Disagree %	Slightly Disagree %	Neither Agree nor Disagree %	Slightly Agree %	Strongly Agree %	Completely Agree %
Emotional	17.3	10.2	11.3	18.4	10.8	11.3	20.7
Interesting	4.2	2.4	6	6.3	10.5	18.1	52
Funny	6.3	3.7	7.9	11	18.7	16.8	35.9
Influential	4.7	1.8	5.8	12.1	16	16.5	42.5
Informative	3.4	3.7	1.8	5	7.6	13.4	64.6
Reliable	3.9	2.9	5.5	4.2	9.2	15.5	58.3
Easy to recall	3.9	4.7	2.1	10.5	16.3	15.2	46.7
Pleasant	4.5	3.1	3.4	7.3	15	18.6	47.5
Exciting	3.9	2.9	2.4	6	11.8	24.9	47.5
Show fun	5.5	1.6	4.2	11.3	15	15.5	46.5

Source: Research Data (2014)

The findings indicated that 17.3% of the respondents completely disagree that they like persuasive messages that are emotional, 10.2% strongly disagreed, 11.3% slightly

disagreed, 18.4% neither agreed nor disagreed, 10.8% slightly agreed, 11.3% strongly agreed and 20.7% completely agreed. This indicates that adverts that appeal to viewer emotions may subliminally persuade them.

The survey evaluated respondents' perceptions on their liking for interesting persuasion messages. The results show that 4.2% completely disagree that they like persuasive messages that are interesting, 2.4% strongly disagreed, 6.0% slightly disagreed, 6.3% neither agreed nor disagreed, 10.5% slightly agreed, 18.1% strongly agreed and 52% completely agreed. The high percentage of newspaper readers liking interesting messages is in line with a range marketing communication literature that posits the need to make promotion communications interesting to attract audience attention.

Newspaper readers were asked their perception on persuasive messages that are funny and 6.3% completely disagreed that they like persuasive messages that are funny, 3.7% strongly disagreed, 7.9% slightly disagreed, 11% neither agreed nor disagreed, 18.7% slightly agreed, 16.8% strongly agreed and 35.9% completely agreed. This indicates that funny messages may be captivating enough to attract audience's attention, therefore marketing communication practitioners need to infuse fun in their messages to subliminally persuade their targets.

The survey also established 4.7% of the respondents completely disagree that they like persuasive messages that are influential, 1.8% strongly disagreed, 5.8% slightly disagreed, 12.1% neither agreed nor disagreed, 16% slightly agreed, 16.5% strongly agreed and 42.5% completely agreed. The effectiveness of a communicated message will depend

largely on how influential it is hence the large percentage of the respondents (75%) agreeing that they like influential persuasive messages.

The respondents were asked if they liked persuasive messages that are informative. 3.4% of the respondents completely disagree that they like persuasive messages that are informative, 3.7% strongly disagreed, 1.8% slightly disagreed, 5% neither agreed nor disagreed, 7.6% slightly agreed, 13.4% strongly agreed and 64.6% completely agreed. The results imply that messages from marketing communicators must be highly informative to subliminally persuade the audience. Chen et al. (2011) and Johnson et al. (2012) argue that expansion of information helps consumers in identifying the best product, hence informative communication may be more persuasive.

The findings also indicated that 3.9% of the respondents completely disagreed that they like persuasive messages that are reliable, 2.9% strongly disagreed, 5.5% slightly disagreed, 4.2% neither agreed nor disagreed, 9.2% slightly agreed, 15.5% strongly agreed and 58.3% completely agreed. This shows that unreliable messages will not persuade; therefore marketing communicator must enhance message reliability to elicit desirable outcomes.

The survey evaluated if the respondents like persuasive messages that are easy to recall. The percentage distribution of their response show that 3.9% of the respondents completely disagree that they like persuasive messages that are easy to recall, 4.7% strongly disagreed, 2.1% slightly disagreed, 10.5% neither agreed nor disagreed, 16.3% slightly agreed, 15.2% strongly agreed and 46.7% completely agreed. Consumers do not have a lot of time to process complicated messages, a fact that may affect their ability to

recall. Marketing communicators must therefore make messages short and less complicated to be understood and recalled.

Respondents were asked if they like persuasive messages that are pleasant. 4.5% completely disagreed that they like persuasive messages that are pleasant, 3.1% strongly disagreed, 3.4% slightly disagreed, 7.3% neither agreed nor disagreed, 15% slightly agreed, 18.6% strongly agreed and 47.5% completely agreed. This implies that marketing messages need to be pleasant to be effective.

The findings show that 3.9% of the respondents completely disagreed that they like persuasive messages that are exciting, 2.9% strongly disagreed, 2.4% slightly disagreed, 6% neither agreed nor disagreed, 11.8% slightly agreed, 24.9% strongly agreed and 47.5% completely agreed. This shows that less exciting persuasive messages may not yield the desired outputs.

The survey evaluated if respondent like persuasive messages that show fun. The findings show that 5.5% of the respondents completely disagreed that they like persuasive messages that show fun, 1.6% strongly disagreed, 4.2% slightly disagreed, 11.3% neither agreed nor disagreed, 15% slightly agreed, 15.5% strongly agreed and 46.5% completely agreed. Marketing communicators should thus consider infusing attributes that show fun to appeal to target audience.

4.3.4 Readers Involvement in Choice Descriptives

A consumer has a role in decision making and researchers of consumer behaviour hold the view that involvement is a moderating variable in decision making process of buying

(Kinard & Capella; 2006). Lin and Shuo (2006) argue that the level of involvement may also affect information processing. The study therefore investigated readers' involvement in the choice of daily newspapers. Table 23 shows the findings.

Table 23: Readers Involvement in Choice of Daily Newspaper

	Completely Disagree %	Strongly Disagree %	Slightly Disagree %	Neither Agree nor Disagree %	Slightly Agree %	Strongly Agree %	Completely Agree %
A	10.8	4.7	6.6	14.7	17.6	16	29.7
B	1.8	6.6	9.4	13.4	15	23.6	30.2
C	13.1	11.3	15	16.5	21	12.1	11
D	5.5	6.8	14.4	12.6	13.9	16.5	30.2
E	12.1	16.8	7.3	14.4	14.4	12.3	22.6
F	8.4	6	11	14.2	19.9	20.5	19.9
G	11.5	16	15	14.7	19.7	14.4	8.7
H	4.2	6.8	10	13.6	24.7	19.9	20.7
I	1.8	3.1	6	10	8.1	21.8	49.1
J	28.6	25.7	11.8	6.6	14.2	8.1	5
K	15	15.2	9.4	15.5	13.4	15	16.5
L	40.4	22.6	13.1	7.6	6.8	4.7	4.7
M	18.4	20.7	16.8	13.1	12.9	9.4	8.7
N	20.2	18.4	17.6	9.2	11.5	7.9	15.2
O	15	17.8	24.9	11.5	11.8	10.2	8.7
P	10	15	9.7	16	14.7	14.4	20.2

Source: Research Data (2014)

The study sought to find out if newspaper readers persistently bought the same daily newspaper brand. It is denoted as 'A' in Table 23. The findings show that 10.8%

completely disagreed that they persistently bought the same daily newspaper brand, 4.7% strongly disagreed, 6.6% slightly disagreed, 14.7% neither agreed nor disagreed, 17.6% slightly agreed, 16% strongly agreed and 29.7% completely agreed. This shows that most readers (approximately 63.3%) habitually buy the same paper. The findings support extant literature that consumers easily bring habits to mind in part because alternative responses are reduced in accessibility as habits develop. Also, after they (consumers) repeatedly and consistently practice using a particular behaviour to meet a goal, other behaviours that served the same goal become less accessible in memory (Danner et al, 2007; McCulloch et al., 2008; Wood & Neal, 2009).

The study inquired whether the readers like having their daily newspaper. It is denoted as 'B' in Table 23. The findings show that 1.8% completely disagreed, 6.6% strongly disagreed, 9.4% slightly disagreed, 13.4% neither agreed nor disagreed, 15% slightly agreed, 23.6% strongly agreed and 30.2% completely agreed. This shows that newspaper readers like having their daily newspapers.

Happiness of the readers in relation to having their daily newspapers was also examined. It is denoted as 'C' in Table 23. The results indicate that 13.1% completely disagreed, 11.3% strongly disagreed, 15% slightly disagreed, 16.5% neither agreed nor disagreed, 21% slightly agreed, 12.1% strongly agreed and 11% completely agreed. This suggests that newspaper readers may not be emotionally attached to the brands of daily newspapers they purchase and read.

The study explored whether the readers mind spending money on the daily newspapers. It is denoted as 'D' in Table 23. The findings show that 5.5% completely disagreed, 6.8%

strongly disagreed, 14.4% slightly disagreed, 12.6% neither agreed nor disagreed, 13.9% slightly agreed, 16.5% strongly agreed and 30.2% completely agreed. This indicates that readers are willing to spend their money on daily newspapers.

Budgeting for expenditure readers make on purchasing of daily newspapers was investigated. It is denoted as 'E' in Table 23. The results indicate that 12.1% completely disagreed, 16.8% strongly disagreed, 7.3% slightly disagreed, 14.4% neither agreed nor disagreed, 14.4% slightly agreed, 12.3% strongly agreed and 22.6% completely agreed. This suggests that large number of daily newspaper readers (approximately 49.3%) do not budget for the newspapers they purchase. It may also imply that daily newspapers do not represent a significant expenditure in the readers' incomes.

The study sought to find out the ease of readers stopping to read their daily newspapers. It is denoted as 'F' in Table 23. The results show that 8.4% completely disagreed that they would find it very difficult to stop reading their daily newspapers, 6% strongly disagreed, 11% slightly disagreed, 14.2% neither agreed nor disagreed, 19.9% slightly agreed, 20.5% strongly agreed and 19.9% completely agreed. This implies that most readers (approximately 60.3%) are avid daily newspaper readers.

Differences between brands may increase consumer involvement in making a choice. The study probed this and it is denoted as 'G' in Table 23. The results indicate that 11.5% completely disagreed that there is little to choose between different brands of daily newspapers, 16% strongly disagreed, 15% slightly disagreed, 14.7% neither agreed nor disagreed, 19.7% slightly agreed, 14.4% strongly agreed and 8.7% completely agreed. This suggests that there is much to choose between different brands of daily newspapers

If consumers think of other brands within the same products category when purchasing, it may influence the level of involvement in the choice they make. Therefore the study considered this and findings denoted as 'H' in Table 23. The results indicate that 4.2% completely disagreed that they can remember other daily newspaper brands when purchasing their preferred brand, 6.8% strongly disagreed, 10% slightly disagreed, 13.6% neither agreed nor disagreed, 24.7% slightly agreed, 19.9% strongly agreed and 20.7% completely agreed. This suggests that daily newspapers readers are aware of other brands when making a choice of the preferred brand.

The study scrutinized newspaper readers' ability to visually detect their preferred brands without much effort at the place of purchase. It is denoted as 'I' in Table 23. The results show that 1.8% completely disagreed that at the place of purchase they can visually detect their preferred daily newspaper brand without much effort, 3.1% strongly disagreed, 6% slightly disagreed, 10% neither agreed nor disagreed, 8.1% slightly agreed, 21.8% strongly agreed and 49.1% completely agreed. It shows that newspaper readers easily pick out the brands of daily newspapers they purchase.

Time and effort spent to decide the choice of a product may influence consumer involvement in purchasing. The study sought to find out this and is denoted as 'J' in Table 23. The results show that 28.6% completely disagreed that they spend time and effort deciding which daily newspaper to buy, 25.7% strongly disagreed, 11.8% slightly disagreed, 6.6% neither agreed nor disagreed, 14.2% slightly agreed, 8.1% strongly agreed and 5% completely agreed. This implies that most readers (approximately 66.1%) are loyal to daily newspaper they purchase and read.

The study investigated whether the readers consider many factors before purchasing daily newspapers. It is denoted as 'K' in Table 23. The findings show that 15% completely disagreed, 15.2% strongly disagreed, 9.4% slightly disagreed, 15.5% neither agreed nor disagreed, 13.4% slightly agreed, 15% strongly agreed and 16.5% completely agreed. This results show a fairly balanced response with 39.6% indicating that they do not consider many factors before purchasing a daily, while 44.9% consider many factors. It suggests that daily newspapers publishers need to come up with more ways that could attract readers to their brands.

The study examined whether the readers buy any daily newspaper they find in the market. It is denoted as 'L' in Table 23. The findings show that 40.4% completely disagreed that they buy any daily newspaper they find in the market, 22.6% strongly disagreed, 13.1% slightly disagreed, 7.6% neither agreed nor disagreed, 6.8% slightly agreed, 4.7% strongly agreed and 4.7% completely agreed. The results suggest that daily newspapers readers have preference for some specific brands.

The study sought to find out if newspaper readers rationalize a lot before choosing a daily newspaper to purchase. It is denoted as 'M' in Table 23. The findings show that 18.4% completely disagreed, 20.7% strongly disagreed, 16.8% slightly disagreed, 13.1% neither agreed nor disagreed, 12.9% slightly agreed, 9.4% strongly agreed and 8.7% completely agreed. This suggests that the buying process may be less involving.

The study probed if newspaper readers always bought their daily newspapers from the same outlet. It is denoted as 'N' in Table 23. The findings show that 20.2% completely

disagreed that they always bought their daily newspapers from same outlet, 18.4% strongly disagreed, 17.6% slightly disagreed, 9.2% neither agreed nor disagreed, 11.5% slightly agreed, 7.9% strongly agreed and 15.2% completely agreed. This indicates that readers buy daily newspapers from different outlets.

The study inquired if newspaper readers paid attention to other brands when purchasing their preferred dailies. It is denoted as 'O' in Table 23. The findings show that 15% completely disagreed that they pay attention to other newspaper brands when purchasing their preferred dailies, 17.8% strongly disagreed, 24.9% slightly disagreed, 11.5% neither agreed nor disagreed, 11.8% slightly agreed, 10.2% strongly agreed and 8.7% completely agreed. This implies that readers of daily newspapers may not be involved so much in the purchase as they avoid paying attention to other brands.

The study explored if readers track expenditure on daily newspapers they buy in any systematic way. It is denoted as 'Q' in Table 23. The findings show that 10% completely disagreed that they track expenditure on daily newspapers they buy in any systematic way, 15% strongly disagreed, 9.7% slightly disagreed, 16% neither agreed nor disagreed, 14.7% slightly agreed, 14.4% strongly agreed and 20.2% completely agreed. This suggests that readers track purchase expenditures they make on daily newspapers.

4.3.5 Consumer Choice Descriptives

Product attributes play a critical role both to the marketer and consumer. Marketers rely on their products attributes to set their brands apart from competition while customers use them to evaluate product benefits they seek by purchasing a product (Akpoymare et al., 2012; Caswell et al., 2002; Arunachalam et al. 2009). The attributes are also used to work

out optimum level of that balance-customer- value- expectation as beacon for resource allocation, costing and pricing decisions (Travisi & Nijkamp, 2008). This study ranked daily newspaper attributes, from most favoured to the least favoured, that influence the customer's choice of daily newspaper they purchase and read. Table 24 shows response distribution.

Table 24: Newspaper Attributes Ranking

Attributes	Percentage Distribution per rank							
	1	2	3	4	5	6	7	8
Price of newspaper	12.9	14.2	11.3	8.4	13.1	7.9	11.3	21
Newspaper layout	7.1	7.9	12.3	18.9	14.7	14.7	15.2	9.2
Size of newspaper	3.9	5	12.1	7.3	10.5	19.2	23.4	18.6
Colour of newspaper	6	6.6	9.2	10.5	17.1	14.7	15.5	20.5
Content in the newspaper	47.5	16	6	8.1	4.5	8.1	5	3.9
Diversity/ Variety	10	29.1	16	11.5	11.3	10	6.6	5.5
Font used	2.4	10.2	17.1	14.7	16.3	16.5	14.2	8.7
Availability of newspaper	11.8	13.1	17.1	18.9	11.8	9.4	7.6	10.2

Source: Research Data (2014)

The results indicate that content in the newspaper was ranked as the most favoured attribute which influences the daily newspaper readers purchase and read. It was followed by diversity/ variety of newspaper content which was ranked second. Print of newspaper (type of font and size) and availability (ease of getting) of the newspaper, tied in the third position. These were followed by newspaper layout, colour of newspaper, size of newspaper and price as the least favoured attribute.

These results have the implication that newspaper publishers need to carefully research their content always to build confidence in daily newspaper readers making them derive high satisfaction from their brands. This may enhance brand loyalty and guarantee repeat purchase. Also, price should not be adopted as a competing tool as it is least favoured hence may not yield much. The ranking of price could have been attributed to the fact that the first two leading newspapers (Daily Nation and The Standard) are circulated at the same price, and have historically maintained the same prices, even adjusting their prices on the same days.

Diversity/ variety of daily newspaper content, which ranked second most favoured attribute, can be employed to create a strong point of differentiation. This may eventually build strong brands that will enhance brand preference and in the long run brand loyalty.

With an increase in the number of daily newspapers on the market, consumers are exposed to greater choice possibilities than before. There is a likelihood that consumers will be able to get their ideal or near ideal newspapers in the choice set and also it may satisfy needs of consumers with variety seeking tendencies (Broniarczyk, 2008). The increased assortment available may thus bring unprecedented breadth to pick from introducing challenges to choice decisions (Markus & Schwartz, 2010; Macdonald & Sharp, 2000; Moser et al., 2011; Chamhuri & Batt, 2013). This study therefore looked at how specific attributes influence the purchase of daily newspapers made by readers. Table 25 shows response distribution.

Table 25: Attributes Influencing Choice of Daily Newspapers

Daily Newspaper Attributes	Percentages Distribution						
	Completely Disagree	Strongly Disagree	Slightly Disagree	Neither agree nor disagree	Slightly Agree	Strongly Agree	Completely Agree
Price of newspaper	15.5	27.0	16.8	8.4	13.1	7.9	11.3
Newspaper layout	7.9	7.9	12.3	18.9	14.7	18.1	20.2
Size of newspaper	7.6	5.0	20.7	9.7	10.5	23.1	23.4
Colour of newspaper	9.7	6.8	9.2	10.5	20.5	24.7	18.6
Content in the newspaper	9.7	16.0	6.0	8.1	11.5	25.2	23.4
Diversity/ Variety	10.0	29.1	16.0	11.5	11.3	12.9	9.2
Font used	7.1	14.2	17.1	14.7	16.3	16.5	14.2
Availability of newspaper	18.9	16.3	17.1	18.9	11.8	9.4	7.6

Source: Research Data (2014)

Table 25 shows that 15.5% completely disagreed that price influenced the choice of daily newspaper they purchased and read, 27% strongly disagreed, 16.8% slightly disagreed, 8.4% neither agreed nor disagreed, 13.1% slightly agreed, 7.9% strongly agreed and 11.3% completely agreed. The results imply that price should not be used as a promotion tool as it is not bound to influence sales positively.

Newspaper layout was ranked fourth as an attribute that influences choice of daily newspaper. 7.9% completely disagreed that layout of the daily newspaper influenced their choice of paper they purchased and read, 7.9% strongly disagreed, 12.3% slightly disagreed, 18.9% neither agreed nor disagreed, 14.7% slightly agreed, 18.1% strongly

agreed and 20.2% completely agreed. The figures imply that readers are keen on layout of daily newspapers therefore newspaper publishers must make deliberate effort to establish the layout that resonates with readers and that can significantly yield desirable result.

Respondents also ranked size of the newspaper as an attribute influencing the choice of daily newspapers. 7.6% completely disagreed that size of daily newspaper influenced the choice of paper they purchased and read, 5% strongly disagreed, 20.7% slightly disagreed, 9.7% neither agreed nor disagreed, 10.5% slightly agreed, 23.1% strongly agreed and 23.4% completely agreed. As much as it was ranked second least attribute that influences choice, the figures imply that size may be processed through peripheral route to judge presence of variety of content in the daily newspaper.

Colour of daily newspaper was also ranked and 9.7% completely disagreed that it influenced the choice of paper they purchased and read, 6.8% strongly disagreed, 9.2% slightly disagreed, 10.5% neither agreed nor disagreed, 20.5% slightly agreed, 24.7% strongly agreed and 18.6% completely agreed. Based on the findings newspaper publishers should pay more attention to handling of the paper during transport and distribution to maintain a desirable colour.

Content in the daily newspaper was ranked as the most favoured attribute that influence readers' choice of papers they purchase. 9.7% completely disagree that content in the daily newspaper influenced the choice of paper they purchased and read, 16% strongly disagreed, 6% slightly disagreed, 8.1% neither agreed nor disagreed, 11.5% slightly agreed, 25.2% strongly agreed and 23.4% completely agreed. This has the implication that any daily newspaper in the market is likely to be picked by readers based on content.

Therefore daily newspaper publishers need to establish the kind of content that will enhance performance of a daily newspaper.

Diversity/ variety of content was ranked and 10% completely disagree that it influenced the choice of paper they purchased and read, 29.1% strongly disagreed, 16% slightly disagreed, 11.5% neither agreed nor disagreed, 11.3% slightly agreed, 12.9% strongly agreed and 9.2% completely agreed. We can deduce from the figures that most newspaper readers are variety seekers as the attribute was ranked second, but newspaper publishers must establish variety sought by readers to effectively exploit the attribute. The result is rather controversial as the attribute was ranked second most favoured, but further analysis indicate that approximately 55.1% disagree that it influenced the choice of daily newspaper they purchased.

The type of font and size were the third most favoured attribute that influences readers choice of daily newspaper to purchase. 7.1% completely disagree that print of newspaper (type of font and size) influenced the choice of paper they purchased and read, 14.2% strongly disagreed, 17.1% slightly disagreed, 14.7% neither agreed nor disagreed, 16.3% slightly agreed, 16.5% strongly agreed and 14.2% completely agreed. The newspaper publishers should use font type and size that are appealing to encourage readers to peruse their dailies. This may enable readers to quickly figure out the content in the daily newspaper and variety of content available.

Availability (easy to get) of a daily newspaper was also ranked and 18.9% completely disagree that it influenced the choice of paper they purchased and read, 16.3% strongly disagreed, 17.1% slightly disagreed, 18.9% neither agreed nor disagreed, 11.8% slightly

agreed, 9.4% strongly agreed and 7.6% completely agreed. The results indicate that readers are willing to spend some time looking for their preferred daily newspaper, therefore publishers need to address issues on content in the paper and they (readers) will make an effort to get the paper.

4.4 Inferential Results Analysis and Discussions

The inferential results are presented under this section. Furthermore, procedure of arriving at the results is also shown in the discussions below.

4.4.1 Chi Square Test for Independence

Chi Square test for independence was used to explore relationship between variable items within a variable construct. This applied to all independent variables (self persuasion, interpersonal persuasion and subliminal persuasion), consumer involvement and consumer choice. The relationship may be hypothesized as there is no relationship between items that influence the choice of daily newspaper by readers in Kenya. The assumptions of Chi Square were checked and ensured that they were not violated.

4.4.1.1 Chi Square Test for Self Persuasion

A single variable may have several items that fully represent and explain it. In this case self persuasion had eight items that readers of daily newspapers were expected to respond to. To determine whether self persuasion construct items were related a chi square test for independence was conducted. Item frequencies loadings for each of the eight items in the self persuasion variable are depicted in Table 26.

Table 26: Self Persuasion Chi Square test

Self Persuasion Variable Items	Completely Disagree	Strongly Disagree	Disagree	Neither Disagree Nor Agree	Agree	Strongly Agree	Completely Agree	χ^2	P Value
compare	38	19	20	61	77	72	94	2286	0.001
Pay attention	31	22	44	28	101	69	86	2286	0.001
take note	41	51	43	61	85	35	65	2286	0.001
price	75	38	90	37	52	40	49	2286	0.001
recall	41	54	69	38	75	46	58	2286	0.001
recognize	41	36	52	41	57	64	90	1905	0.001
knowledge	11	34	31	61	102	73	69	2286	0.001
verify	28	32	65	76	64	52	64	1905	0.001

Research Data (2014)

The outcome of the Chi Square test for independence indicated that the self persuasion construct items were significantly related. The item ‘recognize’ represents a question “I can recognize all daily newspapers at point of sell” and ‘verify’, for the question “I use my knowledge on daily newspapers to verify advertising claims about newspapers”. Both these questions shared a Chi Square value (χ^2 (30, N=381), =1905, $p < 0.001$). The other six items shared Chi Square value was (χ^2 (36, N=381), = 2286, $p < 0.001$). The questions are shown in the questionnaire (question 7), appendix 1. Therefore the items in the consumer choice variable are related.

4.4.1.2 Chi Square Test for Interpersonal Persuasion

Interpersonal persuasion variable items were also subjected to a Chi Square test for independence. These items sought to investigate influence on choice of daily newspapers by family, friends, workmates, peers and vendors. Item frequencies loadings for each of the five items in the consumer choice variable are depicted in Table 27.

Table 27: Interpersonal Persuasion Chi Square test

Interpersonal Persuasion Variable Items	Completely Disagree	Strongly Disagree	Disagree	Neither Disagree Nor Agree	Agree	Strongly Agree	Completely Agree	χ^2	P Value
Family	114	54	26	26	39	61	61	1524	0.001
Friends	99	60	42	30	50	63	34	2268	0.001
Workmates	100	56	35	19	60	65	46	2268	0.001
Peers	100	61	35	26	55	55	49	1905	0.001
Vendors	135	80	27	28	34	38	39	2268	0.001

Research Data (2014)

The results of the Chi Square test for independence showed that the interpersonal persuasion construct items were significantly related. Family influence on the choice of daily newspaper purchased Chi Square value (χ^2 (24, N=381), = 1525, $p < 0.001$), Peers influence on the choice of daily newspaper purchased Chi Square value (χ^2 (30, N=381), =1905, $p < 0.001$), while friends, workmates and vendors influence on the choice of daily newspaper purchased Chi Square value (χ^2 (36, N=381), = 2268, $p < 0.001$). Therefore a conclusion can be made that the items in the interpersonal persuasion variable are related.

4.4.1.3 Chi Square Test for Subliminal Persuasion

Subliminal persuasion variable items were subjected to a Chi Square test for independence. Ten items were used to pursue daily newspapers readers' perception of persuasive messages. Item frequencies loadings and fit statistics for each of the eight items in the consumer choice variable are depicted in Table 28.

Table 28: Subliminal Persuasion Chi Square Test

Subliminal Persuasion Variable items	Completely Disagree	Strongly Disagree	Disagree	Neither Disagree Nor Agree	Agree	Strongly Agree	Completely Agree	χ^2	P Value
Emotional	66	39	43	70	41	43	79	1905	0.001
Interesting	16	9	23	24	40	69	200	2286	0.001
Funny	26	14	30	42	70	64	135	2286	0.001
Influential	20	7	22	46	61	63	162	2286	0.001
Informative	13	14	7	19	29	51	248	2286	0.001
Reliable	15	11	21	16	35	59	224	2286	0.001
Easy to recall	17	18	8	40	62	58	178	2286	0.001
Pleasant	17	12	13	28	59	71	181	2286	0.001
Exciting	15	11	9	23	45	97	181	2286	0.001
Shown Fun	21	6	16	45	57	59	177	2286	0.001

Research Data (2014)

The results of the Chi Square test for independence indicated that the subliminal persuasion construct items were significantly related. The emotional item had a Chi

Square value (χ^2 (30, N=381), =1905, $p < 0.001$). The other nine items shared a single Chi Square value (χ^2 (36, N=381), =2286, $p < 0.001$). Therefore the items in the consumer choice variable are related.

4.4.1.4 Test for Consumer Involvement

Consumer involvement variable was interrogated for independence of its items. A total of sixteen items were captured in the construct. To determine whether choice construct items were related a chi square test for independence was conducted. These items are reflected in question 10 and labelled as A, B, C, all the way to P. Item frequencies loadings for each of the sixteen items in the consumer choice variable are depicted in Table 29.

Table 29: Chi Square for Consumer Involvement

Consumer Involvement Variable Items	Completely Disagree	Strongly Disagree	Disagree	Neither Disagree Nor Agree	Agree	Strongly Agree	Completely Agree	χ^2	P Value
A	41	18	25	56	67	61	113	2286	0.001
B	7	25	36	52	56	90	115	2286	0.001
C	50	43	57	62	80	47	42	2286	0.001
D	21	26	55	49	53	62	115	2286	0.001
E	46	64	28	55	55	47	86	1905	0.001
F	32	23	42	54	76	78	76	1905	0.001
G	43	61	57	55	75	56	34	2286	0.001
H	16	26	38	52	94	75	80	2286	0.001
I	7	13	23	38	31	82	187	2286	0.001
J	109	97	45	25	55	31	19	2286	0.001
K	57	58	37	59	50	57	63	1905	0.001
L	154	86	50	29	26	18	18	1905	0.001
M	69	79	63	50	49	36	35	2286	0.001
N	77	70	67	35	44	30	58	2286	0.001
O	21	18	34	29	29	80	170	2286	0.001
P	57	68	95	45	44	39	33	2286	0.001

Research Data (2014)

The outcome of the Chi Square test for independence indicated that the consumer involvement construct items were significantly related. Items labelled E, F, K and L

registered a Chi Square value of (χ^2 (30, N=381), =1905, $p < 0.001$). The rest of the items in the consumer involvement variable had a Chi Square value (χ^2 (36, N=381), =22867, $p < 0.001$). Therefore the items in the consumer choice variable are related.

4.4.1.6 Chi Square Test for Consumer Choice

In this case consumer choice had eight items that readers of daily newspapers were expected to respond to. To determine whether choice construct items were related a Chi Square test for independence was conducted. Item frequencies loadings for each of the eight items in the consumer choice variable are depicted in Table

Table 30: Chi squares values of newspaper overall choice subscale items

Daily Newspaper Attributes	Completely Disagree	Strongly Disagree	Disagree	Neither Disagree Nor Agree	Agree	Strongly Agree	Completely Agree	χ^2	P Value
Price of newspaper	59	103	64	32	50	30	43	2286	0.001
Newspaper layout	30	30	47	72	56	69	77	1905	0.001
Size of newspaper	29	19	79	37	40	88	89	2286	0.001
Colour of newspaper	37	26	35	40	78	94	71	2286	0.001
Content in the newspaper	37	61	23	31	44	96	89	2286	0.001
Diversity/ Variety	38	111	61	44	43	49	35	2286	0.001
Font used	27	54	65	56	62	63	54	1905	0.001
Availability of newspaper	72	62	65	72	45	36	29	1905	0.001

Research Data (2014)

The outcome of the Chi Square test for independence indicated that the choice construct items were significantly related. Newspaper layout, fonts used in the daily newspaper and availability of daily newspaper were significantly related with (χ^2 (30, N=381), =1905, $p < 0.001$). The rest of the items in the consumer choice variable i.e. price, size, colour, content in the daily newspaper and variety in the daily newspaper registered Chi Square value (χ^2 (36, N=381), =2286, $p < 0.001$). Therefore the items in the consumer choice variable are related.

4.4.2 Normality Assumption Tests

To assess normality of variables first the original means statistic and 5% trimmed means statistic of variables in the study were compared to investigate if extreme values had a strong influence on the means. It was revealed that there were no much differences between the means as shown in Table 31, which is an extract from Appendix 5. Therefore extreme values influence on the original means of variables was minimal (Frost, 2011).

Table 31: Variable Original Means and 5% Trimmed Mean Comparison

	Statistic		
	Original Mean	5% Trimmed Mean	Difference
Self Persuasion	4.4593	4.4723	-0.013
Interpersonal Persuasion	3.5039	3.4519	0.052
Subliminal Persuasion	0.3363	0.3315	0.0048
Consumer Involvement	2.069	2.0734	-0.0044
Consumer Choice	2.1629	2.1702	-0.0073

Research Data (2014)

After comparing the original means and 5% trimmed means of the variables, the results of the Kolmogorov-Smirnov statistic was checked. For all the five variables, value > 0.05 (Appendix 5) were registered, suggesting a violation of assumption of normality. This prompted further investigations by assessing skewness and kurtosis.

Skewness and kurtosis values for the variables were checked and all the variables (self persuasion -0.100, subliminal persuasion -0.114, consumer involvement -0.145 and consumer choice -0.165) were negatively skewed with exception of interpersonal persuasion (0.210) that was positively skewed. Further investigations were preferred that involved inspection of the shape of the distribution using histograms and normal Q-Q plots.

Kurtosis value for consumer choice was positive (0.764) while the other variables registered negative values (self persuasion -0.360, interpersonal persuasion -0.847, Subliminal persuasion -0.287 and consumer involvement -0.026). Since all the kurtosis values were less than 0 except consumer choice, it suggested that the distribution was relatively flat, but the risk of underestimation of variance was reduced as the sample size was more than 200 (Tabachnick & Fidell, 2007; Byrne 2001; Frost, 2011;).

Further investigation involved computing Z scores for skewness and kurtosis. The computed results revealed that self persuasion ($|Z_{\text{skewness}}| = |- 0.800| < 1.96$) and interpersonal persuasion ($|Z_{\text{skewness}}| = |- 1.680| < 1.96$) and were normal. However, the Z score values for subliminal persuasion ($|Z_{\text{skewness}}| = |- 10.608| > 1.96$), consumer involvement ($|Z_{\text{skewness}}| = |- 11.136| > 1.96$), and consumer choice ($|Z_{\text{skewness}}| = |2.400| > 1.96$) violated normality as their $|Z \text{ score}|$ of skewness were above 1.96. The Z score of

kurtosis for interpersonal persuasion ($|Z_{\text{kurtosis}}| = |-3.402| > 1.96$), subliminal persuasion ($|Z_{\text{kurtosis}}| = |-10.606| > 1.96$) and consumer involvement ($|Z_{\text{kurtosis}}| = |-7.510| > 1.96$) also moved away from normality. The results of skewness statistic (Z_{skewness}) and kurtosis statistic (Z_{kurtosis}) values for variables are shown in Table 32.

Table 32: Normality Distribution for Variables before Transformation

Variable	Skewness			Kurtosis		
	Statistic	SE	Statistic/ SE	Statistic	SE	Statistic/ SE
Self Persuasion (SfP)	-0.100	0.125	-0.800	-0.360	0.249	-1.446
Interpersonal Persuasion (IPP)	0.210	0.125	1.680	-0.847	0.249	-3.402
Subliminal Persuasion (SubP)	-1.326	0.125	-10.608	2.641	0.249	10.606
Consumer Involvement (CInv)	-1.392	0.125	-11.136	1.870	0.249	7.510
Consumer Choice (ConCh)	-0.300	0.125	-2.400	0.257	0.249	1.032

Source: Survey Data (2014)

From Table 27 three variables (subliminal persuasion, consumer involvement and consumer choice) showed values that departed from normality. They were therefore transformed to minimize the skewness and kurtosis in their distributions.

Subliminal persuasion was transformed using reflection and logarithm method. The formula $LG10(K - \text{old variable})$ was applied, where K = largest possible number + 1 (Tabachnick & Fidell, 2007). The result substantially improved the distribution's skewness statistic ($|Z_{\text{skewness}}| = |-0.916| < 1.96$). Also visual inspection of the histograms and Q-Q plots showed improvement in the distribution. Figure 10 show histograms and Q-Q plots before and after transformation.

Before Transformation

After Transformation

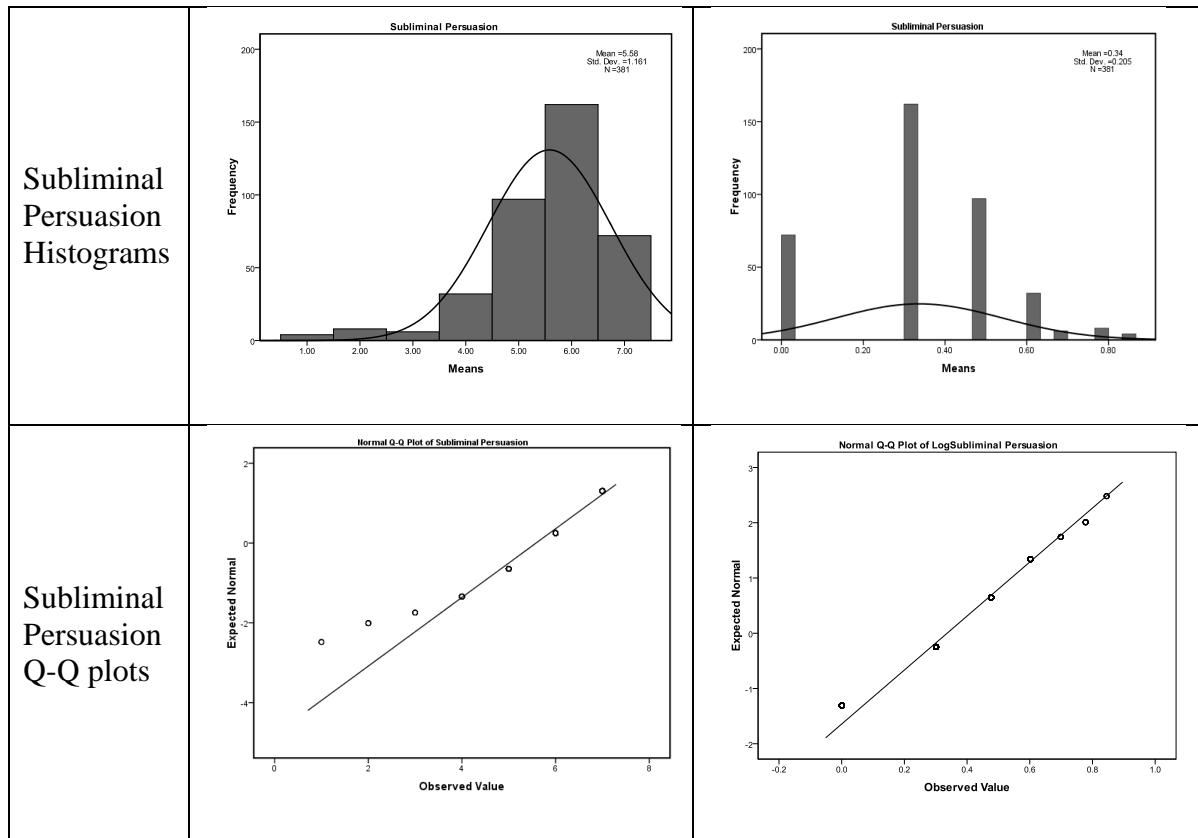


Figure 10: Subliminal Persuasion Histograms and Q-Q Plots

Source: Research Data (2014)

Consumer involvement also transformed using reflection and logarithm method. The result significantly improved skewness statistic to $(|Z_{skewness}| = |-1.160| < 1.96)$. Figure 11 show histograms and Q-Q plots before and after transformation.

Before Transformation

After Transformation

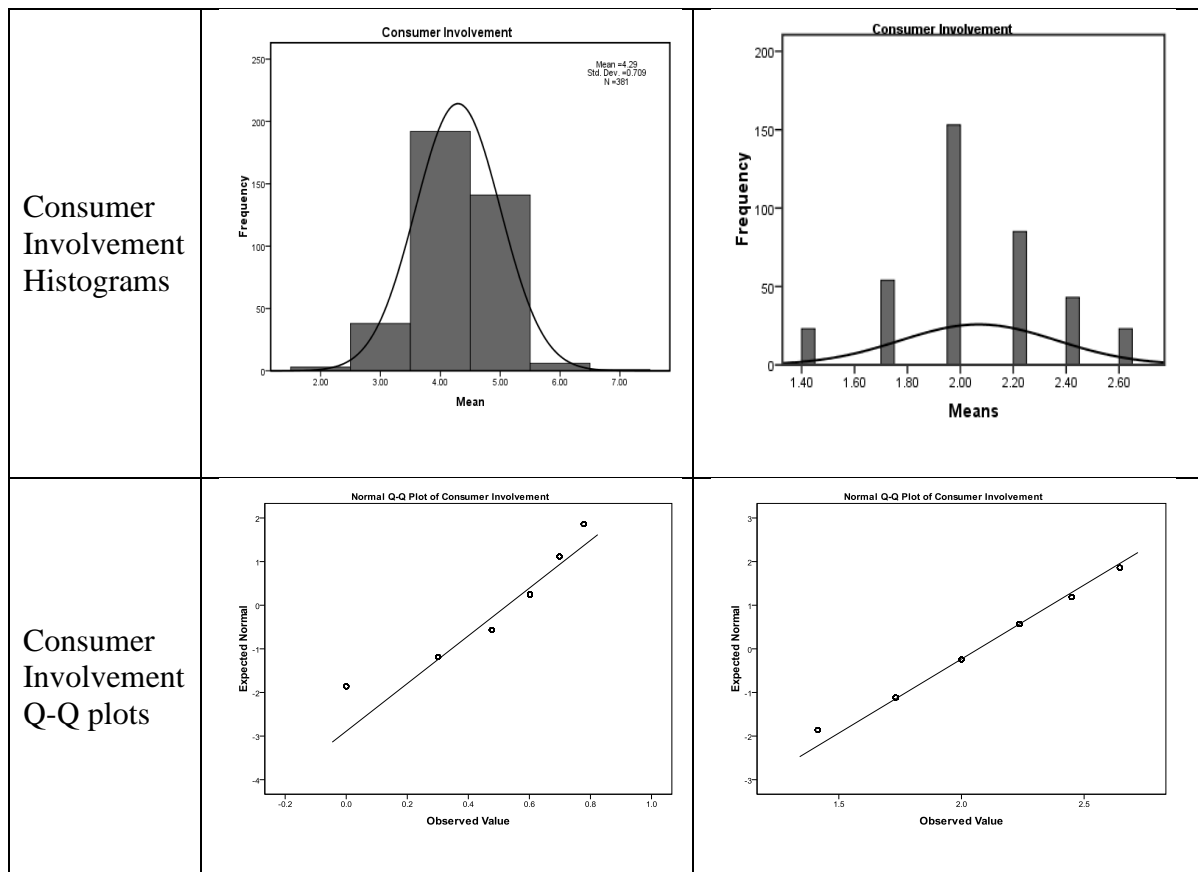


Figure 11: Consumer Involvement Histograms and Q-Q Plots

Source: Research Data (2014)

Consumer choice was transformed using square root method, where the formula applied was $new\ variable = \sqrt{old\ Variable}$. The new value improved the distribution's skewness ($|Z_{skewness}| = |1.320| < 1.96$) further. Figure 12 shows the histograms and Q-Q plots.

Before Transformation

After Transformation

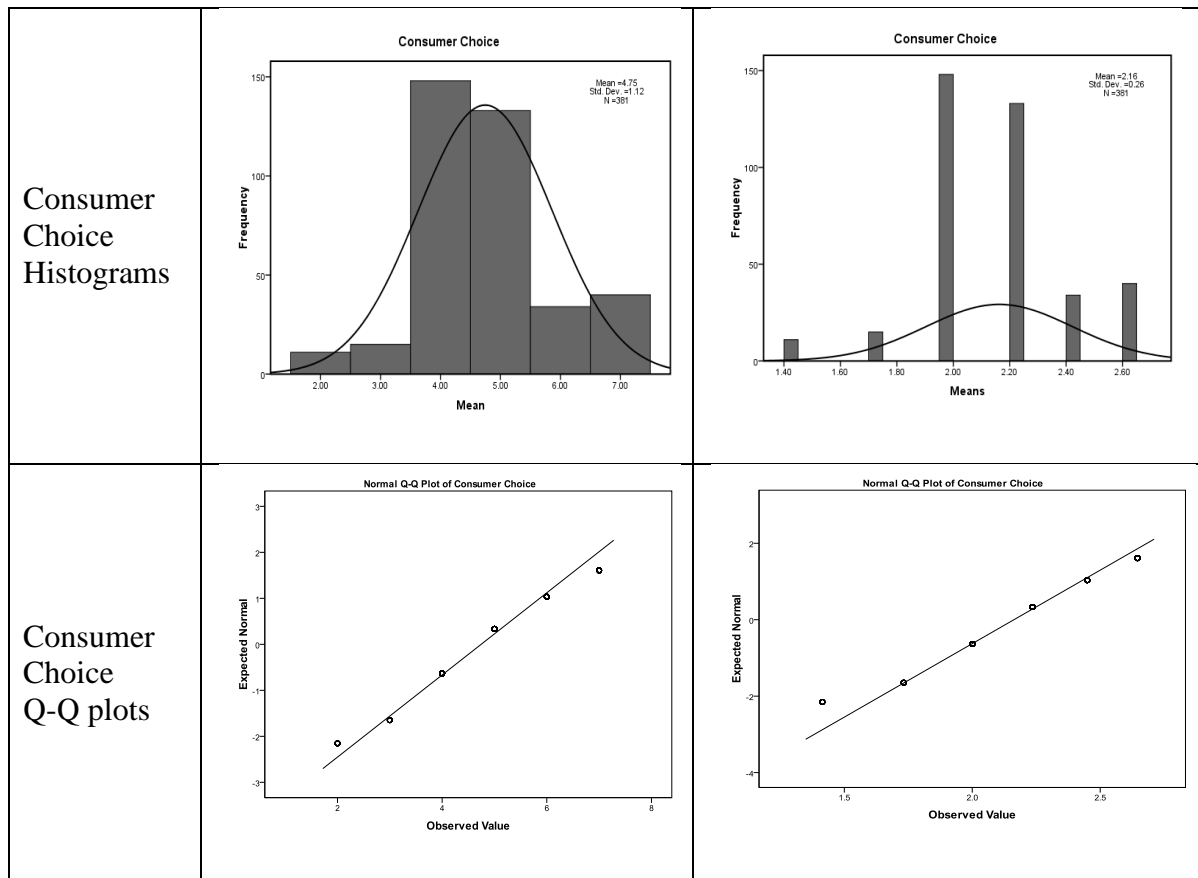


Figure 12: Consumer Choice Histograms and Q-Q Plots

Source: Research Data (2014)

The computation of the three transformed variable improved the absolute Z score for skewness as they were less than 1.96. It also improved kurtosis Z score for subliminal persuasion ($|Z_{\text{kurtosis}}| = |-1.153| < 1.96$) and consumer involvement ($|Z_{\text{kurtosis}}| = |-1.044| < 1.96$) which had departed from normality. The skewness and kurtosis value after transformation reported in Table 33 indicate that the assumption of normal distribution of data is not violated.

Table 33: Normality distribution for variables after Transformation

Variable	Skewness			Kurtosis		
	Statistic	SE	Statistic/ SE	Statistic	SE	Statistic/ SE
Self Persuasion (SfP)	-0.100	0.125	-0.800	-0.360	0.249	-1.446
Interpersonal Persuasion (IPP)	0.210	0.125	1.680	-0.847	0.249	-3.402
Subliminal Persuasion (SubP)	-0.114	0.125	-0.912	-0.287	0.249	-1.153
Consumer Involvement (CoInv)	-0.145	0.125	-1.160	-0.260	0.249	-1.044
Consumer Choice (CoCh)	-0.165	0.125	-1.320	0.764	0.249	3.068

Source: Survey Data (2014)

The relationships between variables were investigated using Pearson product moment correlation coefficient. Preliminary analysis were undertaken to ensure no violation of the assumptions of normality, linearity and homoscedasticity existed. The results revealed that all variables were positively correlated. There was a strong positive correlation between self persuasion and consumer involvement ($r = 0.81$, $p < .001$). The findings support the theory of consumer choice and imply that marketers should be keen on how consumers' process information relayed to them. They may alter it to fit with their self concept and subsequently act based on these evaluations.

Moderate relations existed between consumer involvement and consumer choice ($r = 0.37$, $p < .001$), and subliminal persuasion and consumer involvement ($r = 0.35$, $p < .001$). Small relationship existed between subliminal persuasion and consumer choice ($r = 0.122$, $p < .005$), Self persuasion and subliminal persuasion ($r = 0.25$, $p < .001$), and self persuasion and consumer choice ($r = 0.24$, $p < .001$). Results using all five variables in this study are presented in Table 34.

Table 34: Pearson Product-moment Correlations between Variables

Variables	1	2	3	4	5
1 Consumer Choice (CoCh_Sqrt)	–				
2 Subliminal Persuasion (SubP_Rlog)	.122*	–			
3 Consumer Involvement (CoInv_Rlog)	.367**	.347**	–		
4 Self Persuasion (SfP)	.236**	.250**	.814**	–	
5 Interpersonal Persuasion (IPP)	.009	.016	.048	.031	–

*. Correlation is significant at the 0.05 level (2-tailed).

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

Source: Research Data (2014)

4.4.3 Hypothesis testing

Hypothesis testing followed the systematic approach to testing structural equation models recommended by Tabachnick & Fidel, (2007). The hypotheses comprise four proposed models that explore the different forms of persuasions and their relationship with consumer involvement; consumer involvement relates to consumer choice; gender relation with persuasion and consumer involvement; and gender relation with consumer involvement and consumer choice.

4.4.3.1 Outcomes of Unified Model on the Relationship between Persuasion and Consumer Involvement.

The first hypothesis, that all forms of persuasion have a positive and significant relationship with consumer involvement in the choice of daily newspapers by readers in

Kenya, was tested using multiple linear regression analysis with consumer involvement as the treatment factor. The process and results are illustrated in the following section below.

Since some variable had to undergo transformation the regression model was theorized as follows: -

$$\text{CoInv_RLog} = \beta_0 + \beta_1\text{SfP} + \beta_2\text{IPP} + \beta_3\text{SubP_RLog} + \varepsilon \text{ ----- (Eq -1)}$$

Where; - CoInv_RLog – Consumer Involvement, SfP – Self Persuasion, IPP – Interpersonal Persuasion, SubP_RLog – Subliminal Persuasion, ($\beta_1, \beta_2, \beta_3,$) – Estimated parameters and ε - the error term

The goodness of fit was assessed to determine how much of involvement is determined by predictor (SfP, IPP and Sub_RLog). The findings of assessment of goodness of fit indicate that model 1 accounted for 68.5% variance ($R^2 = 0.685$) and the outcome is presented in Table 35.

Table 35: Variance in Consumer Involvement (Model Summary)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.828 ^a	.685	.683	.76222

Source: Research Data (2014)

The high R^2 value may be explained by the fact that any form of persuasion may elicit either high or low involvement (Russo & Anne-Sophie 2010). Also, Ghafelehbashi et al (2011), posit that consumers receive and process information effectively through element of involvement, a fact that may have contributed to the model being able to register high R^2 value between persuasion and consumer involvement.

These results corroborates extant literature from social psychology particularly the elaboration likelihood model, which argue that any one route of persuasion process could influence different levels of involvement (Ghafelehbashi et al, 2011; Petty, 2001; Verbeke & Vackier, 2003). The three predictors (self persuasion, interpersonal persuasion and subliminal persuasion) are taken in total to capture all forms of persuasion hence high R^2 value as the more predictors included in a model the higher the chance of increasing R^2 (Martin, 2012, Frost, 2013). Although the predictors were able to show high variance between persuasion and involvement, it was important to assess significance of the model as R^2 only shows completeness of the model. This was done by assessment of F – ratio.

The outcomes presented in Table 36 by the final model 1 reveal that the prediction model was statistically significant with $F_{3,377} = 273.611$, $p < 0.001$. The model was therefore a significant fit to the data.

Table 36: Significance of the Overall Consumer Involvement Model (ANOVA)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	476.883	3	158.961	273.611	.000 ^a
	Residual	219.027	377	.581		
	Total	695.911	380			

Source: Survey data (2014)

A determination of the significance of the three predictor variables in the model was then conducted. The findings as presented by the model 1 in Table 37 suggest that SubP_RLog and SfP were statistically significant in the model with SubP_RLog ($\beta = 0.972$, $p < 0.001$)

and SfP ($\beta = 0.613, p < 0.001$). The VIF ratio for each of the three variables was less than 4 suggesting absence of multicollinearity (Pan et al., 2008). The study revealed that IPP was not statistically significant and had a $p - \text{value} = 0.450, p > 0.05$. This may be attributed to the fact that daily newspapers are habitually purchased (Lin & Chang, 2003; Ji & Wood, 2007; Quinn & Wood, 2005; Vogel., 2008; Pocheptsova et al., 2009) and therefore the choice of paper to buy and read does not involve the reader going through the entire consumer decision making process, for instance information search.

Table 37: Significance of Persuasion Relationship with Consumer Involvement Coefficients in the Model (Coefficients)

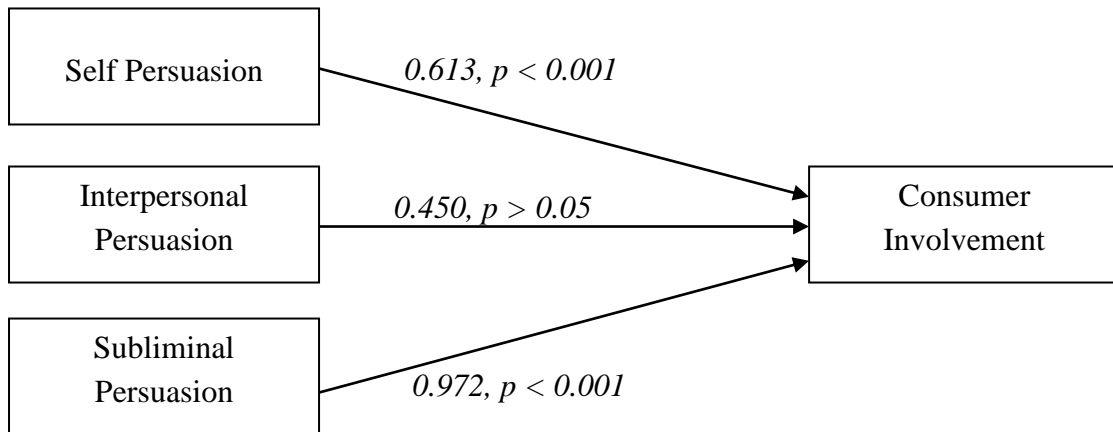
Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1.259	.131		9.615	.000		
	SubP_RLog	.972	.190	.152	5.105	.000	.937	1.067
	SfP	.613	.024	.775	25.975	.000	.937	1.068
	IPP	.019	.024	.022	.756	.450	.999	1.001

Source: Survey Data (2014)

The prediction equation as presented below based on the unstandardized coefficients was statistically significant, $F_{3,377} = 273.611, p < 0.001$ and accounted for approximately 68.5% of the variance of CoInv_RLog ($R^2 = 0.685, \text{Adjusted } R^2 = 0.683$). Figure 13 shows a unified relationship though CoInv_RLog was primarily predicted by SfP and SubP_RLog.

$$\text{CoInv_RLog} = 1.259 + 0.972\text{SubP_RLog} + 0.613\text{SfP}$$

Figure 13: Persuasion and Consumer Involvement Unified Level Relationships



Source: Researcher's Model

The findings show that there is a positive correlation between consumer involvement and all three forms of persuasions (self persuasion, interpersonal persuasion and subliminal persuasion) which is in line with Consumer Involvement Theory.

Russo and Anne-Sophie (2010) argue that persuasive messages can succeed through both direct and indirect paths of influence and conscious and non conscious ones, which this study demonstrated through self persuasion and subliminal persuasion influence on involvement. Also, these findings are consistent with other evidence for the context sensitivity of (non-evaluative) unconscious processes like in the case of subliminal persuasion (Merikle, 2001; Tamir et al., 2004). The findings may support extant literature (Jonathan, 2004; Kotler, 2012; Galdi, 2008; Maumeister, 2008), which argue that fast – paced complex persuasion messages often used in modern advertising may exceed the cognitive capacity of most people, leading to failure in processing of adverts to any significant extent.

In this study, self persuasion and subliminal persuasion have been confirmed to predict consumer involvement, while interpersonal persuasion was not significant. Therefore the hypothesis, *all forms of persuasion have a positive and significant relationship with consumer involvement in the choice of daily newspapers by readers in Kenya*, was not supported.

The inability of interpersonal persuasion to predict could be based on the nature of the product (daily newspaper) being habitually bought (Lin & Chang, 2003), purchase decisions are usually routine. This may not attract influence of family, friends, peers or vendors a fact supported by previous studies on consumer involvement in habitual purchases (Chen, et al, 2011; Pocheptsova et al., 2009; Danner et al., 2007; McCulloch et al., 2008; Johnson et al., 2012). From a practical standpoint, interpersonal persuasion should not form the basis for marketing communication strategy; rather subliminal persuasive communication strategies should be more yielding when adopted in frequently purchased items.

4.4.3.2 Outcomes of Unified Model on the Relationship between Consumer Involvement and Consumer Choice.

The second hypothesis stated as, consumer involvement has a weak, positive and significant relationship with choice of daily newspapers by readers in Kenya, was also tested using multiple linear regression analysis with consumer choice as the treatment factor. The variable had undergone transformation to meet the assumption of regression analysis. This made the second model be theorized as follows: -

$$\text{CoCh_Sqrt} = \beta_0 + \beta_1 \text{CoInv_RLog} + \varepsilon \text{----- (Eq - 2)}$$

Where; - CoCh_Sqrt - consumer choice, CoInv_RLog – Consumer Involvement, (β_0, β_1) – Estimated parameters and ε - the error term

The goodness of fit was assessed to determine how much of consumer choice is determined by predictor (CoInv_RLog). The findings of assessment of goodness of fit indicate that model 2 accounted for 13.5% variance ($R^2 = 0.135$). The outcome is presented in Table 38.

Table 38: Variance in Consumer Choice (Model Summary)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
2	.367 ^a	.135	.132	.13362

Source: Research Data (2014)

The low R^2 value may be explained by the fact that consumer decision making process for habitual products may involve some steps being skipped – for instance information search – leading to low involvement. This is in line with results from descriptive analysis, which show that 79% of the responds can visually detect their preferred brands without much effort at the place of purchase, a confirmation of low involvement in the purchase. Also, 63.3% of newspaper readers buy the same paper and 61.1% indicated that they do not spend time and effort deciding which daily newspaper to buy. All these point to low involvement in choosing daily newspapers readers purchase.

Table 39 shows the results of assessment of F - ratio that followed after determining goodness of fit. The results as presented by the final model 2 show that the prediction

model was statistically significant with $F_{1,379} = 59.011$, $p < 0.001$. The model was therefore a significant fit to the data.

Table 39: Significance of the Overall Consumer Choice Model (ANOVA)

Model		Sum of Squares	df	Mean Square	F	Sig.
2	Regression	1.054	1	1.054	59.011	.000 ^a
	Residual	6.767	379	.018		
	Total	7.820	380			

Source: Research data (2014)

A determination of the significance of the predictor variable in the model was conducted and results as presented by Model 2 in Table 40 suggest that consumer involvement was statistically significant in the model with CoInv_RLog ($\beta = 0.14$, $p < 0.001$). The VIF ratio for consumer involvement variable was less than 4 suggesting absence of multicollinearity (Pan et al., 2008).

Table 40: Significance of Consumer Choice Relationship with Consumer Involvement Coefficients in the Model (Coefficients)

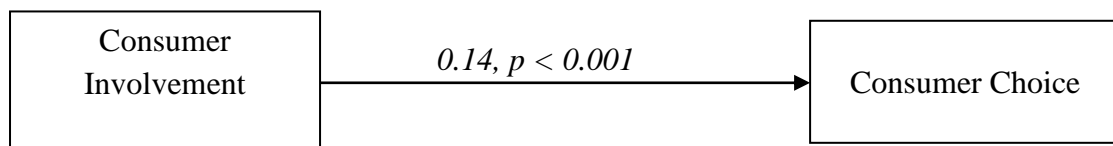
Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
2	(Constant)	1.775	.021		86.161	.000		
	CoInv_RLog	.014	.002	.367	7.682	.000	1.000	1.000

Source: Survey data (2014)

The prediction equation as presented below based on the unstandardized coefficients was statistically significant, $F_{1,379} = 59.011$, $p < 0.001$ and accounted for approximately 13.5% of the variance of CoCh_Sqrt ($R^2 = 0.135$, Adjusted $R^2 = 0.132$). CoCh_Sqrt was moderately predicted by CoInv_RLog. Figure 14 show a model of the relationship.

$$\text{CoCh_Sqrt} = 1.775 + 0.14 \text{ CoInv_RLog}$$

Figure 14: Unified Level Relationship between Consumer Involvement and Choice



Source: Researcher Model

The outcome revealed that there is a weak, positive correlation between consumer involvement and consumer choice. This is in line with extant literature on consumer involvement (Radder & Huang, 2008; Johnson et al., 2012) and consumer choice (Iyengar & Lepper, 2000; Iyengar et al, 2006) mentioned earlier in this thesis. The concept of consumer involvement especially in habitual purchases produces little cognitive effort in terms of information processing hence a small positive correlation. Therefore hypothesis stated as *Consumer involvement has a weak, positive and significance relationship with choice of daily newspapers by readers in Kenya* was supported.

4.4.3.3 Outcomes of Gender Difference Models on the Relationship between Persuasion and Consumer Involvement.

The third hypothesis stating that; there is a significant difference between relationships of different forms of persuasion and consumer involvement in the choice of daily newspapers by readers of different genders in Kenya, was tested using regression analysis with

consumer involvement as the treatment factor. The procedure of analysis is described below.

First correlation between variables among the different genders was established. The investigation of both male and female genders revealed a strong relationship existed between self persuasion and consumer involvement i.e. male ($r = 0.81, p < .001$) and female ($r = 0.82, p < .001$). Moderate relation existed between consumer involvement and consumer choice for both gender i.e. male ($r = 0.38, p < .001$) and female ($r = 0.32, p < .001$), and consumer involvement and subliminal persuasion i.e. male ($r = 0.36, p < .001$) and female ($r = 0.30, p < .001$). The relationship between self persuasion and interpersonal persuasion was not significant. The entire results involving all five variables used in this study are presented in Table 41.

Table 41: Pearson Product-moment Correlations between Variables among Gender

Gender	Variables	1	2	3	4	5
male	1 Consumer Choice (CoCh_Sqrt)	–				
	2 Consumer Involvement (CoInv_Rlog)	.376**	–			
	3 Subliminal Persuasion (SubP_Rlog)	.080	.364**	–		
	4 Interpersonal Persuasion (IPP)	-.008	.075	.025	–	
	5 Self Persuasion (SfP)	.242**	.813**	.278**	.048	–
female	1 Consumer Choice (CoCh_Sqrt)	–				
	2 Consumer Involvement (CoInv_Rlog)	.317**	–			
	3 Subliminal Persuasion (SubP_Rlog)	.207*	.299**	–		
	4 Interpersonal Persuasion (IPP)	.012	-.070	-.012	–	
	5 Self Persuasion (SfP)	.189*	.822**	.173	-.038	–

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

* . Correlation is significant at the 0.05 level (2-tailed).

Source: Research Data (2014)

After correlation of variable was done independently for each gender, goodness of fit was assessed to determine how much variance predictors were able to ascertain using both male and female models. The results are shown in Table 42. The assessment of the models revealed that the predictor variables (Self persuasion, interpersonal persuasion and subliminal persuasion) accounted for 68.3% of the variance ($R^2 = 0.683$) in males, and 70.2% of variance ($R^2 = 0.702$) in females.

Table 42: Variance in Consumer Involvement among Gender (Model Summary)

Gender	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
male	3	.826 ^a	.683	.679	2.30123
female	3	.838 ^a	.702	.694	1.75249

Source: Research data (2014)

The results are consistent with the unified model's outcome; though they seem to show stronger relationships among the individual genders than with the unified model. This pattern reflects persuasion and involvement relationships that are found in extant literature.

An assessment of the significance of the gender models by examining the F – ratio as presented by Model 3 showed that the prediction models were statistically significant with $F_{3,267} = 191.458$, $p < 0.001$ for males and $F_{3,106} = 83.259$, $p < 0.001$ for females. The models were therefore a significant fit to the data. Study findings are presented in Table 43.

Table 43: Significance of the Consumer Involvement Model by Gender (ANOVA)

Gender	Model		Sum of Squares	df	Mean Square	F	Sig.
male	3	Regression	3041.687	3	1013.896	191.458	.000 ^a
		Residual	1413.942	267	5.296		
		Total	4455.629	270			
female	3	Regression	767.113	3	255.704	83.259	.000 ^a
		Residual	325.548	106	3.071		
		Total	1092.661	109			

Source: Research Data (2014)

A determination of the significance of the three predictor variables in the model was carried out. Results as presented by Model 3 in Table 44 suggest that SubP_RLog, and SfP were statistically significant in the model for both genders with SubP_RLog ($\beta = 2.483$, $p < 0.001$) and SfP ($\beta = 1.811$, $p < 0.001$) for male, and SubP_RLog ($\beta = 2.402$, $p < 0.001$) and SfP ($\beta = 1.519$, $p < 0.001$) for female. The VIF ratio for each of the three variables was less than 4 suggesting absence of multicollinearity (Pan et al., 2008). The regression coefficients of IPP did not reach statistical significance in both genders with a p – value = 0.310, $p > 0.05$ for male and 0.477, $p > 0.05$ for female, an attribution to the fact that daily newspapers are habitually purchased and therefore the choice of paper to buy and read does not involve the reader searching for information as prescribed by consumer decision making process.

Table 44: Significance of Persuasion Relationship with Consumer Involvement Coefficients in the Model among Gender (Coefficients)

Gender	Model	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
Male	(Constant)	3.100	.454		6.826	.000		
	SfP	1.811	.084	.770	21.436	.000	.921	1.086
	SubP_RLog	2.843	.687	.149	4.139	.000	.923	1.084
	IPP	.090	.088	.035	1.017	.310	.998	1.002
Female	(Constant)	5.257	.623		8.437	.000		
	SfP	1.519	.103	.792	14.711	.000	.969	1.032
	SubP_RLog	2.402	.802	.161	2.994	.003	.970	1.031
	IPP	-.074	.104	-.038	-.714	.477	.999	1.001

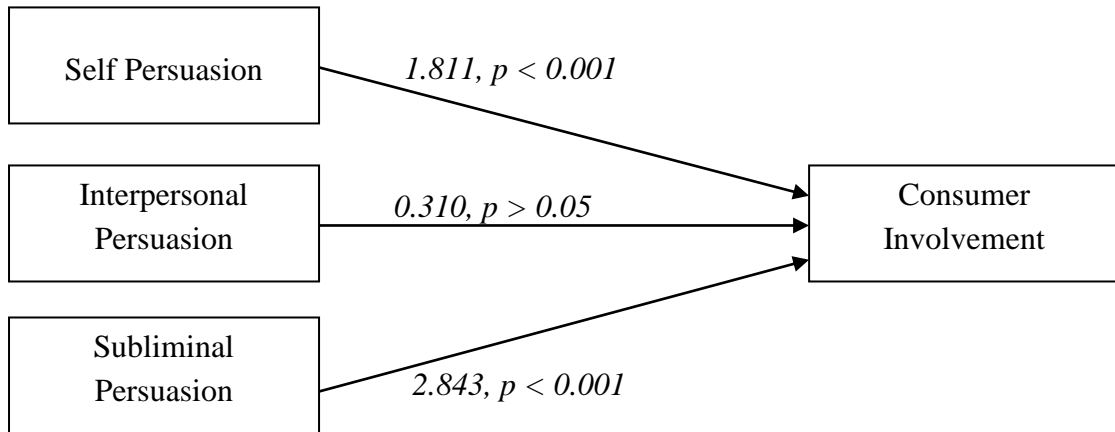
Source: Research data (2014)

The prediction equations for both genders as presented below based on the unstandardized coefficients was statistically significant, $F_{3,267} = 191.458$, $p < 0.001$ for males and $F_{3,106} = 83.259$, $p < 0.001$ for females and accounted for approximately 68.3% of the variance of CoInv_RLog ($R^2 = 0.683$, Adjusted $R^2 = 0.679$) in male's model and approximately 70.2% of the variance of CoInv_RLog ($R^2 = 0.702$, Adjusted $R^2 = 0.694$) in female's model. Figures 15 and 16 presents male and female level relationships of all the variables tested in Model 3, but still in the two gender models theorized in Model 3 testing, CoInv_RLog was predicted by SfP and SubP_RLog.

$$\text{CoInv_RLog} = 3.100 + 1.811\text{SfP} + 2.843\text{SubP_RLog} \text{-----}(\text{male Eq -3})$$

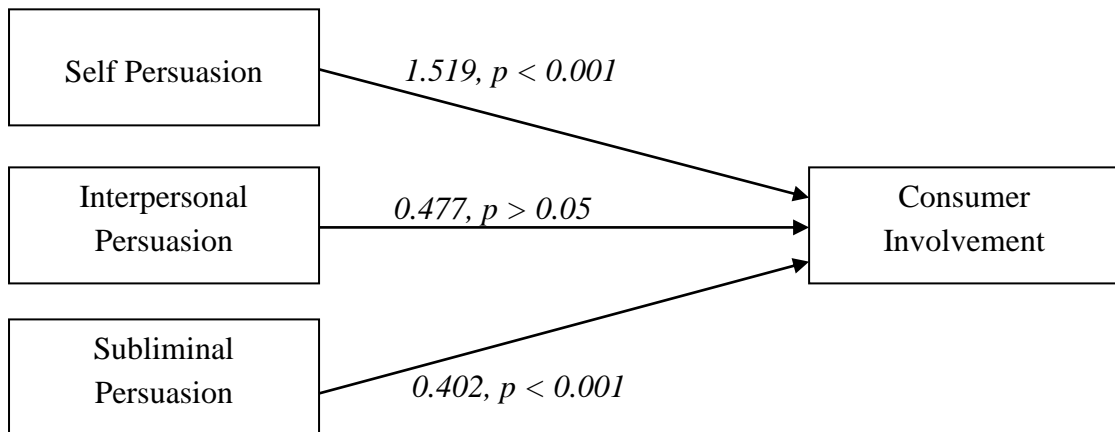
$$\text{CoInv_RLog} = 5.257 + 1.519\text{SfP} + 2.402\text{SubP_RLog} \text{-----}(\text{female Eq -4})$$

Figure 15: Persuasion and Consumer Involvement Level relationships – Male only



Source: Researcher's Model

Figure 16: Persuasion and Consumer Involvement Level relationships – Female only



Source: Researcher's Model

The findings show that there is a negative correlation between interpersonal persuasion, subliminal persuasion and self persuasion; and consumer involvement among female, while positive correlation existed for the same variables with consumer involvement among males. This may need further investigation to establish the reason behind. Also, in this study, self persuasion and subliminal persuasion have been confirmed to predict

consumer involvement, while interpersonal persuasion was not significant in both genders. The models for both genders accounted for 68.3% of variance in ($R^2 = 0.683$) males and 70.2% of variance in ($R^2 = 0.702$) females which is generally large.

Therefore, the hypothesis stated; *there is a significant difference between relationships of different forms of persuasion and consumer involvement in the choice of daily newspapers by readers of different gender in Kenya*, was supported.

4.4.3.4 Outcomes of Gender Difference Models on the Relationship between Consumer Involvement and Consumer Choice.

The fourth hypothesis stated as; there is no significant difference between relationships of consumer involvement and consumer choice between male and female daily newspaper readers in Kenya, was tested using regression analysis and consumer choice as the treatment factor. The two variables were transformed and Model 4 theorized as follows: -

$$\text{CoCh_Sqrt} = \beta_0 + \beta_1 \text{CoInv_RLog} + \varepsilon \text{ ----- (male Eq - 5)}$$

$$\text{CoCh_Sqrt} = \beta_0 + \beta_1 \text{CoInv_RLog} + \varepsilon \text{ ----- (female Eq - 6)}$$

Where; - CoCh_Sqrt - consumer choice, CoInv_RLog – Consumer Involvement, (β_0, β_1) – Estimated parameters and ε - the error term

The goodness of fit was assessed to determine how much variance of consumer choice is determined by predictor (CoInv_RLog). The findings of assessment of goodness of fit indicate that model 4 accounted for 14.1% variance ($R^2 = 0.141$) for males and 10.1% variance ($R^2 = 0.101$) for female. The outcome is presented in Table 45.

Table 45: Variance in Consumer Choice among Gender (Model Summary)

Gender	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
Male	4	.376 ^a	.141	.132	.12808
Female	4	.317 ^a	.101	.092	.14541

Source: Research data (2014)

The low R^2 values for both genders are consistent with the unified model that suggest that newspaper readers do not put in a lot of effort in choosing a daily to purchase and read.

Table 46 shows the results of assessment of F - ratio that followed after determining goodness of fit. The results as presented by the final Model 4 show that the prediction model was statistically significant with $F_{1,269} = 44.322$, $p < 0.001$ for males and $F_{1,108} = 12.105$, $p < 0.001$ for females. The models were therefore a significant fit to the data.

Table 46: Significance of the Consumer Choice Model among Gender (ANOVA)

Gender	Model		Sum of Squares	df	Mean Square	F	Sig.
Male	4	Regression	.727	1	.727	44.322	.000 ^a
		Residual	4.413	269	.016		
		Total	5.140	270			
Female	4	Regression	.256	1	.256	12.105	.001 ^a
		Residual	2.283	108	.021		
		Total	2.539	109			

Source: Research data (2014)

A determination of the significance of the predictor variable in the model was conducted and results as presented by the Model 4 in Table 47 suggest that consumer involvement was statistically significant in the models with CoInv_RLog ($\beta = 0.13$, $p < 0.001$) among

male and ($\beta = 0.15, p < 0.001$) among female. The VIF ratio for consumer involvement variable was less than 4 suggesting absence of multicollinearity (Pan et al., 2008).

Table 47: Significance of Consumer Choice Relationship with Consumer Involvement Coefficients in the Model among Gender (Coefficients)

Gender	Model	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
Male	4 (Constant)	1.777	.022		81.459	.000		
	CoInv_RLog	.013	.002	.376	6.657	.000	1.000	1.000
Female	4 (Constant)	1.777	.053		33.513	.000		
	CoInv_RLog	.015	.004	.317	3.479	.001	1.000	1.000

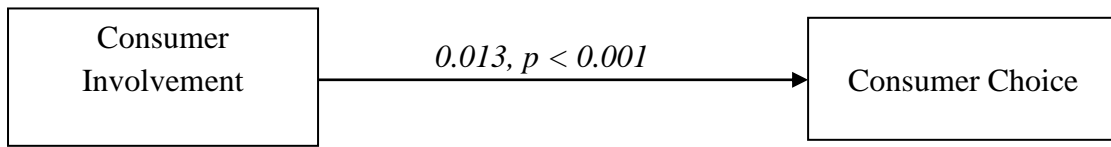
Source: Research data (2014)

The prediction equation as presented below based on the unstandardized coefficients was statistically significant, with $F_{1,269} = 44.322, p < 0.001$ for males accounting for 14.1% of variance of CoCh_Sqrt ($R^2 = 0.141, \text{Adjusted } R^2 = 0.132$) and $F_{1,108} = 12.105, p < 0.001$ for females accounted for 10.1% of variance of CoCh_Sqrt ($R^2 = 0.101, \text{Adjusted } R^2 = 0.092$). Figures 17 and 18 show relationships in the male and female models respectively.

$$\text{CoCh_Sqrt} = 1.777 + 0.013 \text{ CoInv_RLog} \text{ ----- (male Eq - 5)}$$

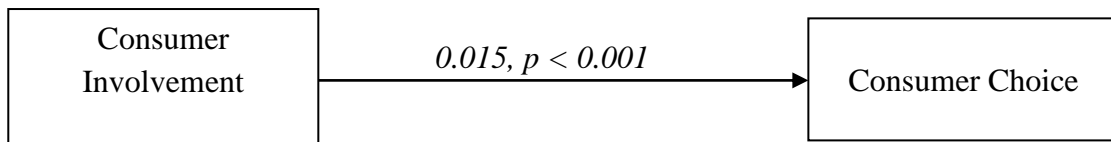
$$\text{CoCh_Sqrt} = 1.775 + 0.015 \text{ CoInv_RLog} \text{ ----- (female Eq - 6)}$$

Figure 17: Relationship between Consumer Involvement and Choice – Male only



Source: Researcher Model

Figure 18: Relationship between Consumer Involvement and Choice – Female only



Source: Researcher Model

The outcome revealed that there is a weak positive correlation between consumer involvement and consumer choice for both genders. Also consumer involvement contribution to the variance for both genders was small. This may be because habitual purchasing may not attain more elaboration hence involvement predicting small level of variance in consumer choice (Cheng et al., 2013; Radder & Huang, 2008; Johnson et al., 2012). Therefore hypothesis stated as; *there is no significant difference between relationships of consumer involvement and consumer choice between male and female daily newspaper readers in Kenya* was supported. The summary of hypotheses testing is presented in Table 48.

Table 48: Summary of Hypotheses Testing

No	Hypothesis	Model
H ₁	All forms of persuasion have a positive and significant relationship with consumer involvement in the choice of daily newspapers by readers in Kenya.	Not Supported
H ₂	Consumer involvement has a weak, positive and significant relationship with choice of daily newspapers by readers in Kenya.	Supported
H ₃	There is a significant difference between relationships of different forms of persuasion and consumer involvement in the choice of daily newspapers by readers of different gender in Kenya.	Supported
H ₄	There is no significant difference between relationships of consumer involvement and consumer choice between male and female daily newspaper readers in Kenya.	Supported

Source: Research Data Analysis (2014)

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.0 Introduction

This chapter draws discussion on what has been analyzed in chapter four and provides insights that capture the gist of the study. The first part summarizes key insights from the analysis and highlights relationships that were revealed. Furthermore, conclusions based on the findings of this study are made and implications drawn from the findings discussed. Finally, recommendations and suggestions for further study are also highlighted.

5.1 Summary of the Findings

The purpose of this study was to investigate the relationship between different forms of persuasion with consumer choice. As such, relationship between forms of persuasion and consumer involvement in a unified model was first determined. Then relationship between consumer involvement and choice investigated, ascertained and documented. The same evaluation was conducted for unique genders i.e. males and females. The daily newspapers were the products under investigation and newspaper readers in Kenya formed the sample frame. A personal involvement inventory designed questionnaire was employed to capture data that explored these relationships and a range of consumer purchase behaviour was revealed.

Daily Newspaper attributes were investigated to ascertain how readers favoured them and influence they had on the choice of dailies they purchased and read. The results indicate that readers ranked content of the newspaper as the most favoured attribute which influences the daily newspaper they purchase and read. It was followed by diversity/variety of newspaper content which was ranked second. Print of newspaper (type of font

and size) and availability (easy to get) of the newspaper, tied in the third position. These were followed by Newspaper layout, colour of newspaper, size of newspaper and price as the least favoured attribute. The ranking of price could have been attributed to the fact that the first two leading newspapers (Daily Nation and The Standard) are circulated at the same price, have historically maintained the same prices and even adjust their prices on the same day.

In an attempt to explore the associations between variables mentioned above, the study determined the relationship between different forms of persuasion and consumer involvement in the choice made by daily newspapers readers in Kenya. The descriptives revealed that besides consumers taking time to look at daily newspaper adverts, they also evaluate the adverts based on knowledge they hold. The results also informed that newspaper readers do pay attention to different brands of daily newspapers in the market. Also revealed was that daily newspapers in Kenya are differentiated enough to be easily recognized, though consumers seem not to know the prices of all papers irrespective of the small number. The results constitute an important finding that entails strategic implication to marketing practitioners. In essence, it implies that it is possible to reach substantial number of daily newspaper readers with a specific appeal since they pay attention to adverts, and price may not constitute an attractive competition tool. Also, the findings mean that the underlying premise of Sharma's (2015) argument that persuasion generates more powerful changes holds in this case.

The inferential statistics results reported in the study lend support for the theoretical model (ELM) that was adopted from extant literature. A common element shared by all the three forms of persuasion was that a positive correlation existed between them (self persuasion,

interpersonal persuasion and subliminal persuasion) and consumer involvement. The model theorized for the hypothesis was able to account for 68.5% variance ($R^2 = 0.685$) with $F_{3,377} = 273.611$, $p < 0.001$ making the model significant fit to the data. Also, a major finding that emerge from the study was that only self persuasion and subliminal persuasion predicted consumer involvement with their statistical significance being $\beta = 0.613$, $p < 0.001$ and $\beta = 0.972$, $p < 0.001$ respectively. Interpersonal persuasion on the other hand was not statistically significant with a p – value = 0.450, $p > 0.05$. This could be attributed to the fact that daily newspapers are habitually purchased hence little or no influence may be envisaged from friends, peers, family members or workmates among other interpersonal persuasion sources. It also may cogently prove that daily newspapers are indeed low involvement products hence readers may rely on peripheral route cues in analysing persuasive message. Therefore the hypothesis that all forms of persuasion have a positive and significant relationship with consumer involvement in the choice of daily newspapers readers in selected counties in Kenya, was not supported.

As a whole, consumer involvement was found to have a weak, positive and significant relationship with choice of daily newspaper. It became apparent that newspaper readers easily pick out the brands of dailies they read, prefer specific brands of dailies and approximately 63.3% of the daily newspapers bought demonstrate tendencies of habitual purchases. The prediction model was statistically significant, $F_{1,379} = 59.011$, $p < 0.001$ and accounted for approximately 13.5% of the variance of consumer choice. This finding augment to existing literature on consumer involvement, where it draws ones attention to consumer behaviour during low involvement purchase. The results indicate that consumer involvement is bound to predict little variance of consumer choice. Therefore hypothesis

stated as; 'Consumer involvement has a weak, positive and significant relationship with choice of daily newspapers by readers in Kenya', was supported.

Unified model predictions are undoubtedly important, but information on this alone may not be sufficient for effective marketing decision-making. Therefore, the desire of the study was to investigate the relationship that existed between different forms of persuasion and consumer involvement in the choice of daily newspapers readers among different genders. The findings revealed that 63% of the male respondents purchase and read only one daily newspaper, while 38% purchased and read more than one paper. On the other hand 76% of the females purchased and read only one paper, while 24% purchased and read more than one paper. The descriptives incidentally revealed that as much as Daily Nation is purchased and read more by the two genders, it is more popular with female (63%) readers than male (53%). Also the survey results show that more males are likely to purchase and read more than one paper compared to females. Nonetheless, this may also suggest that female readers are more loyal to their brands than male are, hence sticking to only one daily newspaper.

Still in relation to investigation along the line of gender, self persuasion and subliminal persuasion were confirmed to predict consumer involvement, while interpersonal persuasion was not significant in both genders. This mirrored results of the unified model. Further, the models for both genders were able to account for 68.3% of variance in ($R^2 = 0.683$) males and 70.2% of variance in ($R^2 = 0.702$) females which is generally large. Therefore, the hypothesis stated, 'There is a significant difference between relationships of different forms of persuasion and consumer involvement in the choice of daily newspapers by readers of different genders in Kenya,' was supported.

Finally, investigation with gender as the focus aimed at determining the relationship between consumer involvement and consumer choice among different genders of newspaper readers. The findings indicate that 53% of the male respondents purchase and read Daily Nation newspaper, 36% The Standard, 7% The Star and 4% Taifa Leo. On the female side, 63% purchase and read Daily Nation, 31% The Standard, 3% The Star and 3% Taifa Leo. A clearer picture emerges indicative of Daily Nation being more popular among female (63%) readers than male (53%) readers.

The inferential analysis outcome revealed that there is a weak positive correlation between consumer involvement and consumer choice for both genders. Also consumer involvement contribution to the variance for both genders was small, though the results of the prediction model was statistically significant with $F_{1,269} = 44.322$, $p < 0.001$ for males and $F_{1,108} = 12.105$, $p < 0.001$ for females accounting for 10.1% variance of consumer choice ($R^2 = 0.101$, Adjusted $R^2 = 0.092$), whereas $F_{1,269} = 44.322$, $p < 0.001$ for males accounted for 14.1% of variance ($R^2 = 0.141$, Adjusted $R^2 = 0.132$). This may be because habitual purchasing may not attain much elaboration hence involvement predicting small variance in consumer choice. Therefore hypothesis stated as, 'There is no significant difference between relationships of consumer involvement and consumer choice between male and female daily newspaper readers in Kenya,' was supported.

5.2 Conclusions

The study set out to investigate the relationship between persuasion and consumer choice and basically disaggregated persuasion into the three forms namely; self persuasion, interpersonal persuasion and subliminal persuasion. Consumer involvement intervened

between persuasion and choice as gender moderated. Elaboration Likelihood Model (ELM) was adopted for the study and daily newspapers in Kenya were used to explore concepts under investigation.

Persuasion is the act of changing an individual's attitude, knowledge, intentions, behaviour, beliefs, or interests through reception of a message, and through this act consumers' elaborate the message given, consequently influencing their level of involvement in the choice of products they purchase. The market for print newspapers is characterised by intense competition and the presence of persuasion endeavours. The rate of persuasion is not likely to decrease in the near future. As a result, consumers are likely to become even more discerning when making choices in the marketplace. Thus, the key to survival of print newspapers in the long run is how well they understand relationships that exist between persuasion efforts they make and consumer choice, and use this information to strategically design persuasion approaches that would elicit desired outcomes.

Reaching consumers with persuasion messages that capture their attention is difficult – but not impossible – since every business want to be noticed and therefore compete for customer's concentration. Used wisely, the Elaboration Likelihood Model can be a very helpful tool as a persuasion technique, thus the need to augment and integrate it in organization's marketing programs. Marketing departments that keep track of changing customer needs are likely to place persuasion messages influencing elaboration via specific routes, ultimately obtaining desired results and outpacing competition in the marketplace. Consumer involvement will determine elaboration of a message and understanding this relationship will go a long way in determining a business's bottom line.

Today's marketers must successfully decipher and uncover hidden cues that consumers rely on when processing persuasion messages. This may then be employed strategically to define distinct customer segments that can be tracked over time, ultimately yielding maximum benefits.

Survey findings revealed that more male (71%) buy and read daily newspapers than their female (29%) counterparts, and daily newspaper are bought and read mostly by people within the age range of 35-49 years. The small percentage of respondents aged between 18 - 24 years may be associated with their low financial resources compared to those in other age groups and therefore a small number may purchase newspapers. It is possible that this group may also be accessing the daily newspaper electronically via the internet rather than in print form.

Newspaper readers do pay attention to different brands of daily newspapers in the market. It is therefore likely that a new daily newspaper put on the market may attract readers to try it. Since persuasion predicts 68.5% of consumer involvement, marketing communication strategies can be tactfully employed to drive processing of information through desired routes to achieve specific targets. Also, 35% of the daily newspaper readers would definitely buy their daily newspaper even if the prices increased, showing some level of loyalty. Firms also may retain their market shares and even attract competitors so long as their newspaper content is rich and those papers have variety of content. Price should not be adopted as a competition tool with the prevailing market conditions as it is bound not to yield desired results.

Consumer involvement is influenced by self persuasion and subliminal persuasion. On the other hand, interpersonal persuasion was not significant hence does not influence consumer involvement. This could be because privately consumed necessities, which are neither observable nor exclusive and consumed out of public view, are not socially appealing and not likely to be influenced by peers. Also, daily newspapers are habitually purchase hence little or no influence may be envisaged from friends, peers, family members or workmates among other interpersonal persuasion sources. There is an indication that the daily newspapers are low involvement products. Therefore as involvement decreases, consumers have little motivation to comprehend and elaborate on messages salient to a purchase. This may result in little depth of information processing, decreased arousal and less extended decision making.

Consumer involvement has a weak relationship with consumer choice for the case of daily newspapers. It was noticed from the findings that readers easily pick out the daily newspaper brands they purchase and read, an indication that they are differentiated enough. They also prefer specific brands and habitually purchase daily newspapers. This is in line with Okeke's (2013) argument that low involvement consumers perceive little differences between brands in a product class and easily pick out their choices in the marketplace.

5.3 Recommendations

The study findings revealed that content in the newspaper ranks first as the most favoured attribute that influences choice of daily newspaper. It was followed by a closely related attribute, variety of content. To avoid shooting in the dark, this study recommends that daily newspapers publishers research more on their customers and/or potential customers

to understand content that appeal more to them, then strategically infuse this in their dailies to gain a competitive edge. It is important that they (newspaper publishers) continually market and promote their newspaper content to create awareness in order to attract newspaper readers to purchase their dailies. This will partly enable them find, get and keep their customers and eventually grow readership, a fact that will guarantee future earnings.

Alternatively, the study recommends that newspaper publishers attempt, through persuasive communication strategies, to alter the importance newspaper readers place on a specific attribute. For example, price and availability of the newspaper were generally perceived as less important attributes in this survey. If management views their brands to have this attribute so embedded in their newspapers, they may use persuasive marketing communications to change the importance of the features in the mind of target newspaper readers. Market communications, for instance, might feature the benefit and necessity of price to judge quality of content or justification of variety of content available.

The high percentage (30%) of those who might or might not buy their favourite daily newspaper brand if asked to pay more even if other brands were available, shows a group that is undecided. The study recommends that marketers seize and exploit this opportunity to enhance brand switching or attract this group to purchase a new brand of newspaper. It is a segment that can be targeted with more effective persuasive communications, which may fruitfully yield in the long run.

This survey had 8% of the respondents within an age range of 18 -24years indicating that people within this age range are either disinterested in print daily newspaper or do not

have enough resources to allocate for purchase of dailies. Furthermore, the Information Communication Technology (ICT) Survey of 2010 indicates that computer literacy levels for the 15 - 24 youth group stood at 94.4%. In addition, according to Communications Commission of Kenya Second Quarter Statistical Report for the period 2013/2014, the estimates of internet users in Kenya by December 2013 were 21.2 million, (more than half of Kenya's population) with diffusion rate at 52.3 % of the population (CCK, 2014). Whichever way looked at, these figures present a potential market for the newspaper publisher on online platform. This is because more and more customers are now searching via the internet (Park et al., 2007; Korgaonkar & Karson, 2007) raising the chance of reading online prints. This study recommends that newspaper publishers use persuasive online communications strategies to woo internet user to read electronic dailies, a segment that is not fully exploited.

The study also recommends that advertising client identifies the daily newspaper with the highest readership when pitching their adverts. This is because a large percentage of daily newspaper readers (65%) do not purchase and read more than one daily newspaper. Also noteworthy is the fact that of those who purchase and read more than one daily, only 32% do it on daily basis. The rest, 68% occasionally purchase and read more than one daily newspaper. Of value to advertisers is that 63.8% of daily newspaper readers compare different dailies in the market indicative that they may come across an advert irrespective of the daily used to advertise.

5.4 Theoretical, Managerial and Marketing Contributions

The analysis of the study gave findings that have theoretical, managerial, policy and marketing practitioners' contributions. They are discussed in this section below.

5.4.1 Theoretical Contributions.

Three theoretical contributions can be drawn from this study. First, all the three forms of persuasion (self persuasion, interpersonal persuasion and subliminal persuasion) employed in the study have a positive correlation with consumer involvement. Previous studies looked at forms of persuasion singly, in isolation of others (Cheng et al., 2013; Migerode et al., 2012; Scaraboto et al., 2012; Andrews & Boyle, 2008; Schroder & Zaharia, 2008; Koller et al., 2013). This study used a unified model since consumers in a competitive marketing environment are likely to be exposed to the three forms of persuasion simultaneously or in close succession.

Secondly, only self persuasion and subliminal persuasion predicted consumer involvement in choice of daily newspaper. Interpersonal persuasion was not statistically significant. The application of this investigation is not restrained to newspaper only but can be adopted for other low involvement products as well.

Thirdly, generally consumer involvement prediction of variance in the choice of daily newspapers is moderately small, and for the different genders as much as it remains low, it is relatively higher in male than female. Literature on low involvement has shown no variance between the genders (Sridhar, 2007; Schroder & Zaharia, 2008).

5.4.2 Contributions to Managerial Practice.

This study does not only contribute to marketing theory but also provide insights into the dynamics of forms of persuasion, which are of business managerial value. The findings revealed that only 8% of the respondents were within the age range of 18 -24years

indicating that either they were disinterested in print daily newspapers or they lack enough financial resources (bearing in mind the period they may have been in employment, if any). Managers should look for better ways to reach out to this group early enough to guarantee future sales.

Also, the Information Communication Technology (ICT) Survey of 2010 indicated that computer literacy levels for the 15 - 24 youth group stood at 94.4%. In addition, estimated internet users in Kenya were 21.2 million by December 2013, more than half of Kenya's population, while the penetration rate was 52.3 % of the population (CCK, 2014). These are crucial figures managers can use to launch online platforms targeting specifically those within the ages of 18 to 24 years since as indicated, this group is engaging heavily in online activities. With more investigations, managers can also use these figures to segment their markets based on age.

5.4.3 Contribution to Policy Formulation.

Subliminal persuasion has been a major concern to many governments world over since it exerts some influence without an individual's conscious knowledge. This study established that subliminal persuasion indeed predicts consumer involvement, a fact that may be of concern to policy formulators, particularly on low involvement products. This study finds it apt that modalities be put in place to monitor subliminal persuasion communications with a view to fully establish the nature of influence anticipated as a result of its relationship with consumer involvement across a range of products. This is important to policy formulators because counter marketing strategies may not yield much as the study has also proved that interpersonal persuasion does not predict consumer involvement.

Low involvement persuasions therefore need to be carefully regulated to limit undesirable subliminal influences on behaviour of consumers. The policy formulators have a huge opportunity to limit any challenges that may arise later on as a result of subliminal persuasion communications to consumers by appropriately evaluating persuasive communications made by organizations.

5.4.4 Contribution to Marketing.

The findings of this study show that a positive relationship exists between persuasion and consumer involvement, which reinforces the value persuasion has in marketing communication and probable consumer reaction. The study established that self persuasion and subliminal persuasion did predict consumer involvement, while interpersonal persuasion was not significant – implying it does not predict involvement for the case of daily newspapers. This is bound to make marketers pay a little bit more attention on the desired consumer involvement and generate cues through persuasive communications that influence the same. The study further revealed that marketing communications that appeal to audience emotions, that are more informative, show fun and are pleasant may subliminally persuade consumers. Finally, the notion fronted by this study is that marketer should not prime their marketing communication based on interpersonal persuasion for the case of daily newspapers.

Important marketing contribution was that readers of daily newspapers habitually buy the same paper, they also like having their daily newspapers, willing to spend their money on the daily newspaper, they do not budget for daily newspapers they buy, visually detect their preferred dailies, buy dailies from different outlets, and do not pay attention to other

dailies when purchasing their preferred dailies. Put together they reflect a low involvement purchase and therefore marketers may need to strategically manipulate and channel their persuasion communications through the peripheral route rather than the central route.

Also a valuable marketing contribution is on the attributes that influence the choice of daily newspapers. The results show that content in the newspaper was the most favoured attribute that influences the choice of daily newspaper readers purchase and read. It was followed by diversity/ variety of newspaper content, and print of newspaper (type of font and size) and availability (ease of getting), which tied. These were followed by newspaper layout, colour of newspaper, size of newspaper and price as the least favoured attribute. Consequently, the findings suggests that newspaper publishers need to cautiously research their content continuously inorder to build and maintain confidence in daily newspaper readers delighting them (readers). This may eventually heighten brand loyalty and guarantee repeat purchase. Also, price should not be adopted as a competing tool as it is least favoured hence may not yield much.

5.5 Suggestions for Further Research

Away from the substantive knowledge generated from conducting this study, there are indications that further research needs to be undertaken. The scope of the study allowed only paid daily newspaper circulations to be investigated. It is worth investigating free circulated dailies with the same variables that were used to model this study. From a practical point of view, this will enable comparison to be arrived at and present an opportunity to generally draw unified models across daily newspapers.

While the scope of this study was limited to the context of consumer goods, it is reasonable to believe that the relationships among the different forms of persuasion and consumer choice may be applied to a service context as well. This is because a range of customer services offered in the marketplace are uniquely persuasively communicated, to influence their attraction to customers. Future research could explore this issue by replicating this study in a service context.

This study did not look at the income disparity among consumers and though price was ranked as the least favored attribute influencing choice of daily newspapers, it would be interesting to establish moderating effect of income as it is one of the factors that influence consumption of goods and/or services.

Issue of consumer conditioning, which was not possible within the scope of this study, also complicates what appears to be a simple act of buying a product. Irrespective of the fact that the power of persuasion does influence what consumers buy, a more comprehensive understanding of how conditioning-related tendencies influence a consumer predisposition to persuasion communications would be of utmost importance for both consumer behaviour researchers and marketing practitioners.

Finally, the quality of persuasive communications needs proper measures modeled to prove its relationship with consumer involvement and choice of products, as well as the ideal environment for its employment to be effective. Also, products by themselves communicate to consumers and therefore it will be interesting to unearth how this may affect other forms of persuasive communications to customer. It is vital that the studies are done over a period of time and across a range of products/ service since characteristics of

products/ service may influence how communication is undertaken and how consumers receive the information. Since consumer communication and persuasion are on-going activities, there is ample opportunity for further research in these diverse contexts to be undertaken.

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APPENDICES

Appendix I – Research Questionnaire

Research Questionnaire

This questionnaire attempts to collect data for a PhD student research thesis of Kabarak University entitled, *“An Evaluation of the Relationship Between Persuasion and Choice of Daily Newspaper by Readers in Kenya.”*

You are requested to participate in this research project and your contribution will be highly appreciated. The information and data required in this research project is purely for academic purposes only and will be treated in confidence.

Consumers are exposed to a range of persuasion through messages they receive from adverts, family, peers or even through self evaluation of a product. This may eventually influence the choice they make in trying, using, selecting, picking, or purchasing a product. This study focuses on forms of persuasion and effects they have on customers’ choice of daily newspapers they read.

*****PLEASE READ INSTRUCTIONS CAREFULLY*****

Read each item carefully and indicate the response that most closely describes your thoughts in the space provided. Be sure to respond to each item. There are no wrong or right answers.

Part I Personal Information

- | | | | | |
|--|---------------------------|-----|-----------------------------|-----|
| 1. Gender | Male | () | Female | () |
| 2. Age | 18 - 24 years | () | 25 – 34 years | () |
| | 35 – 49 years | () | 50 years and above | () |
| 3. Indicate what best describes your academic level. | | | | |
| | Secondary education level | () | High school education | () |
| | College Diploma | () | University Bachelors Degree | () |
| | Post graduate degree | () | | |

Part II General Information about newspaper readership

- | | | | | |
|---|--------------|-----|--------------|-----|
| 4. Which daily newspaper do you prefer to purchase and read? (please choose only one) | | | | |
| | Daily Nation | () | The Standard | () |
| | The Star | () | Taifa Leo | () |
| 5. Do you purchase and read more than one daily newspaper | | | | |
| | Yes | () | No | () |
| (i) If yes how often do you purchase. | Daily | () | Occasionally | () |

- (ii) Please list the other daily newspapers you buy and read other than the one you prefer in the space provided and order of preference. (a) being the most preferred (in that order depending on the number of newspaper)

(a) (b) (c)

6. Would you be interested in paying more to buy your favourite brand when other daily newspaper brands are available? (Please tick where applicable)

I would definitely buy ()

I probably would buy ()

I might/ might not buy ()

I probably would not buy ()

I definitely would not buy ()

Use the objectives below to complete questions that follow in the space provided.

Completely Disagree (1) Neither agree nor disagree (4) Completely Agree (7)

Strongly Disagree (2) Slightly Agree (5)

Slightly Disagree (3) Strongly Agree (6)

Self persuasion

7. Please indicate to what degree you agree/disagree with the following statements by indicating in the space (response) provided using numbers 1, 2, 3, 4, 5, 6 or 7:

Number	Question	Response
A	I have compared different daily newspapers brands in the market	
B	I usually pay attention to adverts for the daily newspaper brands	
C	I usually take note of new daily newspapers coming to the market	
D	I know the price of all the daily newspapers in the market	
E	I can recall almost all existing daily newspaper from memory	
F	I can recognize all daily newspapers at point of sell	
G	I consider myself knowledgeable on daily newspaper issues	
H	I use my knowledge on daily newspapers to verify advertising claims about newspapers	

Interpersonal persuasion

8. Please indicate to what degree you agree/disagree with the following statements by indicating in the space (response) provided using numbers 1, 2, 3, 4, 5, 6 or 7:

Number	Question	Response
A	My family influence the choice of daily newspaper I purchase	
B	My friends influence the choice of daily newspaper I purchase	
C	My workmates influence the choice of daily newspaper I purchase	
D	My peers influence the choice of daily newspaper I purchase	
E	Vendors influence the choice of daily newspaper I purchase	

Subliminal Persuasion

Use the objectives below to complete questions that follow in the space provided.

Completely Disagree (1) Neither agree nor disagree (4) Completely Agree (7)
 Strongly Disagree (2) Slightly Agree (5)
 Slightly Disagree (3) Strongly Agree (6)

Study the list below carefully and circle or tick one that best represents your perception of persuasive messages.

9. I like persuasive messages that are;

Emotional	1	2	3	4	5	6	7
Interesting	1	2	3	4	5	6	7
Funny	1	2	3	4	5	6	7
Influential	1	2	3	4	5	6	7
Informative	1	2	3	4	5	6	7
Reliable	1	2	3	4	5	6	7
Easy to recall	1	2	3	4	5	6	7
Pleasant	1	2	3	4	5	6	7
Exciting	1	2	3	4	5	6	7
Show fun	1	2	3	4	5	6	7

Reader Involvement in choice of daily newspaper

Use the objectives below to complete questions that follow in the space provided.

Completely Disagree (1) Neither agree nor disagree (4) Completely Agree (7)
 Strongly Disagree (2) Slightly Agree (5)
 Slightly Disagree (3) Strongly Agree (6)

10. Please indicate to what degree you agree/disagree with the following statements by indicating in the space (response) provided using numbers 1, 2, 3, 4, 5, 6 or 7:

Number	Question	Response
A	I persistently buy the same daily newspaper brand	
B	I like having my daily newspaper	
C	Being without my daily newspaper makes me unhappy	
D	I do not mind spending money on my daily newspaper	
E	I do not budget for the daily newspaper I buy	
F	I would find it very difficult to stop reading my daily newspaper	
G	I think there is little to choose between different brands of daily newspapers	
H	I can remember other daily newspaper brands when purchasing my preferred brand	
I	At place of purchase, I can visually detect my preferred daily newspaper without much effort	
J	I usually spend some time and effort deciding which daily newspaper to buy	
K	I usually consider many factors before purchasing daily newspaper	
L	I buy any daily newspaper brand I find on the market	
M	I rationalize a lot before choosing a daily newspaper I purchase	
N	I always buy my daily newspaper from the same outlet	
O	When I purchase my preferred newspaper brand, I do not pay attention to the other brands	
P	I do not track expenditure on daily newspaper I buy in any systematic way.	

Consumer Choice

11. The following is a list of attributes of daily newspapers that may influence customers' purchase decision. Please study the list carefully and then **rank** each attribute from 1 to 8 according to most favored attribute that influence the choice of the daily newspaper you purchase and read. Place 1 next to the most favored attribute and 8 next to the least favored. **Please do not repeat a number.** Then please indicate using the seven point scale below your agreement on how you agree or disagree on their influence on your choice of daily newspaper you purchase.

Completely Disagree	(1)	Neither agree nor disagree	(4)	Completely Agree	(7)
Strongly Disagree	(2)	Slightly Agree	(5)		
Slightly Disagree	(3)	Strongly Agree	(6)		

	Rank	Agreement
(a) Price of the newspaper	_____	()
(b) Layout of the newspaper	_____	()
(c) Size of newspaper	_____	()
(d) Colour of newspaper	_____	()
(e) Content in the newspaper	_____	()
(f) Diversity/ Variety of newspaper content	_____	()
(g) The print of newspaper (type of font & size)	_____	()
(h) Availability (easy to get) of newspaper	_____	()

Thank you for your time and co-operation

Appendix II: Table for Determining Sample Size from a given Population

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	246
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	351
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	181	1200	291	6000	361
45	40	180	118	400	196	1300	297	7000	364
50	44	190	123	420	201	1400	302	8000	367
55	48	200	127	440	205	1500	306	9000	368
60	52	210	132	460	210	1600	310	10000	373
65	56	220	136	480	214	1700	313	15000	375
70	59	230	140	500	217	1800	317	20000	377
75	63	240	144	550	225	1900	320	30000	379
80	66	250	148	600	234	2000	322	40000	380
85	70	260	152	650	242	2200	327	50000	381
90	73	270	155	700	248	2400	331	75000	382
95	76	270	159	750	256	2600	335	100000	384

Note: “N” is population size
 “S” is sample size.

Source: Krejcie, et al (1970)

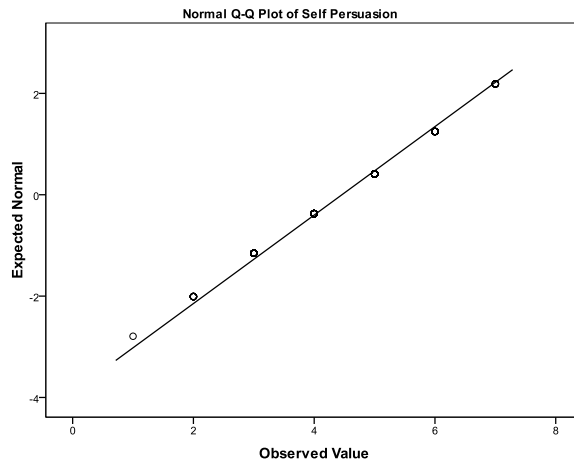
Appendix III: Sample sizes per County

County	Total Population in the county	Percentage with Secondary Education and above	Proportion of population	Sample Size
Nairobi	3,078,180	51	1,569,872	112
Nyeri	679,236	34	230,940	16
Muranga	935,578	25	233,895	17
Kiambu	1,602,754	40	641,102	46
Mombasa	920,121	37	340,445	24
Meru	1,337,483	17	227,372	16
Machakos	1,084,631	27	292,850	21
Kisumu	952,645	25	238,161	17
Kisii	1,141,367	28	319,583	23
Uasin-Gishu	869,422	29	252,132	18
Nakuru	1,564,872	28	438,164	31
Kakamega	1,646,502	19	312,835	22
Bungoma	1,361,390	21	285,892	20
Total	17,174,181		5,383,243	384

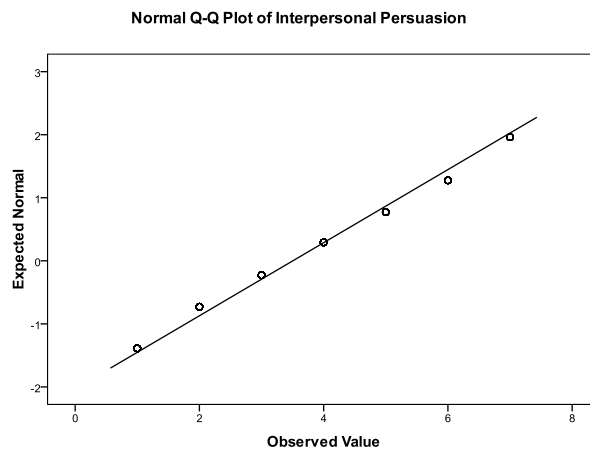
Source: Kenya National Bureau of Statistics – National Report 2013

Appendix IV: Q-Q Plots

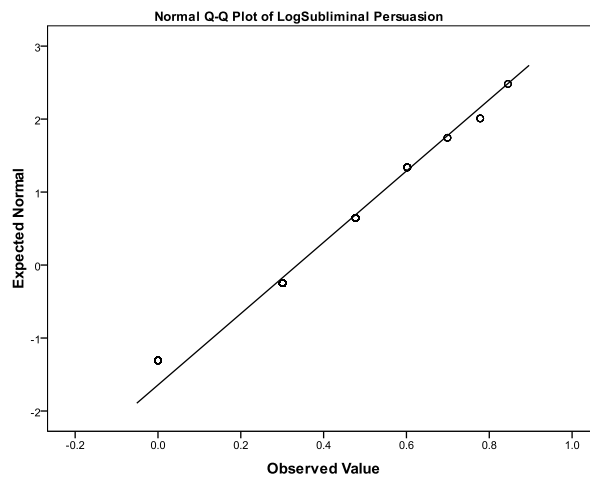
Self Persuasion



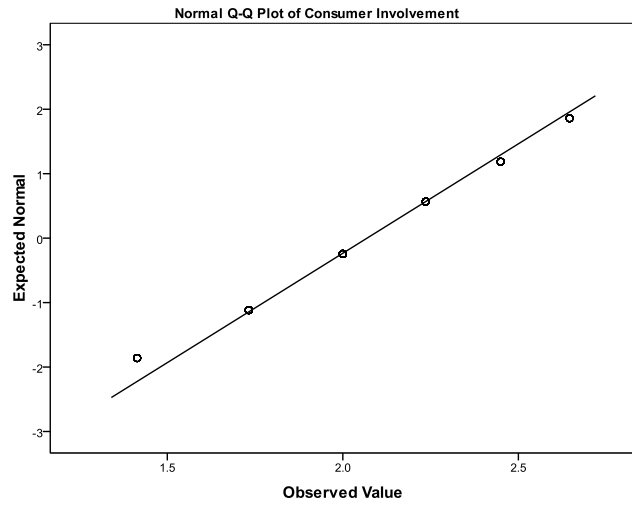
Interpersonal Persuasion



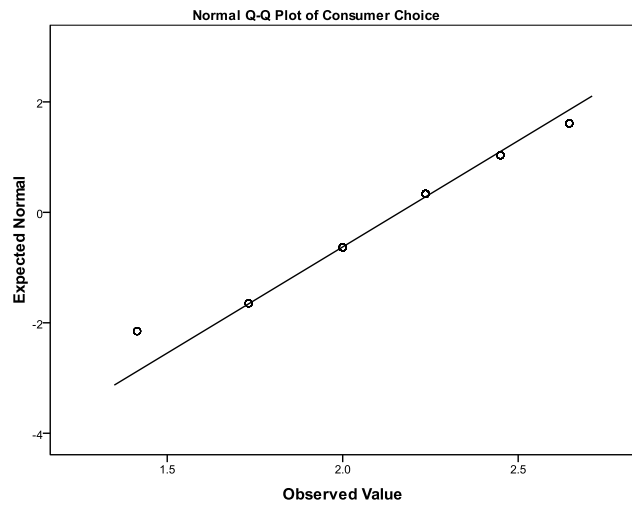
Subliminal Persuasion



Consumer Involvement



Consumer Choice



Appendix V: Variable Descriptives Tables

Self Persuasion

Descriptives

		Statistic	Std. Error
Self Persuasion	Mean	4.4593	.05869
	95% Confidence Interval for Mean	4.3439	
	Lower Bound	4.5747	
	Upper Bound		
	5% Trimmed Mean	4.4723	
	Median	4.0000	
	Variance	1.312	
	Std. Deviation	1.14549	
	Minimum	1.00	
	Maximum	7.00	
	Range	6.00	
	Interquartile Range	1.00	
	Skewness	-.100	.125
	Kurtosis	-.360	.249

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Self Persuasion	.180	381	.000	.933	381	.000

a. Lilliefors Significance Correction

Interpersonal Persuasion

Descriptives

			Statistic	Std. Error
Interpersonal Persuasion	Mean		3.5039	.08839
	95% Confidence Interval for Mean	Lower Bound	3.3301	
		Upper Bound	3.6777	
	5% Trimmed Mean		3.4519	
	Median		3.0000	
	Variance		2.977	
	Std. Deviation		1.72539	
	Minimum		1.00	
	Maximum		7.00	
	Range		6.00	
	Interquartile Range		3.00	
	Skewness		.210	.125
	Kurtosis		-.847	.249

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Interpersonal Persuasion	.132	381	.000	.936	381	.000

a. Lilliefors Significance Correction

Subliminal Persuasion

Descriptives

			Statistic	Std. Error
Subliminal Persuasion	Mean		.3363	.01048
	95% Confidence Interval for Mean	Lower Bound	.3156	
		Upper Bound	.3569	
	5% Trimmed Mean		.3315	
	Median		.3010	
	Variance		.042	
	Std. Deviation		.20465	
	Minimum		.00	
	Maximum		.85	
	Range		.85	
	Interquartile Range		.18	
	Skewness		-.114	.125
	Kurtosis		-.287	.249

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Subliminal Persuasion	.243	381	.000	.886	381	.000

a. Lilliefors Significance Correction

Consumer Involvement

Descriptives

			Statistic	Std. Error
Consumer Involvement	Mean		2.0690	.01509
	95% Confidence Interval for Mean	Lower Bound	2.0394	
		Upper Bound	2.0987	
	5% Trimmed Mean		2.0734	
	Median		2.0000	
	Variance		.087	
	Std. Deviation		.29455	
	Minimum		1.41	
	Maximum		2.65	
	Range		1.23	
	Interquartile Range		.24	
	Skewness		-.145	.125
	Kurtosis		-.026	.249

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Consumer Involvement	.205	381	.000	.923	381	.000

a. Lilliefors Significance Correction

Consumer Choice

Descriptives

			Statistic	Std. Error
Consumer Choice	Mean		2.1629	.01333
	95% Confidence Interval for Mean	Lower Bound	2.1367	
		Upper Bound	2.1891	
	5% Trimmed Mean		2.1702	
	Median		2.2361	
	Variance		.068	
	Std. Deviation		.26010	
	Minimum		1.41	
	Maximum		2.65	
	Range		1.23	
	Interquartile Range		.24	
	Skewness		-.165	.125
	Kurtosis		.764	.249

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Consumer Choice	.197	381	.000	.884	381	.000

a. Lilliefors Significance Correction


Appendix VI: Journals

International Journal of Economics, Commerce and Management
United Kingdom
<http://ijecm.co.uk/>

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AN EVALUATION OF THE RELATIONSHIP BETWEEN PERSUASION AND CHOICE OF DAILY NEWSPAPER BY READERS OF DIFFERENT GENDER IN KENYA

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Abstract

A one-size-fits-all strategic approach to persuading male and female consumers in the marketplace may not yield desired results, as research has established gender differences in perception of marketer communicated information, which reliably influences a range of consumption related behaviour. This study used Consumer Involvement Theory (CIT) and Elaborate Likelihood Model (ELM) to evaluate persuasion and its relationship with consumer choice between male and female newspaper readers. A multi stage sampling technique was employed to get a sample of 384 respondents from 13 counties in Kenya, who completed close ended questionnaires. The findings of this study revealed that there is a negative correlation between interpersonal persuasion, subliminal persuasion and self persuasion; and consumer involvement among female, while positive correlation existed for the same variables with consumer involvement among males. Also, in this study, self persuasion and subliminal persuasion have been confirmed to predict consumer involvement, while interpersonal persuasion was not significant in both genders. The models for both genders accounted for

68.3% of variance in ($R^2 = 0.683$) males and 70.2% of variance in ($R^2 = 0.702$) females which is generally large. The findings also revealed a weak positive correlation between consumer involvement and consumer choice for both genders. Also consumer involvement contribution to the variance for both genders was small, 14.1% of variance in ($R^2 = 0.141$) male and 10.1% of variance in ($R^2 = 0.101$) female. Finally, all the two hypotheses were supported.

Keywords: Marketing communication, Persuasion, Consumer Choice, Consumer Involvement, Consumer Involvement Theory, Elaboration Likelihood Model

INTRODUCTION

Persuasion is an interactive process through which a given message attempts to alter an individual's perspective by changing the knowledge, beliefs or interest that underlie those perspectives (Murphy & Alexander, 2004). Although messages may seem well prepared and easy to comprehend, but in most cases consumers tend to spend some time and effort in an attempt to analyze messages they receive and when they fail to have adequate time to fully process the messages; they resort to shortcuts - cues readily available in the message (Garry, 2000; Campbell & Kirmani, 2000; Pierro et al, 2004; Bell, 2007; Brown & Carpenter, 2000) to draw conclusion and derive meanings. Cueing provides access to beliefs held by consumers, and marketers have occasionally employed it as a tool for brand attitude formation or to counter arguments with persuasive messages (Simon 2011; Lumpe, 2000).

Male and female gender typically approach purchasing decisions very differently as both want different things out of a buying decision. Women look to satisfy long term needs and wants while men are shorter sighted and look at satisfying immediate or short term needs and wants (Baker, 2012). This may generate more challenges to a marketer accompanied by the fact that consumers are also changing, becoming better informed and more communication empowered in this digital era. A fact that has made them not rely only on marketer – supplied information but find information on their own or even create their own marketing messages (Kotler, 2012). Gender difference is worth investigating as more women have gained greater financial independence and responsibility hence making more purchase decisions than before and actually being involved in buying exercise (Holland, 2012)

Daily Newspapers in Kenya are structured with different days having unique themes, which include; lifestyle, business, education, entertainment features sports among others, that occur locally and internationally. They also often include features, editorials articles, opinion pieces and social commentary on current events which may reflect the target audience or the political/ social bias of the newspaper (Ndonye & Khasandi-Telewa, 2013) which may attract

different genders in a dissimilar way. There are five daily newspapers – Daily Nation, The Standard, The Star, People Daily and Taifa Leo – with a circulation of 320,000 daily nationwide. People Daily is a free circulated daily while the rest paid for dailies. The readership is significantly higher given the fact that about 10 people share a newspaper daily. Ipsos – Synovate findings support this through their surveys, which show that Kenya’s daily print readership stands at slightly over 3 million (Synovate, 2011). Except for a few photos and the occasional drawings, the information is relayed through written words, a fact that requires some minimal literacy to read and comprehend the contents in daily newspapers. In Kenya daily newspapers media houses lack afternoon editions only single publications are made per day with some regional differences. Trends in format, colour, size and cover price of daily newspapers are relatively the same for The Standard and Nation, while Star has slightly lower price with focus more on social themes. Taifa Leo is written in Swahili and is the cheapest among all the daily newspaper.

The daily newspapers are sold by vendors mostly in the early parts of the day and also in retail outlets such as shops and supermarkets. Some people buy theirs on their way to the work along highways and petrol stations, while some vendors deliver them in some offices based on agreements between the parties. The choice of daily newspaper to purchase and read or outlet to access the paper may be based on attributes contained in the paper or outlet. It is also possible that the newspaper readers over time have developed loyalty which has influence choice they make when purchasing and reading their dailies. Some newspaper readers access the paper via their phones, from a cyber or personal computers (Powell, 2010). This study will attempt to investigate the relationship between different forms persuasion readers of daily newspaper get exposed to, the intervention of level of involvement in their purchases and the choices they make.

Problem Statement

In today’s business environment, persuasion has become a tool marketers have employed to influence consumers’ beliefs, attitudes, and/or behaviours towards products or services they deal in (Crain, 2004). For instance, the average consumer is exposed to a range of between 300 and 1500 adverts per day (Jones, 2004), where 300 to 400 of them come from the media alone, and watches 1000 commercials per week (Berger, 2004). This is besides streams of persuasion messages through internet, billboards and subliminal persuasion (Taylor, 2007); word of mouth and other interpersonal persuasions (Mac George et al., 2008) that bombard them seeking their attention, notwithstanding phenomenon of self persuasion (Green, 2005). To elicit desired response, marketers have purposefully linked psychoanalysis and consumer

behaviour in order to broaden their understanding of consumers, a fact that would assist in designing persuasion messages – intended to inform, change or defamiliarize existing information (Oatley, 2002).

Though literature on persuasion is extensive (Jesuino, 2008; Nicole, 2010; Ivana, 2008; Dillard, 2002; Murphy, 2004), and consumer involvement has received a lot of attention among academicians, studies have not evaluated relationships between various forms of persuasions consumers get confronted with, affecting the involvement process that ultimately influence the choice of products by different genders. Exclusive studies examining the relationship between persuasions (self, subliminal and interpersonal persuasions) and involvement (low and high involvement), and its eventual influence on choice of a product are lacking. Also an attempt to explore whether this influence vary across gender is not available. Therefore the problem can be stated as; although many firms have made attempts to use persuasion as a tool to market their products, the relationship this has with level of consumer involvement and choice of products by male and female are vastly unexplored.

Research Objectives

The main objective of this research is to evaluate the relationship between persuasion and choice of daily newspapers by readers of different gender in Kenya.

The specific objectives are;

- (i) To investigate the relationship between different forms of persuasion and consumer involvement in the choice of daily newspapers by readers of different gender in Kenya.
- (ii) To determine the relationship between consumer involvement and consumer choice among different gender of newspaper readers in Kenya.

Research Hypotheses

- (i) There is a significant difference between relationships of different forms of persuasion and consumer involvement in the choice of daily newspapers by readers of different gender in Kenya
- (ii) There is no significant difference between relationships of consumer involvement and consumer choice among different gender of newspaper readers in Kenya

LITERATURE REVIEW

Existing literature (Shrum et al. 2012; Jonas & Sine, 2009; Petty, 2001; Murphy, 2004; Lin, 2006; Bell, 2007; Campbell & Kirmani, 2000; kotler, 2012; Jenkins & Dragojevic, 2011) suggest that juggling persuasion methodologies in marketing communication planning and prudent

prioritization of resource allocations is critical in the current business environment where consumers seem to behave contrary to expected responses. Kotler (2012) argues that marketers must attempt to maximize marketing communication technologies at their disposal to reach their targets effectively. Given persuasion eminence in the domain of marketing communication, it is not surprising that theories of persuasion have been central in scholarly research in advertising, public relations and marketing promotion.

Elaboration Likelihood Model

In an attempt to explain how attitudes are formed and changed, in 1980 Petty and Cacioppo developed the Elaboration Likelihood Model (ELM) of persuasion (Petty, 2001). This model is based on the idea that attitudes are important because they guide decisions and other behaviours (Hamilton, 2004). While attitudes can result from a number of things, persuasion is a primary source. The model features two routes of persuasive influence: central and peripheral. The ELM accounts for the differences in persuasive impact produced by arguments that contain ample information and cogent reasons as compared to messages that rely on simplistic associations of negative and positive attributes to some object, action or situation (Deutsch et al, 2006).

The key variable in this process is involvement (Bargh, 2002), the extent to which an individual is willing and able to 'think' about the position advocated and its supporting materials. When people are motivated and able to think about the content of the message, elaboration is high. Elaboration involves cognitive processes such as evaluation, recall, critical judgment, and inferential judgment (Benoit et al., 2001). When elaboration is high, the central persuasive route is likely to occur; conversely, the peripheral route is the likely result of low elaboration. Persuasion may also occur with low elaboration. The receiver is not guided by his or her assessment of the message, as in the case of the central route, but the receiver decides to follow a principle or a decision-rule which is derived from the persuasion situation (Maumeister, 2008).

The Elaboration Likelihood Model is one of the two dual processing models of persuasion. The other major model is called the Heuristic-Systematic Model (HSM), which shares much in common with the ELM. Although these are two different theories, the fact that they are so similar in nature demonstrates that the ELM is widely believed and few social psychologists criticize its merit. The experiments that support the ELM have been replicated again and again in different situations and with various variables. The Elaboration Model of Persuasion is therefore held as the leading theory in describing the processing of persuasive messages (Petty, 2001).

Consumer Involvement Theory

Consumer involvement refers to the amount of time, deliberation and other resources – like research or asking friends – consumers put into the purchase decision process. According to Fiore (2001), involvement refers to how much time, thought, energy and other resources people devote to the purchase process. It gives a way to understand the psychology and behaviour of target audience (Fiore, 2001; Deutsch et al., 2006; Mascarenhas et al. 2004). Involvement originates from social psychology and the notion of 'ego-involvement', which refers to the relationship between an individual, an issue or object (Zaichkowsky, 1985).

At the heart of these conceptualizations is the notion of "personal relevance". There is general agreement that a consumer's level of involvement with an object is determined by the extent to which the product is seen as personally relevant (Zaichkowsky, 1985). Involvement has also been examined in relation to other concepts such as perceived risk, information search, attribute comparison, brand loyalty, retail context, diffusion and opinion leadership.

Consumer involvement is an important concept believed to explain a significant proportion of consumer purchase choices. Many marketers base their sponsorship investments on details like brand migration potential, fan or attendee demographics, or direct revenue opportunities. Oftentimes, when marketers decide to invest in a sponsorship, they do not consider a critical variable - the way consumers in their target audience actually make purchase decisions (Mascarenhas et al., 2004).

Persuasion and Persuasion Dimensions

Persuasion is the act of changing an individual's attitude, knowledge, intentions, behaviour, beliefs, or interests through reception of a message (Murphy, 2004; Lin, 2006; Bell, 2007; Campbell & Kirmani, 2000). Galdi (2008) posit that, once a message comes through, the individual could develop a positive attitude towards it, be indifferent or express negative opinions, feeling and emotions towards the message or what it is conveying. Recent research suggests that, when information is repeated, people tend to believe it to be more valid and believable than when it is presented once (Petty, 2001; Shrum et al. 2012; Kotler, 2012; Jenkins & Dragojevic, 2011). Petty (2001) argue that, attempt to influence others make one also a target to be influenced. Consequently, it is imperative that adequate experience and training for persuasion marketing communicators must be gained to better understand how persuasion works and generally to be effective. Apart from visual and verbal cues, persuasive elements can involve all human sensual modalities affecting both cognitive and emotional aspects (Hansen and Christensen, 2007). Nonetheless, persuasion is an area that has witnessed scholars in diverse range of disciplines, marketing included, and practitioners in areas requiring persuasive

communication, systematically study persuasion thereby improving on persuasive knowledge available and related skills. Three forms of persuasion are described below in the discussion that follows.

Self Persuasion

Self persuasion generates more powerful and long lasting influence in an individual. When an individual generates and adopts an idea in their mind, this may become cyclic making that individual stretched to the heights and depths of their thought (Tesser, 2000). Brinol et al. (2012), argue that self-persuasion can occur either through role-playing - individuals' making an attempt to persuade others in an ensued debate may actual end up persuading himself/herself as the arguments comes to conclusion, or more directly, through trying to convince oneself (i.e., when arguments are generated with oneself as the target).

It is also common for consumers to raise arguments in their minds about a product or service and arrive at conclusions that lead to either a purchase or not. This will always happen if an external influence is not available or if prior knowledge about the product is held by the consumer. The degree of self persuasion depends largely on the way the consumer becomes involved in the arguments they generate by elaborating them and reacting to them by either reinforcing, agreeing, distorting, derogating or rejecting them.

Subliminal Persuasion

A human mind is a powerful tool that responds to various forms of stimulus and motivation a fact that has enabled subliminal communications tap into and manipulate the way information is processed (Taylor, 2007; Groves, 2012). In order for marketing ads to work, they must leave a lasting impression within seconds. On a conscious level, this can be difficult, almost impossible, as people rarely give their undivided attention to product ads. Subliminal suggestions however, have been effectively employed in advertising to reach people on deeper, subconscious level (Edward, 2010). Whether a television commercial, magazine advertisement or billboard signs, most marketing ads contain subliminal media. Advert developers are keen to employ subliminal persuasion because they intent not only to display a message but also to implant it into consciousness of their audience for quite some time. Ideally, the audience will not even be aware of the information that they are absorbing (Jennifer, 2009).

Interpersonal Persuasion

It takes place when two or a few people interact in a way that involves verbal and nonverbal behaviors (manner of dress, body language, gestures, manner of eye contact, and personal

grooming) feedbacks, coherence of behaviors, and the purpose (on the part of at least any interactant) of changing the attitudes and/or behaviors of the others (Casaló et al. 2011; Gossieaux & Moran, 2010). An individual may be influenced by family, sales men, friends or societal norms. Extant literature suggests that interpersonal influence in online contexts is very similar to offline interpersonal influence (Gossieaux & Moran, 2010), and generally people are easily influenced by people whom they like (Shimp, 2003; Mourali et al., 2005; Yap et al., 2013).

Consumer Involvement in Purchase and use of Products/Services

Although there are diverse conceptions of involvement in the literature (Julka & Marsh 2000; Garry & Polaschek, 2000; Park & Moon, 2003; Solomon et al., 2006; Quester & Lim, 2003; Alam, 2006 and Cialdini 2007; Aqueveque, 2006), Cialdini's own definition is relatively suited modern approach in decision theory and analytical. He defines involvement as "variations in the extent to which an individual is more or less motivated toward a specific piece of information, product, or the like." Solomon (2005) looks at involvement as a person's perceived relevance of the object based on their inherent needs, values, and interests.

Consumers experience involvement as cognitive perceptions of importance and interest and affective feelings of arousal (Peter and Olson 2002). In high-involvement situations, the ability to process is the necessary condition for active cognitive processing of persuasion messages (Worrington & Shim, 2000). Marketers who wish to influence this buying task must help the consumer process the information as readily as possible. The Elaboration Likelihood Model (ELM) indicates that several factors determine the ability to process detailed persuasion messages on the first linked page from banner ads: "distraction," "message comprehensibility," "issue familiarity," "appropriate schema," etc. Therefore, if people are unable to process persuasion information, they cannot start active message-related cognitive processing. In this situation (high involvement but no ability to process), as is true in the traditional ELM, people will turn their attention to peripheral aspects of advertising messages such as an attractive source, music, humor, visuals, etc (Conrey et al, 2005). Conversely, when people have the ability to process, they start active and conscious cognitive processing or message-related cognitive thinking.

Low involvement is associated with habitual buying and variety seeking buying. Consumers have low motivation to process persuasion messages due to low personal relevance and low need for cognition. Habitual buying behaviour occurs when involvement is low and differences between brands are small (Greenspan, 2002). Consumers normally lack strong attitude toward a brand but select it because it is familiar and hence they are likely not to request more information (Quester & Lim, 2003). When consumers are not highly motivated to

process further persuasion message content, they do not want to engage in message-related thinking; rather they are more likely to focus on available peripheral cues.

Consumer Choice

Stream of literature indicate that business organizations work on daily basis trying to find, get, keep and grow customers with the aim of increasing or maintaining their market share (Foxall, 2003; kotler, 2012; Larsen et al, 2001). They therefore spend substantial financial proceeds on advertising, promotion and public relations trying to communicate messages that make customers view them or their products/ services favourably in the marketplace (Andrade & Cohen J. 2007; Clement, 2007; Platt, & Veryzer, 2005). Research points out that it is this that ultimately persuades consumers to pick their products to try or use them (Blijlevens et al, 2009). Therefore poorly communicated products may not attract consumers towards them. Literature suggests that demand for products is often modelled as a function of product attributes (Fowdur et al, 2009; Foxall, 2003). Clement (2007) reveal that distinct shape, colour, orientation, contrast, and size are visual attributes of products that consumers pay attention to. Therefore, knowledge of what visual attributes are perceived by consumers in a product can help marketers persuasively communicate certain pre-specified meanings in a product. Also, the meaning, the appearance of product attributes communications make, help consumers to assess the product on functional, aesthetic, symbolic or ergonomic basis (Fowdur et al, 2009).

Chen and Paliwoda (2006) found that when a consumer is faced with two brands they are more likely to make a quick decision with a brand they have had more experience with or know more about. The reasoning behind this is that consumers who are more familiar with a brand will put less effort into evaluating other similar product brands. But, a typical market is characterized by the presence of many different kinds of brands, so consumers have to make their own judgments about the attributes of these brands before making a choice; thus if communication is persuasive they tend to be drawn towards a given brand. Myung et al (2008) argue that consumers face conflict of making a choice among various alternative brands in the event available numbers are high. Also consumers may make different choices when faced with same alternatives. This is attributed to the fact that relative value they place on alternative varies among individuals. Therefore consumers may be compelled to spend some time evaluating the attributes of competing brands before they eventually make choice decisions.

Age and gender of consumers have recently become more and more important to marketers. There is a tendency of consumers over 50 years having decreased tolerance of ambiguity and are consistent with low cognitive-affective complexity (Sikkel, 2013). Results of a survey conducted by Sikkel on brand relations and life course, determined that given future time

perspective, relations between age and brand becomes stronger. Research has also established gender differences in many areas including the perception of different behavior determinants

Summary and Gaps

In review of literature, persuasion has been studied largely in social and behavioural studies with marketing communications, particularly advertising widely evaluated and reported (Murphy, 2004; Jonas & Sine, 2009; Lin, 2006). All these studies are geared towards understanding the consumer much more to better predict their behaviour. On the flip side, there is a critical indication in the business environment that consumers seem to behave contrary to expected response posing more challenges to researchers and marketing communication practitioners. This study contributes to knowledge on consumer behaviour that aims to help understand consumers slightly better in the areas of persuasion and involvement in choice of products that are routinely purchased.

Extant researches (Edward, 2010; Shrum et al. 2012; Shimp, 2003; Mourali et al., 2005; Yap et al., 2013; Jonas & Sine, 2009; Petty, 2001; Murphy, 2004; Lin, 2006; Bell, 2007; Campbell & Kirmani, 2000; Kotler, 2012; Jenkins & Dragojevic, 2011) barely pay attentions to only single forms of persuasions at a time and their results suggesting that they may not conclusively predict on their own relationships between variables and/or room existed of other influences. This created a gap in literature that this study attempts to explore, by focusing on three forms of persuasion (self persuasion, subliminal persuasion and interpersonal persuasion) at the same time.

Research has indeed exposed that family and peers are important sources of interpersonal persuasion. Similarly, self persuasion is viewed to occur within individual's references of socially acceptable constructs; hence an extension of interpersonal persuasion may be envisaged. However, no attempt has been made to examine how they relate and their statistical significance in determining consumer choice. Consequently, this study fully investigates the correlation between forms of consumer persuasion (self persuasion, subliminal persuasion and interpersonal persuasion) and involvement concept. It further looks at correlation between consumer involvement and consumer choice by male and female. The statistical significance of these relationships are critical hence are reasonably investigated.

Closer examinations of extant research reveal that a gap in literature between persuasion and consumer choice by different gender for habitually purchased products has not been bridged. The probability of making wrong assumptions is therefore inherent and the eventual business implications to a marketer are glaring. It has yet been demonstrated that

habitually purchased products that are distributed at relatively the same price have low involvement level, an attributed of subliminal persuasion. This study found it interesting to use daily newspapers to explore relationships that existed between different forms of persuasion and consumer choice by different gender as literature points to violation of the basic premise of persuasion orientation – positively influence purchase action.

RESEARCH METHODOLOGY

Research Design

This study adopted a cross sectional survey design, which is descriptive in nature. Normally the entire population or a subset of it may be selected for investigation when a survey is conducted. Since data was to be collected only once, it was the ideal research design for the study and also, by virtue of the fact that it can be employed to gather contemporary issues, which partly formed matter under investigation in this study. Survey research designs limit active intervention by the researcher that may produce researcher bias (Cohen et al 2000; Shaughnessy, et. al., 2011; Martyn, 2010). This was considered in choosing the research design, which made generalization of the findings of this study possible.

Target Population

The study target population was daily newspaper readers with secondary school education and above. According to census figures of 2009, nationally the proportion of the population with secondary school education and above was 22.8% of the entire population, constituting 7,751,562 people (KNBS national report, 2013). This group was ideal for this study as it was assumed to be literate enough to read a newspaper. This is because daily newspapers in Kenya are written in English and Kiswahili, which are compulsory examinable languages at Kenya secondary schools national examination.

Sampling Design and Procedure

This study used probability and non probability sampling techniques. First the counties were picked through purposive sampling where only those with over 200,000 people with secondary school education and above were considered. This approach led to only 13 out of 47 counties selected. Simple random sampling, a probability sampling design, was used to pick the actual respondents who completed the questionnaires. A sample of 384 respondents was obtained proportionately based on 2009 census population figures (Krejcie et al., 1970).

Data Collection Instrument

A close ended questionnaire was used to collect data for this study. Pallant (2011) argues that questionnaires are quite popular especially in cases involving surveys and big enquiries. The key constructs of this study were measured by adoption of existing scales in literature that were modified to suit the study. Items on persuasion were adopted from, *self persuasion* (Pohlmann et al., 2007), *interpersonal persuasion* (Pohlmann, 2006) and *subliminal persuasion* (Donald, 2010); while *involvement* items were adopted from Lee and Aaker (2004), and Tormala (2008). All the four constructs were designed in a 7 point likert form with completely disagree assigned 1, strongly disagree 2, slightly disagree 3, neither agree nor disagree 4, slightly agree 5, strongly agree 6 and completely agree 7.

Validity of the Instrument

The questionnaire was piloted in Trans Nzoia County to evaluate its competency. The "live" test of the survey instrument was used to get feedback on appropriateness of the wording and clarity of questions, to estimate the length of the survey and to trace any important issues that may have been overlooked (Iraossi, 2006; Ellis, 2010; Mayring, 2014). Content validity was demonstrated by use of research supervisors who reduced the list of questions that had been formulated to those most appropriate for measuring the variables under investigation (Pallant, 2011; Kothari, 2004).

Reliability of the Instrument

Internal consistence of measures (reliability) is most often measured by Cronbach's alpha (Pallant, 2011; Bhattacharjee, 2012). The higher Cronbach's alpha value is better, because it implies the high internal consistency of measurements. In this study the overall questionnaire Cronbach Alpha coefficient was 0.87. This suggested good internal consistency reliability for the instrument. Table 1 shows Cronbach Alpha coefficients of individual variables in the questionnaire.

Table 1: Reliability of Constructs

Variable	Cronbach's Alpha Value of all items	Cronbach's Alpha Value after deleted items	Number of Items
Self Persuasion	.752	.752	8
Interpersonal Persuasion	.830	.830	5
Subliminal Persuasion	.838	.838	10
Involvement*	.686	.822	16
Consumer Choice	.823	.823	8

* variable included deleted item (Question No.7 item I is deleted and No.11 item P)

Analytical Approach

A range of multivariate analysis assumptions were undertaken. Assumption for normality was checked to ensure all variables were normally distributed. Kurtosis and skewness of variables was examined. Goodness of fit was also investigated.

Bivariate correlational analyses were conducted in order to assess the strength and direction of the relationship between variables. To test the veracity of hypothesized relationship inferential statistics were used, specifically multiple linear regression analysis to determine statistical significance of theorized models. Data was tested using Statistical Package for Social Scientists (SPSS) version 17.0 then conclusions drawn and generalizations made.

Testing Assumptions of Multivariate Analyses

Statistical assumptions of multivariate analyses and statistical test were checked to ensure none of them were violated. This was conducted using the numerical approach (Park, 2008). All variables were checked for normality by first comparing the original means statistic and 5% trimmed means statistic of variables in the study to investigate if extreme values had a strong influence on the means (Frost, 2011). A big difference in the means necessitated further investigation of variables to check their distribution. After comparing the original means and 5% trimmed means of the variables, the results of the Kolmogorov-Smirnov statistic was checked. Variable with values > 0.05 suggest a violation of assumption of normality. Skewness and kurtosis of variables were checked by computing Z scores (i.e. $Z_{\text{Skewness}} = \text{Skewness Statistic} / \text{Standard Error}$ and $Z_{\text{Kurtosis}} = \text{Kurtosis Statistic} / \text{Standard Error}$) (Ghasemi, et al., 2012; Tabachnick et al., 2007 & Kline, 2005). Absolute Z score values greater than 1.96 at $p < 0.05$ were significant (Ghasemi, et al., 2012) and indicated substantial departure from normality and were therefore considered non normal. Non-normal variables were transformed using both square root and logarithmic functions. An inspection of the degree skewness and kurtosis of the transformed variables to determine whether there was improvement was carried out.

Multicollinearity test was necessary to rid the model to be regressed of redundant information not needed for analysis (Tabachnick et al., 2007). Therefore this study investigated the presence of multicollinearity. This was done by assessing the Variance Inflation Factor (VIF) for the independent variables in the regression models once the regression had been run. Most commonly recommended maximum acceptable level is a value of 10 (Hair, et al., 1995), but other scholars like Rogerson (2001) recommends maximum VIF value of 5, while Pan et al (2008) recommends maximum VIF value of 4. Since the higher the VIF index the higher the variance in the estimated parameter, this study considered a VIF value of 4 as the maximum acceptable level. VIF values greater than 4 indicated significant multicollinearity.

Inferential Analysis

The two hypotheses were tested using multiple linear regression analysis. It is common for consumer behaviour study researchers and marketing scholars to adopt this approach in data analysis (Kupor et al., 2014; Sadasivan et al., 2011; Hanzaee et al., 2011; Schmitt, 2001; Tomala & Clarkson, 2007; Koller et al., 2013). Therefore regression analysis was adopted for the study as it has been used before for similar studies (behavioural) and yielded credible results. Furthermore, research scholars have argued that there exists a thin line between ordinal and interval data, and indeed the margin between them is very hazy. This gives broader latitude of usage of linear regression in research that would otherwise be referred to as qualitative. The theoretical multiple regression model for the study took the form below:

$$\text{CoCh} = \beta_0 + \beta_1\text{SfP} + \beta_2\text{IPP} + \beta_3\text{SubP} + \varepsilon$$

Where; CoCh – Consumer choice, SfP – Self Persuasion, IPP – Interpersonal Persuasion, SubP – Subliminal Persuasion, β_0 – the intercept, ($\beta_1, \beta_2, \beta_3,$) – Estimated parameters and ε – the error term.

ANALYSIS AND DISCUSSION OF FINDINGS

Descriptive statistics

Gender in Relation with Daily Newspapers Purchased and Read

The study sought to investigate the different genders and the preferred brand of daily newspaper they purchased and read. Table 2 shows the findings.

Table 2: Gender in Relation to Daily Newspapers Purchased and Read

Gender	Daily Nation	The Standard	Star	Taifa Leo	Totals
Male	145	97	18	11	271
Female	70	34	3	3	110

Table 2 shows that 53% of the male respondents purchase and read Daily Nation newspaper, 36% The Standard, 7% The Star and 4% Taifa Leo. On the female side, 63% purchase and read Daily Nation, 31% The Standard, 3% The Star and 3% Taifa Leo. This implies that as much as Daily Nation is purchased and read more by the two genders, it is more popular with female (63%) than male (53%) readers.

The study also investigated the different genders and whether they purchase and read more than one daily newspaper. Table 3 shows the findings.



Table 3: Gender in Relation to Number Purchase and Readership Behaviour

Gender	One daily newspaper only	More than one daily newspaper	Totals
Male	168	103	271
Female	84	26	110

While 63% of the male respondents purchase and read only one daily newspaper, 38% purchased and read more than one paper. On the other had 76% of the females purchased and read only one paper, while 24% purchased and read more than one paper. This implies that more male are likely to purchase and read more than one paper compared to female. Also it may suggest that female readers are more loyal to their brands than male are, hence sticking to only one daily newspaper.

Interpersonal Persuasion Descriptive

The concept of community has always been important to society; it is connected to the notion of a shared space, feelings of belonging, and the need for intimate inter-relationships and hence has remained a preponderant interpersonal source of pre-purchase information (Scaraboto et al., 2012; Murali et al., 2005; Yap et al., 2013). According to Chattalas & Harper (2007), human beings present a desire to belong to a group with whom they can identify and share feelings, beliefs, and common interests, hence influence one another interpersonally. Interpersonal persuasion occurs when two or a few people interact in a way that involves verbal and nonverbal behaviours. It is interactive and results into one party influencing the other in some way. It occurs with each party constantly aware of the other and involves constant adaptation and adjustment. This study sought to investigate this influence on choice of newspaper readers purchase and gender difference response distribution is shown in Table 4.

Table 4: Gender Relationship with Interpersonal Persuasion

Group	Male Mean	Female Mean	Total Mean
Family Influence	3.36	4.37	3.65
Friends Influence	3.38	3.84	3.51
Workmate Influence	3.56	3.38	3.69
Peers Influence	3.58	3.73	3.62
Vendors Influence	2.93	3.30	3.04

On average the respondents seem neither agreed nor disagreed that family, friends, workmate and peers with means 3.65, 3.51, 3.69 and 3.62 respectively, influence the choice of daily newspaper they purchase. They slightly disagreed that vendors influenced the choice of daily

newspaper they purchase. This suggests that readers are not sure of the influence from family, friends, workmates and peers on purchases of some products like daily newspaper.

In terms of gender, the male specifically neither agreed nor disagreed that the workmates or peers influenced the choice of newspaper to purchase while for the female, it was family, friends and peers.

Self Persuasion Descriptive

Literature indicates that self-persuasion can occur either through role-playing (i.e. when arguments are generated to convince another person) or, more directly, through trying to convince oneself (i.e. when arguments are generated with oneself as the target) (Brinol et al, 2012). Also the degree of self persuasion depends on the way the individual becomes involved in the arguments they generate by elaborating them and reacts to them by either reinforcing, agreeing, distorting, derogating or rejecting them. Therefore this study evaluated the concept of self-persuasion because it generates more powerful and long lasting changes (Sharma, 2015). Table 5 shows the results summary.

Table 5: Self Persuasion Results Summary

Question	Male Mean	Female Mean	Overall Mean
I have compared different daily newspapers brands in the market	5.06	4.81	4.94
I usually pay attention to adverts for the daily newspaper brands	4.78	4.95	4.86
I usually take note of new daily newspapers coming to the market	4.27	4.07	4.17
I know the price of all the daily newspapers in the market	3.71	3.70	3.70
I can recall almost all existing daily newspaper from memory	4.13	4.06	4.09
I can recognize all daily newspapers at point of sell	4.58	4.47	4.52
I consider myself knowledgeable on daily newspaper issues	4.97	4.54	4.76
I use my knowledge on daily newspapers to verify advertising claims about newspapers	4.37	4.43	4.40
I would be willing to pay more if the price of the daily newspaper I usually buy goes up	4.57	4.15	4.36

The findings reveal that male compare different daily newspapers in the market than female. They also consider themselves (male) more knowledgeable on daily newspaper issues. On the other hand female pay more attention to adverts for daily newspaper brands than male.

Regardless of the few dailies in the market both genders seem not to know prices of all daily newspapers.

Subliminal Persuasion descriptive

The study investigated subliminal persuasion since it is thought to influence individuals thinking, feelings or behaviour below the threshold of awareness. It is the belief that subliminal messages sent on a frequent, routine basis will influence preferences and behaviour of people (Edward, 2010). This study sought to investigate consumers' perceptions on persuasive messages with attributes of subliminal persuasion considered. The findings are presented in Table 6.

Table 6: Subliminal Persuasion Result Summary

	Male Mean	Female Mean	Overall Mean
Emotional	4.06	4.25	4.16
Interesting	5.76	5.94	5.85
Funny	5.12	5.49	5.30
Influential	5.43	5.72	5.57
Informative	6.07	6.17	6.12
Reliable	5.90	6.02	5.96
Easy to recall	5.53	5.84	5.68
pleasant	5.63	5.94	5.79
Exciting	5.76	6.09	5.92

The findings indicated that informative messages are liked more by both genders. Chen et al. (2011) and Johnson et al. (2012) argue that expansion of information helps consumers in identifying the best product, hence informative communication may be more persuasive. Female consumers are likely to process more of a primary message their male counterparts hence they may seek more information than male before making a decision on an advert or promotion. This indicates that as much as adverts that are embedded with informative subliminal messages persuade daily newspaper readers, it may occur more in female newspaper readers than male.

Readers Involvement in Choice Descriptive

A consumer has a role in decision making and researchers of consumer behaviour hold the view that involvement is a moderating variable in decision making process of buying (Kinard & Capella; 2006). Lin and Shuo (2006) argue that the level of involvement may also affect information processing. The study therefore investigated readers' involvement in the choice of daily newspapers. Table 7 shows the findings.

Table 7: Gender Relationship with Consumer Involvement

Question	Male Mean	Female Mean	Overall Mean
I persistently buy the same daily newspaper brand	4.95	4.79	4.87
I like having my daily newspaper	5.23	5.30	5.26
Being without my daily newspaper makes me unhappy	4.09	3.82	3.96
I do not mind spending money on my daily newspaper	5.13	4.45	4.79
I do not budget for the daily newspaper I buy	4.44	3.96	4.20
I would find it very difficult to stop reading my daily newspaper	4.79	4.56	4.68
I think there is little to choose between different brands of daily newspapers	4.02	3.77	3.90
I can remember other daily newspaper brands when purchasing my preferred brand	4.91	4.89	4.90
At place of purchase, I can visually detect my preferred daily newspaper without much effort	5.83	5.79	5.81
I usually spend some time and effort deciding which daily newspaper to buy	3.01	2.85	2.93
I usually consider many factors before purchasing daily newspaper	4.10	4.05	4.07
I buy any daily newspaper brand I find on the market	2.52	2.48	2.50
I rationalize a lot before choosing a daily newspaper I purchase	3.51	3.35	3.43
I always buy my daily newspaper from the same outlet	3.64	3.44	3.54
When I purchase my preferred newspaper brand, I do not pay attention to the other brands	3.57	3.43	3.50
I do not track expenditure on daily newspaper I buy in any systematic way.	4.48	4.02	4.25

The findings show that both genders like having their daily newspapers, can visually detect their preferred daily newspapers without much effort and do not buy any daily newspaper they find on the market. Male were not sure if they rationalized a lot before choosing a daily newspaper they purchase but female slightly disagreed that they rationalized a lot before choosing a daily newspaper they purchase. The difference between the two genders seemed small in their involvement in the choice of daily newspapers they buy.

Consumer Choice Descriptive

Product attributes play a critical role both to the marketer and consumer. Marketers rely on their products attributes to set their brands apart from competition while customers use them to evaluate product benefits they seek by purchasing a product (Akpyomare et al., 2012; Caswell et al., 2002; Arunachalam et al. 2009). The attributes are also used to work out optimum level of that balance-customer- value- expectation as beacon for resource allocation, costing and pricing decisions (Travisi & Nijkamp, 2008).

With an increase in the number of daily newspapers on the market, consumers are exposed to greater choice possibilities than before. There is a likelihood that consumers will be able to get their ideal or near ideal newspapers in the choice set and also it may satisfy needs of consumers with variety seeking tendencies (Broniarczyk, 2008). The increased assortment available may thus bring unprecedented breadth to pick from introducing challenges to choice decisions (Markus & Schwartz, 2010; Macdonald & Sharp, 2000; Moser et al., 2011; Chamhuri & Batt, 2013). This study therefore looked at how specific attributes influence the purchase of daily newspapers made by readers. Table 8 shows response distribution.

Table 8: Attributes Influencing Choice of Daily Newspapers – Male Only

Daily Newspaper Attributes	Percentages Distribution						
Price of newspaper	14.0	26.6	17.0	8.5	13.3	8.9	11.8
Newspaper layout	7.7	8.1	13.3	18.1	14.4	17.0	21.4
Size of newspaper	7.0	5.5	18.8	9.6	12.5	23.6	22.9
Colour of newspaper	8.9	6.3	8.9	11.8	21.0	23.6	19.6
Content in the newspaper	10.7	15.1	5.5	8.5	11.4	23.2	25.5
Diversity/ Variety	10.3	31.4	15.5	10.3	11.4	12.2	8.9
Font used	7.7	13.7	17.7	14.4	12.9	18.1	15.5
Availability of newspaper	19.9	14.0	18.1	19.6	12.9	8.5	7.0

Colour of newspaper, content in the newspaper, and size of newspaper were the attributes that most influence purchase of daily newspaper by male readers. Price and availability were attributes that least influenced purchase of daily newspapers by male readers.

Table 9: Attributes Influencing Choice of Daily Newspapers – Female Only

Daily Newspaper Attributes	Percentages Distribution						
Price of newspaper	19.1	28.2	16.4	8.2	12.7	5.5	10.0
Newspaper layout	8.2	7.3	10.0	20.9	15.5	20.9	17.3
Size of newspaper	9.1	3.6	25.5	10.0	5.5	21.8	24.5
Colour of newspaper	11.8	8.2	10.0	7.3	19.1	27.3	16.4
Content in the newspaper	7.3	18.2	7.3	7.3	11.8	30.0	18.2
Diversity/ Variety	9.1	23.6	17.3	14.5	10.9	14.5	10.0
Font used	5.5	15.5	15.5	15.5	24.5	12.7	10.9
Availability of newspaper	16.4	21.8	14.5	17.3	9.1	11.8	9.1

Colour of newspaper, content in the newspaper and newspaper layout were the most desired attribute for female daily newspaper readers. Price of newspaper and availability of newspaper were the attributes that least influenced purchase of daily newspapers.

Inferential Statistics

Normality Assumption Tests

To assess normality of variables first the original means statistic and 5% trimmed means statistic of variables in the study were compared to investigate if extreme values had a strong influence on the means. It was revealed that there were no much differences between the means as shown in Table 9. Therefore extreme values influence on the original means of variables was minimal (Frost, 2011).

Table 10: Variable Original Means and 5% Trimmed Mean Comparison

	Original Mean	5% Trimmed Mean	Difference
Self Persuasion	4.4593	4.4723	-0.013
Interpersonal Persuasion	3.5039	3.4519	0.052
Subliminal Persuasion	0.3363	0.3315	0.0048
Consumer Involvement	2.069	2.0734	-0.0044
Consumer Choice	2.1629	2.1702	-0.0073

After comparing the original means and 5% trimmed means of the variables, the results of the Kolmogorov-Smirnov statistic was checked. For all the five variables, value > 0.05 were registered, suggesting a violation of assumption of normality. This prompted further investigations by assessing skewness and kurtosis.

Skewness and kurtosis values for the variables were checked and all the variables (self persuasion -0.100, subliminal persuasion -0.114, consumer involvement -0.145 and consumer choice -0.165) were negatively skewed with exception of interpersonal persuasion (0.210) that was positively skewed. Further investigations were preferred that involved inspection of the shape of the distribution using histograms and normal Q-Q plots.

Kurtosis value for consumer choice was positive (0.764) while the other variables registered negative values (self persuasion -0.360, interpersonal persuasion -0.847, Subliminal persuasion -0.287 and consumer involvement -0.026). Since all the kurtosis values were less than 0 except consumer choice, it suggested that the distribution was relatively flat, but the risk of underestimation of variance was reduced as the sample size was more than 200 (Tabachnick & Fidell, 2007; Byrne 2001; Frost, 2011;).

Further investigation involved computing Z scores for skewness and kurtosis. The computed results revealed that self persuasion ($|Z_{skewness}| = |- 0.800| < 1.96$) and interpersonal persuasion ($|Z_{skewness}| = |- 1.680| < 1.96$) and were normal. However, the Z score values for subliminal persuasion ($|Z_{skewness}| = |- 10.608| > 1.96$), consumer involvement ($|Z_{skewness}| = |-$

11.136) > 1.96), and consumer choice ($|Z_{skewness}| = |2.400| > 1.96$) violated normality as their $|Z$ score of skewness were above 1.96. The Z score of kurtosis for interpersonal persuasion ($|Z_{kurtosis}| = |-3.402| > 1.96$), subliminal persuasion ($|Z_{kurtosis}| = |-10.606| > 1.96$) and consumer involvement ($|Z_{kurtosis}| = |-7.510| > 1.96$) also moved away from normality. The results of skewness statistic ($Z_{skewness}$) and kurtosis statistic ($Z_{kurtosis}$) values for variables are shown in Table 11.

Table 11: Normality Distribution for Variables before Transformation

Variable	Skewness			Kurtosis		
	Statistic	SE	Statistic/SE	Statistic	SE	Statistic/SE
Self Persuasion (SfP)	-0.100	0.125	-0.800	-0.360	0.249	-1.446
Interpersonal Persuasion (IPP)	0.210	0.125	1.680	-0.847	0.249	-3.402
Subliminal Persuasion (SubP)	-1.326	0.125	-10.608	2.641	0.249	10.606
Consumer Involvement (CInv)	-1.392	0.125	-11.136	1.870	0.249	7.510
Consumer Choice (ConCh)	-0.300	0.125	-2.400	0.257	0.249	1.032

From Table 11 three variables (subliminal persuasion, consumer involvement and consumer choice) showed values that departed from normality. They were therefore transformed to minimize the skewness and kurtosis in their distributions.

Subliminal persuasion was transformed using reflection and logarithm method. The formula $LG10(K - old\ variable)$ was applied, where $K = largest\ possible\ number + 1$ (Tabachnick & Fidell, 2007). The result substantially improved the distribution's skewness statistic ($|Z_{skewness}| = |-0.916| < 1.96$). Also visual inspection of the histograms and Q-Q plots showed improvement in the distribution. Consumer involvement also transformed using reflection and logarithm method. The result significantly improved skewness statistic to ($|Z_{skewness}| = |-1.160| < 1.96$). Consumer choice was transformed using square root method, where the formula applied was $new\ variable = Square\ root\ (old\ Variable)$. The new value improved the distribution's skewness ($|Z_{skewness}| = |1.320| < 1.96$) further.

The computation of the three transformed variable improved the absolute Z score for skewness as they were less than 1.96. It also improved kurtosis Z score for subliminal persuasion ($|Z_{kurtosis}| = |-1.153| < 1.96$) and consumer involvement ($|Z_{kurtosis}| = |-1.044| < 1.96$) which had departed from normality. The skewness and kurtosis value after transformation reported in Table 12 indicate that the assumption of normal distribution of the data is not violated.

Table 12: Normality distribution for variables after Transformation

Variable	Skewness			Kurtosis		
	Statistic	SE	Statistic/ SE	Statistic	SE	Statistic/ SE
Self Persuasion (SfP)	-0.100	0.125	-0.800	-0.360	0.249	-1.446
Interpersonal Persuasion (IPP)	0.210	0.125	1.680	-0.847	0.249	-3.402
Subliminal Persuasion (SubP)	-0.114	0.125	-0.912	-0.287	0.249	-1.153
Consumer Involvement (Colnv)	-0.145	0.125	-1.160	-0.260	0.249	-1.044
Consumer Choice (CoCh)	-0.165	0.125	-1.320	0.764	0.249	3.068

The relationships between variables were investigated using Pearson product moment correlation coefficient. Preliminary analysis were undertaken to ensure no violation of the assumptions of normality, linearity and homoscedasticity existed. The results revealed that all variables were positively correlated. There was a strong positive correlation between self persuasion and consumer involvement ($r = 0.81, p < .001$). The findings support the theory of consumer choice and imply that marketers should be keen on how consumers' process information relayed to them. They may alter it to fit with their self concept and subsequently act based on these evaluations.

Moderate relations existed between consumer involvement and consumer choice ($r = 0.37, p < .001$), and subliminal persuasion and consumer involvement ($r = 0.35, p < .001$). Small relationship existed between subliminal persuasion and consumer choice ($r = 0.122, p < .005$), Self persuasion and subliminal persuasion ($r = 0.25, p < .001$), and self persuasion and consumer choice ($r = 0.24, p < .001$). Results using all five variables in this study are presented in Table 29.

Hypothesis Testing

Outcomes of Gender Difference Models on the Relationship between Persuasion and Consumer Involvement

The third hypothesis stating that; there is a significant difference between relationships of different forms of persuasion and consumer involvement in the choice of daily newspapers readers among different genders in selected counties in Kenya, was tested using regression analysis with consumer involvement as the treatment factor. The procedure of analysis is described below.

First correlation between variables among the different genders was established. The investigation of both male and female genders revealed a strong relationship existed between self persuasion and consumer involvement i.e. male ($r = 0.81, p < .001$) and female ($r = 0.82, p < .001$). Moderate relation existed between consumer involvement and consumer choice for

both gender i.e. male ($r = 0.38, p < .001$) and female ($r = 0.32, p < .001$), and consumer involvement and subliminal persuasion i.e. male ($r = 0.36, p < .001$) and female ($r = 0.30, p < .001$). The relationship between self persuasion and interpersonal persuasion was not significant. The entire results involving all five variables used are presented in Table 13.

Table 13: Pearson Product-moment Correlations between Variables among Gender

Gender	Variables	1	2	3	4	5
male	1 Consumer Choice (CoCh_Sqrt)	–				
	2 Consumer Involvement (Colnv_Rlog)	.376**	–			
	3 Subliminal Persuasion (SubP_Rlog)	.080	.364**	–		
	4 Interpersonal Persuasion (IPP)	-.008	.075	.025	–	
	5 Self Persuasion (StP)	.242**	.813**	.278**	.048	–
female	1 Consumer Choice (CoCh_Sqrt)	–				
	2 Consumer Involvement (Colnv_Rlog)	.317**	–			
	3 Subliminal Persuasion (SubP_Rlog)	.207*	.299**	–		
	4 Interpersonal Persuasion (IPP)	.012	-.070	-.012	–	
	5 Self Persuasion (StP)	.189*	.822**	.173	-.038	–

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

After correlation of variable was done independently for each gender, goodness of fit was assessed to determine how much variance predictors were able to ascertain using both male and female models. The results are shown in Table 14. The assessment of the models revealed that the predictor variables (Self persuasion, interpersonal persuasion and subliminal persuasion) accounted for 68.3% of the variance ($R^2 = 0.683$) in males, and 70.2% of variance ($R^2 = 0.702$) in females.

Table 14: Variance in Consumer Involvement among Gender (Model Summary)

Gender	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
Male	3	.826 ^a	.683	.679	2.30123
Female	3	.838 ^a	.702	.694	1.75249

The results are consistent with the unified model's outcome; though they seem to show stronger relationships among the individual genders than with the unified model. This pattern reflects persuasion and involvement relationships that are found in extant literature.

An assessment of the significance of the gender models by examining the F – ratio as presented by Model 3 showed that the prediction models were statistically significant with $F_{3,267}$

= 191.458, $p < 0.001$ for males and $F_{3,106} = 83.259$, $p < 0.001$ for females. The models were therefore a significant fit to the data (Table 15).

Table 15: Significance of the Consumer Involvement Model by Gender (ANOVA)

Gender	Model		Sum of Squares	df	Mean Square	F	Sig.
Male	3	Regression	3041.687	3	1013.896	191.458	.000 ^a
		Residual	1413.942	267	5.296		
		Total	4455.629	270			
Female	3	Regression	767.113	3	255.704	83.259	.000 ^a
		Residual	325.548	106	3.071		
		Total	1092.661	109			

A determination of the significance of the three predictor variables in the model was carried out. Results as presented by Model 3 in Table 16 suggest that SubP_RLog, and SfP were statistically significant in the model for both genders with SubP_RLog ($\beta = 2.483$, $p < 0.001$) and SfP ($\beta = 1.811$, $p < 0.001$) for male, and SubP_RLog ($\beta = 2.402$, $p < 0.001$) and SfP ($\beta = 1.519$, $p < 0.001$) for female. The VIF ratio for each of the three variables was less than 4 suggesting absence of multicollinearity (Pan et al., 2008). The regression coefficients of IPP did not reach statistical significance in both genders with a p – value = 0.310, $p > 0.05$ for male and 0.477, $p > 0.05$ for female, an attribution to the fact that daily newspapers are habitually purchased and therefore the choice of paper to buy and read does not involve the reader searching for information as prescribed by consumer decision making process.

Table 16: Significance of Persuasion Relationship with Consumer Involvement Coefficients in the Model among Gender (Coefficients)

Gender	Model	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics			
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF	
Male	3	(Constant)	3.100	.454		6.826	.000		
		SfP	1.811	.084	.770	21.436	.000	.921	1.086
		SubP_RLog	2.843	.687	.149	4.139	.000	.923	1.084
		IPP	.090	.088	.035	1.017	.310	.998	1.002
Female	3	(Constant)	5.257	.623		8.437	.000		
		SfP	1.519	.103	.792	14.711	.000	.969	1.032
		SubP_RLog	2.402	.802	.161	2.994	.003	.970	1.031
		IPP	-.074	.104	-.038	-.714	.477	.999	1.001

The prediction equations for both genders as presented below based on the unstandardized coefficients was statistically significant, $F_{3,267} = 191.458, p < 0.001$ for males and $F_{3,106} = 83.259, p < 0.001$ for females and accounted for approximately 68.3% of the variance of Colnv_RLog ($R^2 = 0.683, \text{Adjusted } R^2 = 0.679$) in male's model and approximately 70.2% of the variance of Colnv_RLog ($R^2 = 0.702, \text{Adjusted } R^2 = 0.694$) in female's model. Figures 1 and 2 presents male and female level relationships of all the variables tested in Model 3, but still in the two gender models theorized in Model 3 testing, Colnv_RLog was predicted by SfP and SubP_RLog.

$$\text{Colnv_RLog} = 3.100 + 1.811\text{SfP} + 2.843\text{SubP_RLog} \text{-----}(\text{male Eq -3})$$

$$\text{Colnv_RLog} = 5.257 + 1.519\text{SfP} + 2.402\text{SubP_RLog} \text{-----}(\text{female Eq -4})$$

Figure 1: Persuasion and Consumer Involvement Level relationships – Male only

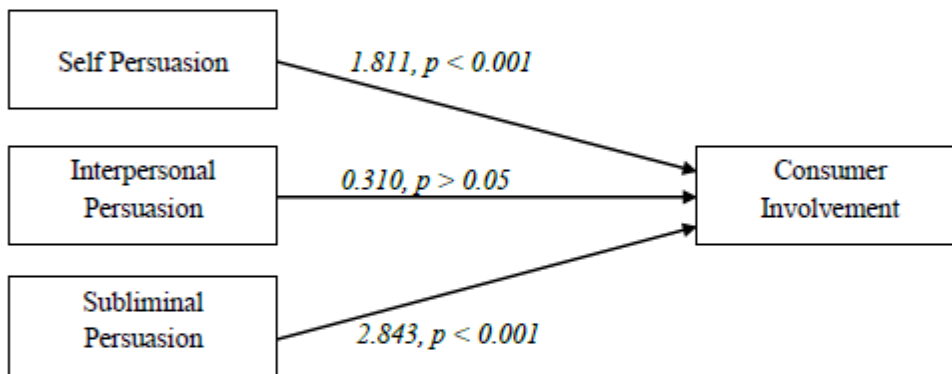
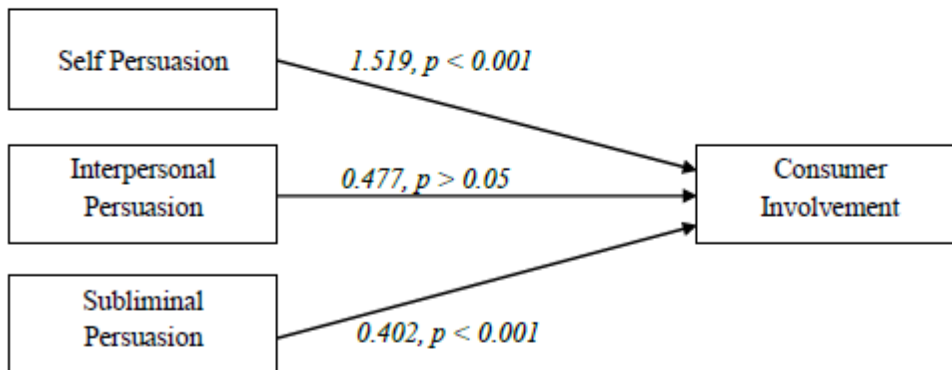


Figure 2: Persuasion and Consumer Involvement Level relationships – Female only



The findings show that there is a negative correlation between interpersonal persuasion, subliminal persuasion and self persuasion; and consumer involvement among female, while positive correlation existed for the same variables with consumer involvement among males. This may need further investigation to establish the reason behind. Also, in this study, self persuasion and subliminal persuasion have been confirmed to predict consumer involvement, while interpersonal persuasion was not significant in both genders. The models for both genders accounted for 68.3% of variance in ($R^2 = 0.683$) males and 70.2% of variance in ($R^2 = 0.702$) females which is generally large.

Therefore, the hypothesis stated; *there is a significant difference between relationships of different forms of persuasion and consumer involvement in the choice of daily newspapers by readers of different gender in Kenya*, was supported.

Outcomes of Gender Difference Models on the Relationship between Consumer Involvement and Consumer Choice

The fourth hypothesis stated as; there is no significant difference between relationships of consumer involvement and consumer choice among different genders of newspaper readers in selected counties in Kenya, was tested using regression analysis and consumer choice as the treatment factor. The two variables were transformed and Model 4 theorized as follows:

$$\text{CoCh_Sqrt} = \beta_0 + \beta_1 \text{Colnv_RLog} + \varepsilon \text{ ----- (male Eq - 5)}$$

$$\text{CoCh_Sqrt} = \beta_0 + \beta_1 \text{Colnv_RLog} + \varepsilon \text{ ----- (female Eq - 6)}$$

Where; - CoCh_Sqrt - consumer choice, Colnv_RLog – Consumer Involvement, (β_0 , β_1) – Estimated parameters and ε - the error term

The goodness of fit was assessed to determine how much variance of consumer choice is determined by predictor (Colnv_RLog). The findings of assessment of goodness of fit indicate that model 4 accounted for 14.1% variance ($R^2 = 0.141$) for males and 10.1% variance ($R^2 = 0.101$) for female. The outcome is presented in Table 17.

Table 17: Variance in Consumer Choice among Gender (Model Summary)

Gender	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
Male	4	.376 ^a	.141	.132	.12808
Female	4	.317 ^a	.101	.092	.14541

The low R^2 values for both genders are consistent with the unified model that suggest that newspaper readers do not put in a lot of effort in choosing a daily to purchase and read.

Table 18 shows the results of assessment of F - ratio that followed after determining goodness of fit. The results as presented by the final Model 4 show that the prediction model was statistically significant with $F_{1,269} = 44.322$, $p < 0.001$ for males and $F_{1,108} = 12.105$, $p < 0.001$ for females. The models were therefore a significant fit to the data.

Table 18: Significance of the Consumer Choice Model among Gender (ANOVA)

Gender	Model		Sum of Squares	df	Mean Square	F	Sig.
Male	4	Regression	.727	1	.727	44.322	.000 ^a
		Residual	4.413	269	.016		
		Total	5.140	270			
Female	4	Regression	.256	1	.256	12.105	.001 ^a
		Residual	2.283	108	.021		
		Total	2.539	109			

A determination of the significance of the predictor variable in the model was conducted and results as presented by the Model 4 in Table 19 suggest that consumer involvement was statistically significant in the models with ColInv_RLog ($\beta = 0.13$, $p < 0.001$) among male and ($\beta = 0.15$, $p < 0.001$) among female. The VIF ratio for consumer involvement variable was less than 4 suggesting absence of multicollinearity (Pan et al., 2008).

Table 19: Significance of Consumer Choice Relationship with Consumer Involvement Coefficients in the Model among Gender (Coefficients)

Gender	Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
			B	Std. Error	Beta			Tolerance	VIF
Male	4	(Constant)	1.777	.022		81.459	.000		
		ColInv_RLog	.013	.002	.376	6.657	.000	1.000	1.000
Female	4	(Constant)	1.777	.053		33.513	.000		
		ColInv_RLog	.015	.004	.317	3.479	.001	1.000	1.000

The prediction equation as presented below based on the unstandardized coefficients was statistically significant, with $F_{1,269} = 44.322$, $p < 0.001$ for males accounting for 14.1% of variance of CoCh_Sqrt ($R^2 = 0.141$, Adjusted $R^2 = 0.132$) and $F_{1,108} = 12.105$, $p < 0.001$ for females accounted for 10.1% of variance of CoCh_Sqrt ($R^2 = 0.101$, Adjusted $R^2 = 0.092$). Figures 3 and 4 show relationships in the male and female models respectively.

$$\text{CoCh_Sqrt} = 1.777 + 0.013 \text{ Colnv_RLog} \text{ ----- (male Eq - 5)}$$

$$\text{CoCh_Sqrt} = 1.775 + 0.015 \text{ Colnv_RLog} \text{ ----- (female Eq - 6)}$$

Figure 3: Relationship between Consumer Involvement and Choice – Male only

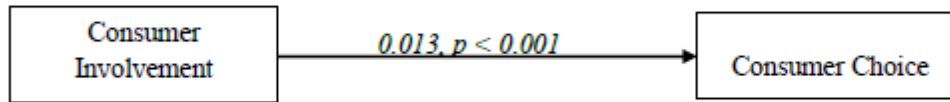
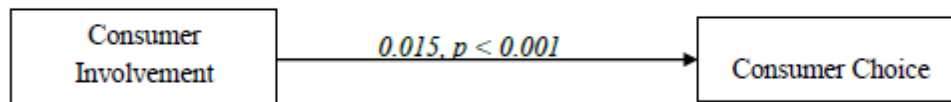


Figure 4: Relationship between Consumer Involvement and Choice – Female only



The outcome revealed that there is a weak positive correlation between consumer involvement and consumer choice for both genders. Also consumer involvement contribution to the variance for both genders was small. This may be because habitual purchasing may not attain more elaboration hence involvement predicting small level of variance in consumer choice (Cheng et al., 2013; Radder & Huang, 2008; Johnson et al., 2012). Therefore hypothesis stated as; *there is no significant difference between relationships of consumer involvement and consumer choice between male and female daily newspaper readers in Kenya* was supported. The summary of hypotheses testing are presented in Table 20.

Table 20: Summary of Hypotheses Testing

No	Hypothesis	Findings
H ₁	There is a significant difference between relationships of different forms of persuasion and consumer involvement in the choice of daily newspapers by readers of different gender in Kenya	Supported
H ₂	There is no significant difference between relationships of consumer involvement and consumer choice between male and female daily newspaper readers in Kenya	Supported

SUMMARY OF THE FINDINGS

The purpose of this study was to investigate the relationship between different forms of persuasion and consumer choice by newspapers readers of different gender. As such, relationship between forms of persuasion and consumer involvement was conducted for different genders i.e. males and females. Then relationship between consumer involvement

and choice investigated, ascertained and documented. The descriptive statistics incidentally revealed that as much as Daily Nation is purchased and read more by the two genders, it is more popular with female (63%) readers than male (53%). Also the survey results show that more males are likely to purchase and read more than one paper compared to females. Nonetheless, this may also suggest that female readers are more loyal to their brands than male are, hence sticking to only one daily newspaper. Self persuasion and subliminal persuasion were confirmed to predict consumer involvement, while interpersonal persuasion was not significant in both genders. Further, the models for both genders were able to account for 68.3% of variance in ($R^2 = 0.683$) males and 70.2% of variance in ($R^2 = 0.702$) females which is generally large.

Investigation also aimed at determining the relationship between consumer involvement and consumer choice among different gender of newspaper readers. The findings indicate that 53% of the male respondents purchase and read Daily Nation newspaper, 36% The Standard, 7% The Star and 4% Taifa Leo. On the female side, 63% purchase and read Daily Nation, 31% The Standard, 3% The Star and 3% Taifa Leo. A clearer picture emerges indicative of Daily Nation being more popular among female (63%) readers than male (53%) readers. The inferential analysis outcome revealed that there is a weak positive correlation between consumer involvement and consumer choice for both genders. Also consumer involvement contribution to the variance for both genders was small, though the results of the prediction model was statistically significant with $F_{1,269} = 44.322$, $p < 0.001$ for males and $F_{1,108} = 12.105$, $p < 0.001$ for females accounting for 10.1% variance of consumer choice ($R^2 = 0.101$, Adjusted $R^2 = 0.092$), whereas $F_{1,269} = 44.322$, $p < 0.001$ for males accounted for 14.1% of variance ($R^2 = 0.141$, Adjusted $R^2 = 0.132$). This may be because habitual purchasing may not attain much elaboration hence involvement predicting small variance in consumer choice.

CONCLUSIONS

The rate of persuasion is not likely to decrease in the near future. As a result, consumers are likely to become even more discerning when making choices in the marketplace. Thus, the key to survival of print newspapers in the long run is how well they understand relationships that exist between persuasion efforts they make and choices made by newspaper readers of different gender, and use this information to strategically design persuasion approaches that would elicit desired outcomes.

Survey findings revealed that more male (71%) buy and read daily newspapers than their female (29%) counterparts, and daily newspaper are bought and read mostly by people within the age range of 35-49 years. The small percentage of respondents aged between 18 -

24 years may be associated with their low financial resources compared to those in other age groups and therefore a small number may purchase newspapers. It is possible that this group may also be accessing the daily newspaper electronically via the internet rather than in print form. Also, newspaper readers do pay attention to different brands of daily newspapers in the market. It is therefore likely that a new daily newspaper put on the market may attract readers to try it.

Consumer involvement has a weak relationship with consumer choice for the case of daily newspapers in both genders. It was noticed from the findings that readers easily pick out the daily newspaper brands they purchase and read, an indication that they may be differentiated enough. They also prefer specific brands and habitually purchase daily newspapers. This is in line with Okeke's (2013) argument that low involvement consumers perceive little differences between brands in a product class and easily pick out their choices in the marketplace.

Consumer involvement is influenced by self persuasion and subliminal persuasion in both male and female newspaper readers. On the other hand, interpersonal persuasion was not significant hence does not influence consumer involvement. This could be because privately consumed necessities, which are neither observable nor exclusive and consumed out of public view, are not socially appealing and not likely to be influenced by peers. Also, daily newspapers are habitually purchase hence little or no influence may be envisaged from friends, peers, family members or workmates among other interpersonal persuasion sources. There is an indication that the daily newspapers are low involvement products. Therefore as involvement decreases, consumers have little motivation to comprehend and elaborate on messages salient to a purchase. This may result in little depth of information processing, decreased arousal and less extended decision making.

RECOMMENDATIONS

The study findings revealed that content in the newspaper ranks first as the most favoured attribute that influences choice of daily newspaper by male and female readers. It was followed by a closely related attribute, variety of content. To avoid shooting in the dark, this study recommends that daily newspapers publishers research more on their customers and/or potential customers to understand content that appeal more to them, then strategically infuse this in their dailies to gain a competitive edge. It is important that they (newspaper publishers) continually market and promote their newspaper content to create awareness in order to attract newspaper readers to purchase their dailies. This will partly enable them find, get and keep their customers and eventually grow readership, a fact that will guarantee future earnings.

Alternatively, the study recommends that newspaper publishers attempt, through persuasive communication strategies, to alter the importance newspaper readers place on a specific attribute. For example, price and availability of the newspaper were generally perceived as less important attributes in this survey. If management views their brands to have this attribute so embedded in their newspapers, they may use persuasive marketing communications to change the importance of the features in the mind of target newspaper readers. Market communications, for instance, might feature the benefit and necessity of price to judge quality of content or justification of variety of content available. Marketers can also try bridge the gap between male and female newspaper readers perception of newspaper attributes that influence the choice of dailies they buy. This will enable targeting them with the same message effectively.

The study also recommends that advertising client identifies the daily newspaper with the highest readership when pitching their adverts. This is because a large percentage of daily newspaper readers (65%) do not purchase and read more than one daily newspaper. Also noteworthy is the fact that of those who purchase and read more than one daily, only 32% do it on daily basis. The rest, 68% occasionally purchase and read more than one daily newspaper. Of value to advertisers is that 63.8% of daily newspaper readers compare different dailies in the market indicative that they may come across an advert irrespective of the daily used to advertise.

LIMITATIONS OF THE STUDY

Although this study significantly contributes to knowledge in the area of persuasion, consumer involvement and consumer choice, there are number of limitation associated with this dissertation. First, the sample for the study was limited to those with secondary level education and above. While there are characteristics of this sample that made them appropriate and desirable to the context of the study, careful considerations should be taken when generalizing the findings to other populations. There is a possibility of people with primary level education reading a newspaper, and attributes of daily newspaper influencing choice of paper they would purchase and read may be different. Also, out of 47 counties in Kenya, only 13 were considered for this study. Results may differ when different counties are considered or all counties are used for such a study. Finally, this study focused on one product within the frequently purchased consumer goods. As a result, the findings may not apply to infrequently purchased consumer goods and services, or even other frequently purchased goods.

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AN INVESTIGATION OF PERSUASION AND ITS EFFECT ON CONSUMER INVOLVEMENT IN THE CHOICE OF DAILY NEWSPAPERS BY READERS IN KENYA.

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ABSTRACT

It would be useful for marketers, academicians, policy formulators and those in the advertising industry to better understand why a consumer makes a particular purchase. When persuasive communications are received by a consumer, decision making process may be made less demanding reducing the time and effort spent in selecting a product/service (consumer involvement). Also the level of involvement a consumer places on a particular purchase has a bearing on the actual selection (consumer choice) that will be made. To better understand this concept the Consumer Involvement Theory (CIT) and Elaborate Likelihood Model (ELM) were used to evaluate persuasion and its relationship with consumer choice. A multi stage sampling technique was employed to get a sample of 384 respondents from 13 counties in Kenya, who completed close ended questionnaires. Finally, hypothesis tests were done and the implications associated with the persuasion and choice by newspaper readers, are discussed.

Key Words: Marketing communication. Persuasion, Consumer Choice, Consumer Involvement, Consumer Involvement Theory, Elaboration Likelihood Model.

Background of the Study

Persuasion has now become a powerful tool used by marketers for imbuing brands with meaning to generate compelling messages that elicit desired outcomes. The applicability and appropriateness of persuasion as a marketing tool rest on the cues generated from information delivered through messages or communication within specific contexts. Persuasion is an interactive process through which a given message attempts to alter an individual's perspective by changing the knowledge, beliefs or interest that underlie those perspectives (Murphy & Alexander, 2004). Although messages may seem well prepared and easy to comprehend, but in most cases consumers tend to spend some time and effort in an attempt to analyze messages they receive and when they fail to have adequate time to fully process the messages; they resort to shortcuts - cues readily available in the message (Garry, 2000; Campbell & Kirmani, 2000; Pierro et al, 2004; Bell, 2007; Brown & Carpenter, 2000) to draw conclusion and derive meanings. Cueing provides access to beliefs held by consumers, and marketers have occasionally employed it as a tool for brand attitude formation or to counter arguments with persuasive messages (Simon 2011; Lumpe, 2000).

It's common for consumers to repeatedly get exposed to brands that are paired with various images in one form or another especially in adverts on billboards to televised commercials (Carroll et al. 2007), and to knowledge they hold from interaction with peers, family

members and a wide range of other sources including internet. The number of persuasion messages and sources have increased over time, leading to bombardment of consumers with messages at a pace and rate that they may not meaningfully comprehend or process. Consumers are also changing, becoming better informed and more communication empowered in this digital era. A fact that has made them not rely only on marketer – supplied information but find information on their own or even create their own marketing messages (Kotler, 2012). For instance in the phenomenon of self persuasion where brand attitude may develop not as a result of a message received, but thoughts, ideas and arguments that an individual may generate after the message comes in.

Since consumers get exposed to a lot of persuasion stimuli, they may screen out some or block them from their minds, hence being unable to remember them. Although they may not be able to effectively recall specific claims by brands or even the brand names themselves, they might have been left with positive or negative feelings about some brands, one which they may not even be consciously aware (Edward, 2010; Pierro et al, 2004). This may make it difficult for marketers to gauge the effect of persuasion messages they craft. Similarly, Freud's theory argument that a person's buying decisions are affected by subconscious motives that even the buyer may not fully understand (Kotler, 2012), further complicates efforts to understand consumer buying behaviour. Bruin (2004) emphasises this by asserting that choice decisions of consumers are not only determined by evaluations of rational information (product attributes) but are also driven by forces that are generally outside of rational control.

Consumers approach the marketplace and the corresponding product/service offerings with varying levels and intensity of interest and personal importance, which is commonly known as consumer involvement. Involvement creates within consumers an urge to look for and think about the product/service category and the varying options before making decisions on brand preferences and the final act of purchase (Taylor et al., 2004). It is an important consumer behaviour construct that varies among consumers and may manifest itself in two ways – low or high involvement. It is vital that marketers understand the intervention their persuasion message get from level of consumer involvement as this creates a basis for predicting their (consumers) action towards the organization's products/services (Parker 2002; Solomon et al., 2006). Many businesses today, have realized that monitoring and understanding of consumer choice is not only necessary and relevant, but also essential for the success of business entities. This is vital as the complexity of consumers has increased over time, their needs have increasingly become dynamic and they often get exposed to a wide range of persuasions and products that may complicate (to consumers) the process of choosing a product. All these present to marketers' challenges of monitoring and understanding the needs, as well as attempting to explore the diversified brand attitudes they hold in order to motivate them enough to subsequently make a purchase (Batra 2006).

Daily Newspapers in Kenya are structured with different days having unique themes, which include; lifestyle, business, education, entertainment features sports among others, that occur locally and internationally. They also often include features, editorials articles, opinion pieces and social commentary on current events which may reflect the target audience or the political/ social bias of the newspaper (Ndonye & Khasandi-Telewa, 2013). There are five daily newspapers – Daily Nation, The Standard, The Star, People Daily and Taifa Leo – with a circulation of 320,000 daily nationwide. People Daily is a free circulated daily while the rest paid for dailies. The readership is significantly higher given the fact that about 10 people share a newspaper daily. Ipsos – Synovate findings support this through

their surveys, which show that Kenya's daily print readership stands at slightly over 3 million (Synovate, 2011).

Some of the published information is paid for while other information is obtained by journalists who work for different daily newspaper publishing media houses. It is expected that the daily newspaper deliver news and other information in an up-to-date, factual manner without bias. Except for a few photos and the occasional drawings, the information is relayed through written words, a fact that requires some minimal literacy to read and comprehend the contents in daily newspapers. In Kenya daily newspapers media houses lack afternoon editions only single publications are made per day with some regional differences. Trends in format, colour, size and cover price of daily newspapers are relatively the same for The Standard and Nation, while Star has slightly lower price with focus more on social themes. Taifa Leo is written in Swahili and is the cheapest among all the daily newspaper.

Problem Statement

In today's business environment, persuasion has become a tool marketers have employed to influence consumers' beliefs, attitudes, and/or behaviours towards products or services they deal in (Crain, 2004). For instance, the average consumer is exposed to a range of between 300 and 1500 adverts per day (Jones, 2004), where 300 to 400 of them come from the media alone, and watches 1000 commercials per week (Berger, 2004). This is besides streams of persuasion messages through internet, billboards and subliminal persuasion (Taylor, 2007); word of mouth and other interpersonal persuasions (Mac George et al, 2008) that bombard them seeking their attention, not withstanding phenomenon of self persuasion (Green, 2005). To elicit desired response, marketers have purposefully linked psychoanalysis and consumer behaviour in order to broaden their understanding of consumers, a fact that would assist in designing persuasion messages – intended to inform, change or defamiliarize existing information (Oatley, 2002).

Though literature on persuasion is extensive (Jesuino, 2008; Nicole, 2010; Ivana, 2008; Dillard, 2002; Murphy, 2004), and consumer involvement has received a lot of attention among academicians, studies have not evaluated relationships between various forms of persuasions consumers get confronted with, affecting the involvement process that ultimately influence the choice of products they make. Exclusive studies examining the relationship between persuasions (self, subliminal and interpersonal persuasions) and involvement (low and high involvement), and its eventual influence on choice of a product are lacking. From past literature, the extent to and ways in which consumers buy and use some products raises the need to discern their purchasing habits to decipher the influence to the choice they eventually make. To some products, stability witnessed in choices (Quinn & Wood, 2005; Vogel et al., 2008) they make in the face of systematically repeated and modified persuasion messages raises questions; is there is a relationship between persuasion and involvement? If it exists, what forms of persuasions and level of involvement influence these choices? And last but not least, what difference exists across genders? Therefore the problem can be stated as; although many firms have made attempts to use persuasion as a tool to market their products, the relationship this has with level of consumer involvement and choice of products are vastly unexplored.

Research Objectives

The main objective of this research is to evaluate the relationship between persuasion and choice of daily newspapers by readers in Kenya.

Specific Objectives

The specific objectives are;

- (i) To determine the relationship between different forms of persuasion and consumer involvement in the choice of daily newspapers readers in selected counties in Kenya
- (ii) To investigate the relationship between consumer involvement and choice of daily newspapers readers in selected counties in Kenya

Research Hypotheses

- (i) All forms of persuasion have a positive and significant relationship with consumer involvement in the choice of daily newspapers readers in selected counties in Kenya.
- (ii) Consumer involvement has a weak, positive and significance relationship with choice of daily newspapers readers in selected counties in Kenya.

Significance of the Study

This study is important not only for academic research but also to marketing and management strategy campaigns. It contributes knowledge in the larger areas of persuasion, consumer involvement and consumer choice. Therefore, the study offers insight, which can be used as reference material for scholars undertaking research in consumer behaviour.

The findings of this study can assist marketing professional bodies and government in policy formulation in regard to consumer communication. It may help policy makers to authoritatively regulate or support course of action they take towards media and promotion activities. This is because the results of the study can easily be generalized since it is not about percentages in population, but about relationship between variables.

This study revealed the valuable forms of persuasion that can be employed to significantly influence the choice of products by consumer particularly when dealing with low involvement purchasing. Understanding consumer behaviour will possibly assist marketers to better prepare promotion campaigns, adjust for future planning and predict profitability. The more marketing practitioners and researchers understand about the nuances of the different forms of persuasion, the more its potential can be harnessed in business environment.

Justification of the study

This study was conducted at this time since there were new channels of delivering persuasion message in the 21st century, which are bound to affect consumer behaviour (Powell, 2010). Also, since objects themselves participate in rhetoric, through their design and use, it is ideal to investigate how this affects choice of products.

From literature, recent studies (Jonathan, 2004; Kotler, 2012; Galdi, 2008; Maumeister, 2008) reveal that fast – paced complex persuasion messages often used in modern advertising may exceed the cognitive capacity of most people, leading to failure in processing of adverts to any significant extent. Since adverting budgets have been rising in many organizations as more and more resources get committed (Jonathan, 2004), this study avails a chance to evaluate these persuasion messages effectiveness and question their justification.

Consumer Involvement Theory (CIT) is a theory associated with consumer behaviour. It is common that any purchase will have some level of involvement a consumer has to undergo. In particular, the study adapted and applied consumer involvement as an intervention of persuasion's effect on consumer choice of products.

LITERATURE REVIEW

Existing literature (Shrum et al. 2012; Jonas & Sine, 2009; Petty, 2001; Murphy, 2004; Lin, 2006; Bell, 2007; Campbell & Kirmani, 2000; kotler, 2012; Jenkins & Dragojevic, 2011) suggest that juggling persuasion methodologies in marketing communication planning and prudent prioritization of resource allocations is critical in the current business environment where consumers seem to behave contrary to expected responses. Kotler (2012) argues that marketers must attempt to maximize marketing communication technologies at their disposal to reach their targets effectively. Given persuasion eminence in the domain of marketing communication, it is not surprising that theories of persuasion have been central in scholarly research in advertising, public relations and marketing promotion.

Elaboration Likelihood Model

In an attempt to explain how attitudes are formed and changed, in 1980 Petty and Cacioppo developed the Elaboration Likelihood Model (ELM) of persuasion (Petty, 2001). This model is based on the idea that attitudes are important because they guide decisions and other behaviours (Hamilton, 2004). While attitudes can result from a number of things, persuasion is a primary source. The model features two routes of persuasive influence: central and peripheral. The ELM accounts for the differences in persuasive impact produced by arguments that contain ample information and cogent reasons as compared to messages that rely on simplistic associations of negative and positive attributes to some object, action or situation (Deutsch et al, 2006).

The key variable in this process is involvement (Bargh, 2002), the extent to which an individual is willing and able to 'think' about the position advocated and its supporting materials. When people are motivated and able to think about the content of the message, elaboration is high. Elaboration involves cognitive processes such as evaluation, recall, critical judgment, and inferential judgment (Benoit et al., 2001). When elaboration is high, the central persuasive route is likely to occur; conversely, the peripheral route is the likely result of low elaboration. Persuasion may also occur with low elaboration. The receiver is not guided by his or her assessment of the message, as in the case of the central route, but the receiver decides to follow a principle or a decision-rule which is derived from the persuasion situation (Maumeister, 2008).

The Elaboration Likelihood Model is one of the two dual processing models of persuasion. The other major model is called the Heuristic-Systematic Model (HSM), which shares much in common with the ELM. Although these are two different theories, the fact that they are

so similar in nature demonstrates that the ELM is widely believed and few social psychologists criticize its merit. The experiments that support the ELM have been replicated again and again in different situations and with various variables. The Elaboration Model of Persuasion is therefore held as the leading theory in describing the processing of persuasive messages (Petty, 2001).

Consumer Involvement Theory

Consumer involvement refers to the amount of time, deliberation and other resources – like research or asking friends – consumers put into the purchase decision process. According to Fiore (2001), involvement refers to how much time, thought, energy and other resources people devote to the purchase process. It gives a way to understand the psychology and behaviour of target audience (Fiore, 2001; Deutsch et al., 2006; Mascarenhas et al. 2004). Involvement originates from social psychology and the notion of 'ego-involvement', which refers to the relationship between an individual, an issue or object (Zaichkowsky, 1985).

At the heart of these conceptualizations is the notion of "personal relevance". There is general agreement that a consumer's level of involvement with an object is determined by the extent to which the product is seen as personally relevant (Zaichkowsky, 1985). Involvement has also been examined in relation to other concepts such as perceived risk, information search, attribute comparison, brand loyalty, retail context, diffusion and opinion leadership.

Consumer involvement is an important concept believed to explain a significant proportion of consumer purchase choices. Many marketers base their sponsorship investments on details like brand migration potential, fan or attendee demographics, or direct revenue opportunities. Oftentimes, when marketers decide to invest in a sponsorship, they do not consider a critical variable - the way consumers in their target audience actually make purchase decisions (Mascarenhas et al., 2004).

Persuasion and Persuasion dimensions

Persuasion is the act of changing an individual's attitude, knowledge, intentions, behaviour, beliefs, or interests through reception of a message (Murphy, 2004; Lin, 2006; Bell, 2007; Campbell & Kirmani, 2000). Galdi (2008) posit that, once a message comes through, the individual could develop a positive attitude towards it, be indifferent or express negative opinions, feeling and emotions towards the message or what it is conveying. Recent research suggests that, when information is repeated, people tend to believe it to be more valid and believable than when it is presented once (Petty, 2001; Shrum et al. 2012; Kotler, 2012; Jenkins & Dragojevic, 2011). Petty (2001) argue that, attempt to influence others make one also a target to be influenced. Consequently, it is imperative that adequate experience and training for persuasion marketing communicators must be gained to better understand how persuasion works and generally to be effective. Apart from visual and verbal cues, persuasive elements can involve all human sensual modalities affecting both cognitive and emotional aspects (Hansen and Christensen, 2007). Nonetheless, persuasion is an area that has witnessed scholars in diverse range of disciplines, marketing included, and practitioners in areas requiring persuasive communication, systematically study persuasion thereby improving on persuasive knowledge available and related skills. Three forms of persuasion are described below in the discussion that follows.

Self Persuasion

Self persuasion generates more powerful and long lasting influence in an individual. When an individual generates and adopts an idea in their mind, this may become cyclic making that individual stretched to the heights and depths of their thought (Tesser, 2000). Brinol et al. (2012), argue that self-persuasion can occur either through role-playing - individuals' making an attempt to persuade others in an ensued debate may actual end up persuading himself/herself as the arguments comes to conclusion, or more directly, through trying to convince oneself (i.e., when arguments are generated with oneself as the target).

It is also common for consumers to raise arguments in their minds about a product or service and arrive at conclusions that lead to either a purchase or not. This will always happen if an external influence is not available or if prior knowledge about the product is held by the consumer. The degree of self persuasion depends largely on the way the consumer becomes involved in the arguments they generate by elaborating them and reacting to them by either reinforcing, agreeing, distorting, derogating or rejecting them.

Subliminal Persuasion

A human mind is a powerful tool that responds to various forms of stimulus and motivation a fact that has enabled subliminal communications tap into and manipulate the way information is processed (Taylor, 2007; Groves, 2012). In order for marketing ads to work, they must leave a lasting impression within seconds. On a conscious level, this can be difficult, almost impossible, as people rarely give their undivided attention to product ads. Subliminal suggestions however, have been effectively employed in advertising to reach people on deeper, subconscious level (Edward, 2010).

Whether a television commercial, magazine advertisement or billboard signs, most marketing ads contain subliminal media. Advert developers are keen to employ subliminal persuasion because they intent not only to display a message but also to implant it into consciousness of their audience for quite some time. Ideally, the audience will not even be aware of the information that they are absorbing (Jennifer, 2009).

Interpersonal Persuasion

It takes place when two or a few people interact in a way that involves verbal and nonverbal behaviors (manner of dress, body language, gestures, manner of eye contact, and personal grooming) feedbacks, coherence of behaviors, and the purpose (on the part of at least any interactant) of changing the attitudes and/or behaviors of the others (Casaló et al. 2011; Gossieaux & Moran, 2010). An individual may be influenced by family, sales men, friends or societal norms. Extant literature suggests that interpersonal influence in online contexts is very similar to offline interpersonal influence (Gossieaux & Moran, 2010), and generally people are easily influenced by people whom they like (Shimp, 2003; Murali et al., 2005; Yap et al., 2013).

Consumer Involvement in Purchase and use of Products/ services

Although there are diverse conceptions of involvement in the literature (Julka & Marsh 2000; Garry & Polaschek, 2000; Park & Moon, 2003; Solomon et al., 2006; Quester & Lim, 2003; Alam, 2006 and Cialdini 2007; Aqueveque, 2006), Cialdini's own definition is relatively suited modern approach in decision theory and analytical. He defines involvement as "variations in the extent to which an individual is more or less motivated toward a specific piece of information, product, or the like." Solomon (2005) looks at involvement as a person's perceived relevance of the object based on their inherent needs, values, and interests.

Consumers experience involvement as cognitive perceptions of importance and interest and affective feelings of arousal (Peter and Olson 2002). In high-involvement situations, the ability to process is the necessary condition for active cognitive processing of persuasion messages (Worrington & Shim, 2000). Marketers who wish to influence this buying task must help the consumer process the information as readily as possible. The Elaboration Likelihood Model (ELM) indicates that several factors determine the ability to process detailed persuasion messages on the first linked page from banner ads: "distraction," "message comprehensibility," "issue familiarity," "appropriate schema," etc. Therefore, if people are unable to process persuasion information, they cannot start active message-related cognitive processing. In this situation (high involvement but no ability to process), as is true in the traditional ELM, people will turn their attention to peripheral aspects of advertising messages such as an attractive source, music, humor, visuals, etc (Conrey et al, 2005). Conversely, when people have the ability to process, they start active and conscious cognitive processing or message-related cognitive thinking.

Low involvement is associated with habitual buying and variety seeking buying. Consumers have low motivation to process persuasion messages due to low personal relevance and low need for cognition. Habitual buying behaviour occurs when involvement is low and differences between brands are small (Greenspan, 2002). Consumers normally lack strong attitude toward a brand but select it because it is familiar and hence they are likely not to request more information (Quester & Lim, 2003). When consumers are not highly motivated to process further persuasion message content, they do not want to engage in message-related thinking; rather they are more likely to focus on available peripheral cues.

Consumer Choice

Stream of literature indicate that business organizations work on daily basis trying to find, get, keep and grow customers with the aim of increasing or maintaining their market share (Foxall, 2003; kotler, 2012; Larsen et al, 2001). They therefore spend substantial financial proceeds on advertising, promotion and public relations trying to communicate messages that make customers view them or their products/ services favourably in the marketplace (Andrade & Cohen J. 2007; Clement, 2007; Platt, & Veryzer, 2005). Research points out that it is this that ultimately persuades consumers to pick their products to try or use them (Blijlevens et al, 2009). Therefore poorly communicated products may not attract consumers towards them. Literature suggests that demand for products is often modelled as a function of product attributes (Fowdur et al, 2009; Foxall, 2003). Clement (2007) reveal that distinct shape, colour, orientation, contrast, and size are visual attributes of products that consumers pay attention to. Therefore, knowledge of what visual attributes are perceived by

consumers in a product can help marketers persuasively communicate certain pre-specified meanings in a product. Also, the meaning, the appearance of product attributes communications make, help consumers to assess the product on functional, aesthetic, symbolic or ergonomic basis (Fowdur et al, 2009).

Chen and Paliwoda (2006) found that when a consumer is faced with two brands they are more likely to make a quick decision with a brand they have had more experience with or know more about. The reasoning behind this is that consumers who are more familiar with a brand will put less effort into evaluating other similar product brands. But, a typical market is characterized by the presence of many different kinds of brands, so consumers have to make their own judgments about the attributes of these brands before making a choice; thus if communication is persuasive they tend to be drawn towards a given brand. Myung et al (2008) argue that consumers face conflict of making a choice among various alternative brands in the event available numbers are high. Also consumers may make different choices when faced with same alternatives. This is attributed to the fact that relative value they place on alternative varies among individuals. Therefore consumers may be compelled to spend some time evaluating the attributes of competing brands before they eventually make choice decisions.

Age and gender of consumers have recently become more and more important to marketers. There is a tendency of consumers over 50 years having decreased tolerance of ambiguity and are consistent with low cognitive-affective complexity (Sikkel, 2013). Results of a survey conducted by Sikkel on brand relations and life course, determined that given future time perspective, relations between age and brand becomes stronger. Research has also established gender differences in many areas including the perception of different behavior determinants

RESEARCH METHODOLOGY

This study adopted a cross sectional survey design, which is descriptive in nature. Survey research designs limit active intervention by the researcher that may produce researcher bias (Cohen et al 2000; Shaughnessy, et. al., 2011; Martyn, 2010). This was considered in choosing the research design, which made generalization of the findings of this study possible. The study target population was daily newspaper readers with secondary school education and above. According to census figures of 2009, nationally the proportion of the population with secondary school education and above was 22.8% of the entire population, constituting 7,751,562 people (KNBS national report, 2013). This group was ideal for this study as it was assumed to be literate enough to read a newspaper. This is because daily newspapers in Kenya are written in English and Kiswahili, which are compulsory examinable languages at Kenya secondary schools national examination.

This study used probability and non probability sampling techniques. First the counties were picked through purposive sampling where only those with over 200,000 people with secondary school education and above were considered. This approach led to only 13 out of 47 counties selected. Simple random sampling, a probability sampling design, was used to pick the actual respondents who completed the questionnaires. A sample of 384 respondents was obtained proportionately based on 2009 census population figures (Krejcie et al., 1970). A close ended questionnaire was used to collect data for this study. Pallant (2011) argues

that questionnaires are quite popular especially in cases involving surveys and big enquiries. The questionnaire was piloted in Trans Nzoia County to evaluate its competency.

Internal consistence of measures (reliability) is most often measured by Cronbach's alpha (Pallant, 2011; Bhattacharjee, 2012). The higher Cronbach's alpha value is better, because it implies the high internal consistency of measurements. According to Zarchkowsky's Personal Involvement Inventory (PII) that has been modified for a range of surveys, the Cronbach Alpha values have varied from 0.85 to 0.95. In this study the overall questionnaire Cronbach Alpha coefficient was 0.87. This suggested good internal consistency reliability for the instrument. Table 1 shows Cronbach Alpha coefficients of individual variables in the questionnaire.

Table 1: Reliability of Constructs

Variable	Reliability		Number of Items
	Cronbach's Alpha Value of all items	Cronbach's Alpha Value after deleted items	
Self Persuasion	.752	.752	8
Interpersonal Persuasion	.830	.830	5
Subliminal Persuasion	.838	.838	10
Involvement*	.686	.822	16
Consumer Choice	.823	.823	8

* variable included deleted item (Question No.7 item I is deleted and No.11 item P)

Source: Pilot Survey (2014)

DATA ANALYSIS & DISCUSSIONS OF RESULTS

A range of multivariate analysis assumptions were undertaken. Assumption for normality was checked to ensure all variables were normally distributed. Kurtosis and skewness of variables was examined. Goodness of fit was also investigated.

Bivariate correlational analyses were conducted in order to assess the strength and direction of the relationship between variables. To test the veracity of hypothesized relationship inferential statistics were used, specifically multiple linear regression analysis to determine statistical significance of theorized models. Data was tested using Statistical Package for Social Scientists (SPSS) version 17.0 then conclusions drawn and generalizations made.

Testing Assumptions of Multivariate Analyses

Statistical assumptions of multivariate analyses and statistical test were checked to ensure none of them were violated. This was conducted using the numerical approach (Park, 2008). All variables were checked for normality by first comparing the original means statistic and 5% trimmed means statistic of variables in the study to investigate if extreme values had a

strong influence on the means (Frost, 2011). A big difference in the means necessitated further investigation of variables to check their distribution. After comparing the original means and 5% trimmed means of the variables, the results of the Kolmogorov-Smirnov statistic was checked. Variable with values > 0.05 suggest a violation of assumption of normality. Skewness and kurtosis of variables were checked by computing Z scores (i.e. $Z_{\text{Skewness}} = \text{Skewness Statistic} / \text{Standard Error}$ and $Z_{\text{Kurtosis}} = \text{Kurtosis Statistic} / \text{Standard Error}$) (Ghasemi, et al., 2012; Tabachnick et al., 2007 & Kline, 2005). Absolute Z score values greater than 1.96 at $p < 0.05$ were significant (Ghasemi, et al., 2012) and indicated substantial departure from normality and were therefore considered non normal. Non-normal variables were transformed using both square root and logarithmic functions. An inspection of the degree skewness and kurtosis of the transformed variables to determine whether there was improvement was carried out.

Multicollinearity test was necessary to rid the model to be regressed of redundant information not needed for analysis (Tabachnick et al., 2007). Therefore this study investigated the presence of multicollinearity. This was done by assessing the Variance Inflation Factor (VIF) for the independent variables in the regression models once the regression had been run. Most commonly recommended maximum acceptable level is a value of 10 (Hair, et al., 1995), but other scholars like Rogerson (2001) recommends maximum VIF value of 5, while Pan et al (2008) recommends maximum VIF value of 4. Since the higher the VIF index the higher the variance in the estimated parameter, this study considered a VIF value of 4 as the maximum acceptable level. VIF values greater than 4 indicated significant multicollinearity.

Inferential Analysis

The two hypotheses were tested using multiple linear regression analysis. It is common for consumer behaviour study researchers and marketing scholars to adopt this approach in data analysis (Kupor et al., 2014; Sadasivan et al., 2011; Hanzaee et al., 2011; Schmitt, 2001; Tormala & Clarkson, 2007; Koller et al., 2013). Therefore regression analysis was adopted for the study as it has been used before for similar studies (behavioural) and yielded credible results. Furthermore, research scholars have argued that there exists a thin line between ordinal and interval data, and indeed the margin between them is very hazy. This gives broader latitude of usage of linear regression in research that would otherwise be referred to as qualitative. The theoretical multiple regression model for the study took the form below:

$$\text{CoCh} = \beta_0 + \beta_1\text{SfP} + \beta_2\text{IPP} + \beta_3\text{SubP} + \epsilon$$

Where; CoCh – Consumer choice, SfP – Self Persuasion, IPP – Interpersonal Persuasion, SubP – Subliminal Persuasion, β_0 – the intercept, ($\beta_1, \beta_2, \beta_3$) – Estimated parameters and ϵ – the error term.

Response rate

The data collected from the field was summarized and presented in form of tables and pie chart. A total of 384 questionnaires were distributed and 381 were successfully filled and returned for analysis thus giving the study 99.22% response rate. Table 2 shows the result.

Table 2: Response rate

Respondents	Number of respondents	Percentage (%)
Expected responses	384	100%
Received responses	381	99.22%
Un-received responses	3	0.78%

Research Data (2014)

General Information on Daily Newspaper Readership

The study investigated a range of general information on daily newspaper readership. As indicated in the sub titles below.

Daily Newspapers Purchased and Read

Daily newspapers that are sold to readers include Daily Nation, The Standard, Star and Taifa Leo. Table 3 shows the distribution on daily newspapers the respondents preferred to purchase and read.

Table 3: Daily Newspaper Purchased and Read

Daily Newspaper	Frequency	Percentage
Daily Nation	215	56%
The Standard	131	34%
Star	21	6%
Taifa Leo	14	4%

Source: Research Data (2014).

In table 3 above there is an indication that over half of the respondents preferred to purchase and read Daily Nation newspaper. This is in line Ipsos-Synovate survey of 2010 which indicated that Daily Nation newspaper had the largest circulation, followed by The Standard, Taifa Leo and The Star (Ipsos-Synovate, 2011). The difference in position of The Star and Taifa Leo may largely be because The Star launched in 2007 is relatively new compared to Taifa Leo but has steady been growing in daily circulation figures since 2010 surpassing Taifa Leo in daily circulation figures (Nyabuga & Booker, 2013). It also mirrors World Association of Newspapers and News Publishers survey by Cruse and Nelson (2012), which showed Daily Nation with a market share of 42.50%, followed by The Standard by 19.30%, Star 7.70% and Taifa Leo 5.20%.

Number of Daily Newspapers Purchased and Read.

The respondents were asked if the purchased and read more than one daily. Table 4 presents the findings.

Table 4: If Respondents purchase and Read more than one Daily Newspaper

Response	Frequency	Percentage
Yes	129	35%
No	252	65%

Source: Research Data (2014)

The findings indicated that 35% of the respondents do purchase and read more than one daily newspaper while 65% only purchase and read one daily newspaper. This show that readers may be loyal to the brands of daily newspapers they purchase and read, and it may suggest that they have preference to specific brands hence the big percentage of those who purchase and read only one daily newspaper.

How Often More than one Daily Newspaper is Purchased and Read

Respondents who agreed that they purchase and read more than one daily newspaper were investigated on how often they did this. The results are presented in table 5.

Table 5: How Often More than one Daily Newspaper is Purchased and Read

Response	Frequency	Percentage
Daily	41	32%
Occasionally	88	68%

Source: Research Data (2014)

From the above table only 32% of the respondents who purchase more than one daily newspaper, do it on daily basis, while majority (68%) purchase more than one daily newspaper occasionally. This feedback points out to the need for an investigation into the occasions daily newspaper readers purchase more than one daily newspaper.

Other Daily Newspapers Purchased and Read

Respondents were asked to list other daily newspapers they bought and read other than their preferred dailies, in the order of preference, from the most preferred depending on the number of daily newspaper they read. Table 6 shows the findings.

Table 6: Other Daily Newspapers Purchased and Read in order of Preference

Preference categories	Daily Nation		The Standard		Star		Taifa Leo		Total
	Frequency	%	Frequency	%	Frequency	%	Frequency	%	
A	39	30	63	49	17	13	10	8	129
B	7	12	11	19	29	49	12	20	59
C	0	0	5	36	6	43	3	21	14

Source: Research Data (2014)

The researcher investigated from those respondents who purchased and read more than one daily newspaper the other dailies they read. These daily newspapers were arranged in order of preference. 'A' being most preferred followed by 'B', and 'C' as the last category. It was designed with only three categories as only four daily newspapers are purchased in the Kenyan market. The findings show that in category 'A' where the respondents are likely to purchase and read only two daily newspapers 30% would purchase and read Daily Nation newspaper, 49% The Standard, 13% Star and 8% Taifa Leo. This category had 129 (33.8%) respondents out of 381 indicating they would purchase and read two daily newspapers.

In the event the respondents purchase and read three paper i.e. category 'B', Daily Nation will have 12% of the respondents, 19% The Standard, 49% Star and 20% taifa Leo. Category 'B' had 59 (15.5%) respondents out of 381 indicating a possibility of purchasing three daily newspapers.

Category 'C' shows a scenario where respondents purchase and read all the four daily newspapers. This category had only 14 (3.7%) respondents out of 381 who indicated they would purchase and read all the four daily newspapers. The Standard had 36% of the respondent, Star 43%, Taifa Leo 21%, while Daily Nation did not have anyone complete it at this level. This suggests that Daily Nation newspaper is likely to be purchased and read by most respondents in case they bought only three daily newspapers.

Interpersonal Persuasion Descriptives

The concept of community has always been important to society; it is connected to the notion of a shared space, feelings of belonging, and the need for intimate inter-relationships and hence has remained a preponderant interpersonal source of pre-purchase information (Scaraboto et al., 2012; Mourali et al., 2005; Yap et al., 2013). According to Chattalas & Harper (2007), human beings present a desire to belong to a group with whom they can identify and share feelings, beliefs, and common interests, hence influence one another interpersonally. Interpersonal persuasion occurs when two or a few people interact in a way that involves verbal and nonverbal behaviours. It is interactive and results into one party influencing the other in some way. It occurs with each party constantly aware of the other and involves constant adaptation and adjustment. This study sought to investigate this influence on choice of newspaper readers purchase and the response distribution is shown in Table 7.

Table 7: Relationship with Interpersonal Persuasion

Group	Total Mean
Family Influence	3.65
Friends Influence	3.51
Workmate Influence	3.69
Peers Influence	3.62
Vendors Influence	3.04

Source: Research Data (2014)

On average the respondents seem neither agreed nor disagreed that family, friends, workmate and peers with means 3.65, 3.51, 3.69 and 3.62 respectively, influence the choice of daily newspaper they purchase. They slightly disagreed that vendors influenced the choice of daily newspaper they purchase. This suggests that readers are not sure of the influence from family, friends, workmates and peers on purchases of some products like daily newspaper.

Self Persuasion Descriptives

Self-persuasion can occur either through role-playing (i.e. when arguments are generated to convince another person) or, more directly, through trying to convince oneself (i.e. when arguments are generated with oneself as the target) (Brinol et al., 2012). Also the degree of self persuasion depends on the way the individual becomes involved in the arguments they generate by elaborating them and reacts to them by reinforcing, agreeing, distorting, derogating or rejecting them. Therefore this study evaluated the concept of self-persuasion because it generates more powerful and long lasting changes (Sharma, 2015). Table 8 shows the results summary.

Table 8: Self Persuasion Results Summary

Question	Overall Mean
I have compared different daily newspapers brands in the market	4.94
I usually pay attention to adverts for the daily newspaper brands	4.86
I usually take note of new daily newspapers coming to the market	4.17
I know the price of all the daily newspapers in the market	3.70
I can recall almost all existing daily newspaper from memory	4.09
I can recognize all daily newspapers at point of sell	4.52
I consider myself knowledgeable on daily newspaper issues	4.76
I use my knowledge on daily newspapers to verify advertising claims about newspapers	4.40
I would be willing to pay more if the price of the daily newspaper I usually buy goes up	4.36

Source: Survey data 2014

The findings reveal that newspaper readers have compared different daily brands in the market, pay attention to daily and consider themselves knowledgeable on daily newspaper issues. On the other hand, they (newspaper readers) seem not to know prices of all daily newspaper even though them (newspapers) being few in the marketplace

Subliminal Persuasion descriptives

The study investigated subliminal persuasion since it is thought to influence individuals thinking, feelings or behaviour below the threshold of awareness. It is the belief that subliminal messages sent on a frequent, routine basis will influence preferences and behaviour of people (Edward, 2010). This study sought to investigate consumers' perceptions on persuasive messages with attributes of subliminal persuasion considered. The findings are presented in Table 9.

Table 9: Subliminal Persuasion Result Summary

	Overall Mean
Emotional	4.16
Interesting	5.85
Funny	5.30
Influential	5.57
Informative	6.12
Reliable	5.96
Easy to recall	5.68
pleasant	5.79
Exciting	5.92

Source: Survey data 2014

The findings indicated that informative messages are liked more by newspaper readers. Chen et al. (2011) and Johnson et al. (2012) argue that expansion of information helps consumers in identifying the best product, hence informative communication may be more persuasive. Contrary, emotional messages are not liked by newspaper readers. This indicates that adverts that are embedded with informative subliminal messages are likely to persuade daily newspaper readers.

Readers Involvement in Choice Descriptives

A consumer has a role in decision making and researchers of consumer behaviour hold the view that involvement is a moderating variable in decision making process of buying (Kinard & Capella; 2006). Lin and Shuo (2006) argue that the level of involvement may also affect information processing. The study therefore investigated readers' involvement in the choice of daily newspapers. Table 10 shows the findings.

Table 10: Gender Relationship with consumer involvement

Question	Overall Mean
I persistently buy the same daily newspaper brand	4.87
I like having my daily newspaper	5.26
Being without my daily newspaper makes me unhappy	3.96
I do not mind spending money on my daily newspaper	4.79
I do not budget for the daily newspaper I buy	4.20
I would find it very difficult to stop reading my daily newspaper	4.68
I think there is little to choose between different brands of daily newspapers	3.90
I can remember other daily newspaper brands when purchasing my preferred brand	4.90
At place of purchase, I can visually detect my preferred daily newspaper without much effort	5.81
I usually spend some time and effort deciding which daily newspaper to buy	2.93
I usually consider many factors before purchasing daily newspaper	4.07
I buy any daily newspaper brand I find on the market	2.50
I rationalize a lot before choosing a daily newspaper I purchase	3.43
I always buy my daily newspaper from the same outlet	3.54
When I purchase my preferred newspaper brand, I do not pay attention to the other brands	3.50
I do not track expenditure on daily newspaper I buy in any systematic way.	4.25

Source: Survey data 2014

The findings show that readers like having their daily newspapers, can visually detect their preferred daily newspapers without much effort and do not buy any daily newspaper they find on the market. They (readers) were not sure if they rationalized a lot before choosing a daily newspaper they purchase.

Consumer Choice Descriptives

Product attributes play a critical role both to the marketer and consumer. Marketers rely on their products attributes to set their brands apart from competition while customers use them

to evaluate product benefits they seek by purchasing a product (Akpoyomare et al, 2012; Caswell et al. 2002; Arunachalam et al. 2009). The attributes are also used to work out optimum level of that balance customer value expectation as beacon for resource allocation, costing and pricing decisions (Travisi & Nijkamp, 2008). This study ranked daily newspaper attributes from most favoured to the least favoured that influence their choice of daily newspaper they purchase and read. Table 11 shows response distribution.

Table 11: Newspaper Attributes Ranking

Attributes	Percentage Distribution per rank							
	1	2	3	4	5	6	7	8
Price of newspaper	12.9	14.2	11.3	8.4	13.1	7.9	11.3	21
Newspaper layout	7.1	7.9	12.3	18.9	14.7	14.7	15.2	9.2
Size of newspaper	3.9	5	12.1	7.3	10.5	19.2	23.4	18.6
Colour of newspaper	6	6.6	9.2	10.5	17.1	14.7	15.5	20.5
Content in the newspaper	47.5	16	6	8.1	4.5	8.1	5	3.9
Diversity/ Variety	10	29.1	16	11.5	11.3	10	6.6	5.5
Font used	2.4	10.2	17.1	14.7	16.3	16.5	14.2	8.7
Availability of newspaper	11.8	13.1	17.1	18.9	11.8	9.4	7.6	10.2

Source: Research Data (2014)

The result indicate that content in the newspaper was ranked as the most favoured attribute by readers which influence the daily newspaper they purchase and read. It was followed by diversity/ variety of newspaper content which was ranked second. Print of newspaper (type of font and size) and availability (easy to get) of the newspaper, tied in the third position. These were followed by Newspaper layout, colour of newspaper, size of newspaper and price as the least favoured attribute.

These results have the implication that newspaper publishers need to carefully research their content always to build confidence in daily newspaper readers making them derive highest satisfaction from their brands. This may enhance brand loyalty and guarantee repeat purchase. Also, price should not be adopted as a competing tool as it is least favoured hence may not yield much. The ranking of price could have been attributed to the fact that the first two leading newspapers (Daily Nation and The Standard) are circulated at the same price, and have historically maintained the same prices and adjusted their prices on the same day.

With an increase in the number of daily newspapers on the market, consumers are exposed to greater choice possibilities than before. There is a likelihood that consumers will be able to get their ideal or near ideal newspapers in the choice set and also it may satisfy needs of consumers with variety seeking tendencies (Broniarczyk, 2008). The increased assortment available may though bring unprecedented breath to pick from introducing challenges to choice decisions (Markus & Schwartz, 2010; Macdonald & Sharp, 2000; Moser et al, 2011;

Chamhuri & Batt, 2013). This study therefore looked at how specific attributes influence the purchase of daily newspaper made by readers. Table 12 shows response distribution.

Table 12: Attributes Influencing Choice of Daily Newspapers

Daily Newspaper Attributes	Percentages Distribution						
	Completely Disagree	Strongly Disagree	Slightly Disagree	Neither agree nor disagree	Slightly Agree	Strongly Agree	Completely Agree
Price of newspaper	15.5	27.0	16.8	8.4	13.1	7.9	11.3
Newspaper layout	7.9	7.9	12.3	18.9	14.7	18.1	20.2
Size of newspaper	7.6	5.0	20.7	9.7	10.5	23.1	23.4
Colour of newspaper	9.7	6.8	9.2	10.5	20.5	24.7	18.6
Content in the newspaper	9.7	16.0	6.0	8.1	11.5	25.2	23.4
Diversity/ Variety	10.0	29.1	16.0	11.5	11.3	12.9	9.2
Font used	7.1	14.2	17.1	14.7	16.3	16.5	14.2
Availability of newspaper	18.9	16.3	17.1	18.9	11.8	9.4	7.6

Source: Research Data (2014)

Table 12 show that price should not be used as a promotion tool as it is not bound to influence sales positively. Also, readers are keen on layout of daily newspapers therefore newspaper publishers must make deliberate effort to establish the layout that resonate with readers and that will significantly yield desirable result. Content in the daily newspaper was ranked as the most favored attribute that influence readers' choice of papers they purchase. Therefore daily newspaper publishers need to establish kind of content that will enhance performance of a daily newspaper. Size of newspaper was ranked second least attribute that influence choice, the figures imply that size may be processed through peripheral route to judge presence of variety of content in the daily newspaper.

We can deduce from the figures that most newspaper readers are variety seekers as the attribute was ranked second, but newspaper publishers must establish variety sought by readers to effectively employ the attribute. The result is rather controversial as the attribute was ranked second most favored, but further analysis indicate that approximately 55.1% disagree that it influenced the choice of daily newspaper they purchased. Newspaper publishers should pay more attention to handling of the paper during transport and distributions to maintain a desirable colour, and use font type and size that are appealing to encourage readers to peruse their dailies. This may enable readers to quickly figure out the content in the daily newspaper and variety of content available. The results indicate that readers are willing to spend some time looking for their preferred daily newspaper, therefore publishers need to address issues on content in the paper and they (readers) will make an effort to get the paper.

Inferential Results Analysis and Discussions

Normality Assumption Tests

To assess normality of variables first the original means statistic and 5% trimmed means statistic of variables in the study were compared to investigate if extreme values had a strong influence on the means. It was revealed that there were no much differences between the means as shown in Table 13. Therefore extreme values influence on the original means of variables was minimal (Frost, 2011).

Table 13: Variable Original Means and 5% Trimmed Mean Comparison

	Statistic		
	Original Mean	5% Trimmed Mean	Difference
Self Persuasion	4.4593	4.4723	-0.013
Interpersonal Persuasion	3.5039	3.4519	0.052
Subliminal Persuasion	0.3363	0.3315	0.0048
Consumer Involvement	2.069	2.0734	-0.0044
Consumer Choice	2.1629	2.1702	-0.0073

Research Data (2014)

After comparing the original means and 5% trimmed means of the variables, the results of the Kolmogorov-Smirnov statistic was checked. For all the five variables, value > 0.05 were registered, suggesting a violation of assumption of normality. This prompted further investigations by assessing skewness and kurtosis.

Skewness and kurtosis values for the variables were checked and all the variables (self persuasion -0.100, subliminal persuasion -0.114, consumer involvement -0.145 and consumer choice -0.165) were negatively skewed with exception of interpersonal persuasion (0.210) that was positively skewed. Further investigations were preferred that involved inspection of the shape of the distribution using histograms and normal Q-Q plots.

Kurtosis value for consumer choice was positive (0.764) while the other variables registered negative values (self persuasion -0.360, interpersonal persuasion -0.847, Subliminal persuasion -0.287 and consumer involvement -0.026). Since all the kurtosis values were less than 0 except consumer choice, it suggested that the distribution was relatively flat, but the risk of underestimation of variance was reduced as the sample size was more than 200 (Tabachnick & Fidell, 2007; Byrne 2001; Frost, 2011:).

Further investigation involved computing Z scores for skewness and kurtosis. The computed results revealed that self persuasion ($|Z_{skewness}| = | - 0.800 | < 1.96$) and interpersonal persuasion ($|Z_{skewness}| = | - 1.680 | < 1.96$) and were normal. However, the Z score values for subliminal persuasion ($|Z_{skewness}| = | - 10.608 | > 1.96$), consumer involvement ($|Z_{skewness}| = | - 11.136 | > 1.96$), and consumer choice ($|Z_{skewness}| = | 2.400 | > 1.96$) violated normality as their |Z score| of skewness were above 1.96. The Z score of

kurtosis for interpersonal persuasion ($|Z_{\text{kurtosis}}| = |-3.402| > 1.96$), subliminal persuasion ($|Z_{\text{kurtosis}}| = |-10.606| > 1.96$) and consumer involvement ($|Z_{\text{kurtosis}}| = |-7.510| > 1.96$) also moved away from normality. The results of skewness statistic (Z_{skewness}) and kurtosis statistic (Z_{kurtosis}) values for variables are shown in Table 14.

Table 14: Normality Distribution for Variables before Transformation

Variable	Skewness			Kurtosis		
	Statistic	SE	Statistic/SE	Statistic	SE	Statistic/SE
Self Persuasion (SfP)	-0.100	0.125	-0.800	-0.360	0.249	-1.446
Interpersonal Persuasion (IPP)	0.210	0.125	1.680	-0.847	0.249	-3.402
Subliminal Persuasion (SubP)	-1.326	0.125	-10.608	2.641	0.249	10.606
Consumer Involvement (CInv)	-1.392	0.125	-11.136	1.870	0.249	7.510
Consumer Choice (ConCh)	-0.300	0.125	-2.400	0.257	0.249	1.032

Source: Survey Data (2014)

From Table 14 three variables (subliminal persuasion, consumer involvement and consumer choice) showed values that departed from normality. They were therefore transformed to minimize the skewness and kurtosis in their distributions.

Subliminal persuasion was transformed using reflection and logarithm method. The formula $LG10(K - \text{old variable})$ was applied, where $K = \text{largest possible number} + 1$ (Tabachnick & Fidell, 2007). The result substantially improved the distribution's skewness statistic ($|Z_{\text{skewness}}| = |-0.916| < 1.96$). Also visual inspection of the histograms and Q-Q plots showed improvement in the distribution. Consumer involvement also transformed using reflection and logarithm method. The result significantly improved skewness statistic to ($|Z_{\text{skewness}}| = |-1.160| < 1.96$). Consumer choice was transformed using square root method, where the formula applied was $\text{new variable} = \text{Square root}(\text{old Variable})$. The new value improved the distribution's skewness ($|Z_{\text{skewness}}| = |1.320| < 1.96$) further.

The computation of the three transformed variable improved the absolute Z score for skewness as they were less than 1.96. It also improved kurtosis Z score for subliminal persuasion ($|Z_{\text{kurtosis}}| = |-1.153| < 1.96$) and consumer involvement ($|Z_{\text{kurtosis}}| = |-1.044| < 1.96$) which had departed from normality. The skewness and kurtosis value after transformation reported in Table 15 indicate that the assumption of normal distribution of data is not violated.

Table 15: Normality distribution for variables after Transformation

Variable	Skewness			Kurtosis		
	Statistic	SE	Statistic/SE	Statistic	SE	Statistic/SE
Self Persuasion (SfP)	-0.100	0.125	-0.800	-0.360	0.249	-1.446
Interpersonal Persuasion (IPP)	0.210	0.125	1.680	-0.847	0.249	-3.402
Subliminal Persuasion (SubP)	-0.114	0.125	-0.912	-0.287	0.249	-1.153
Consumer Involvement (CoInv)	-0.145	0.125	-1.160	-0.260	0.249	-1.044
Consumer Choice (CoCh)	-0.165	0.125	-1.320	0.764	0.249	3.068

Source: Survey Data (2014)

The relationships between variables were investigated using Pearson product moment correlation coefficient. Preliminary analysis were undertaken to ensure no violation of the assumptions of normality, linearity and homoscedasticity existed. The results revealed that all variables were positively correlated. There was a strong positive correlation between self persuasion and consumer involvement ($r = 0.81, p < .001$). The findings support the theory of consumer choice and imply that marketers should be keen on how consumers' process information relayed to them. They may alter it to fit with their self concept and subsequently act based on these evaluations.

Moderate relations existed between consumer involvement and consumer choice ($r = 0.37, p < .001$), and subliminal persuasion and consumer involvement ($r = 0.35, p < .001$). Small relationship existed between subliminal persuasion and consumer choice ($r = 0.122, p < .005$), Self persuasion and subliminal persuasion ($r = 0.25, p < .001$), and self persuasion and consumer choice ($r = 0.24, p < .001$). Results using all five variables in this study are presented in Table 16.

Table 16: Pearson Product-moment Correlations between Variables

Variables	1	2	3	4	5
1 Consumer Choice (CoCh_Sqrt)	—				
2 Subliminal Persuasion (SubP_Rlog)	.122*	—			
3 Consumer Involvement (CoInv_Rlog)	.367**	.347**	—		
4 Self Persuasion (SfP)	.236**	.250**	.814**	—	
5 Interpersonal Persuasion (IPP)	.009	.016	.048	.031	—

*. Correlation is significant at the 0.05 level (2-tailed).

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

Source: Research Data (2014)

Hypothesis testing

Hypothesis testing followed the systematic approach to testing structural equation models recommended by Tabachnick & Fidel (2007). The hypotheses comprise four proposed models that explore the different forms of persuasions and their relationship with consumer involvement; consumer involvement relates to consumer choice; gender relation with persuasion and consumer involvement; and gender relation with consumer involvement and consumer choice.

Outcomes of Unified model on the Relationship between Persuasion and Consumer Involvement.

The first hypothesis stated as, all forms of persuasion have a positive and significant relationship with consumer involvement in the choice of daily newspapers readers in selected counties in Kenya, was tested using multiple linear regression analysis with consumer involvement as the treatment factor. The process and results are illustrated in the following section below.

Since some variable had to undergo transformation the regression model was theorized as follows: -

$$CoInv_RLog = \beta_0 + \beta_1 SfP + \beta_2 IPP + \beta_3 SubP_RLog + \epsilon \text{ ----- (Eq -1)}$$

Where; - CoInv_RLog – Consumer Involvement, SfP – Self Persuasion, IPP – Interpersonal Persuasion, SubP_RLog – Subliminal Persuasion, ($\beta_1, \beta_2, \beta_3$) – Estimated parameters and ϵ - the error term

The goodness of fit was assessed to determine how much of involvement is determined by predictor (SfP, IPP and Sub_RLog). The findings of assessment of goodness of fit indicate that model 1 accounted for 68.5% variance ($R^2 = 0.685$) and the outcome is presented in table 17.

Table 17: Variance in Consumer Involvement (Model Summary)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.828 ^a	.685	.683	.76222

Source: Research data (2014)

The high R^2 value may be explained by the fact that any form of persuasion may elicit either high or low involvement (Russo & Anne-Sophie 2010). Also, Ghafelehbash et al (2011) posit that consumers receive and process information effectively through element of involvement, a fact that may have contributed to the model being able to explain high R^2 value between persuasion and consumer involvement.

These results corroborates extant literature from social psychology particularly the elaboration likelihood model, which argue that any one route of persuasion process could influence different levels of involvement (Ghafelehbash et al, 2011; Petty, 2001; Verbeke

& Vackier, 2003). The three predictors (self persuasion, interpersonal persuasion and subliminal persuasion) are taken in total to capture all forms of persuasion hence high R^2 value as the more predictors included in a model the higher the chance of increasing R^2 (Martin, 2012, Frost, 2013). Although the predictors were able to show high variance between persuasion and involvement, it was important to assess significance of the model as R^2 only shows completeness of the model. This was done by assessment of F – ratio.

The outcomes presented in table 18 below by the final model 1 reveal that the prediction model was statistically significant with $F_{3,377} = 273.611$, $p < 0.001$. The model was therefore a significant fit to the data.

Table 18: Significance of the Overall Consumer Involvement Model (ANOVA)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	476.883	3	158.961	273.611	.000 ^a
	Residual	219.027	377	.581		
	Total	695.911	380			

Source: Survey data (2014)

A determination of the significance of the three predictor variables in the model was then conducted. The findings as presented by the model 1 in Table 19 below suggest that SubP_RLog and SfP were statistically significant in the model with SubP_RLog ($\beta = 0.972$, $p < 0.001$) and SfP ($\beta = 0.613$, $p < 0.001$). The VIF ratio for each of the three variables was less than 4 suggesting absence of multicollinearity (Pan et al., 2008). The study revealed that IPP was not statistically significant and had a p – value = 0.450, $p > 0.05$. This may be attribution to the fact that daily newspapers are habitually purchased (Lin & Chang, 2003; Ji & Wood, 2007; Quinn & Wood, 2005; Vogel., 2008; Pocheptsova et al., 2009) and therefore the choice of paper to buy and read does not involve the reader going through the entire consumer decision making process, for instance information search.

Table 19: Significance of Persuasion relationship with Consumer Involvement Coefficients in the Model (Coefficients)

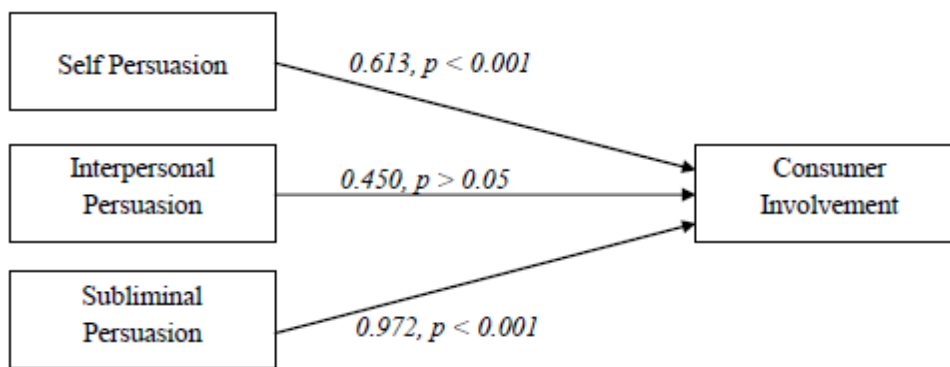
Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1.259	.131		9.615	.000		
	SubP_RLog	.972	.190	.152	5.105	.000	.937	1.067
	SfP	.613	.024	.775	25.975	.000	.937	1.068
	IPP	.019	.024	.022	.756	.450	.999	1.001

Source: Survey data (2014)

The prediction equation as presented below based on the unstandardized coefficients was statistically significant, $F_{3,377} = 273.611$, $p < 0.001$ and accounted for approximately 68.5% of the variance of CoInv_RLog ($R^2 = 0.685$, Adjusted $R^2 = 0.683$). Figure 1 shows a unified relationship though CoInv_RLog was primarily predicted by SfP and SubP_RLog.

$$\text{CoInv_RLog} = 1.259 + 0.972\text{SubP_RLog} + 0.613\text{SfP}$$

Figure 1: Persuasion and Consumer Involvement Unified Level Relationships



Source: Researcher's Model

The findings show that there is a positive correlation between consumer involvement and all three forms of persuasions (self persuasion, interpersonal persuasion and subliminal persuasion) which is in line with Consumer Involvement Theory.

Russo & Anne-Sophie (2010) argues that persuasive messages can succeed through both direct and indirect paths of influence and conscious and non conscious ones, which this study demonstrated through self persuasion and subliminal persuasion influence on involvement. Also, these findings are consistent with other evidence for the context sensitivity of (nonevaluative) unconscious processes like in the case of subliminal persuasion (Merikle, 2001; Tamir et al., 2004). The findings may support extant literature (Jonathan, 2004; Kotler, 2012; Galdi, 2008; Maumeister, 2008), which argue that fast – paced complex persuasion messages often used in modern advertising may exceed the cognitive capacity of most people, leading to failure in processing of adverts to any significant extent.

In this study, self persuasion and subliminal persuasion have been confirmed to predict consumer involvement, while interpersonal persuasion was not significant. Therefore the hypothesis, *all forms of persuasion have a positive and significant relationship with consumer involvement in the choice of daily newspapers readers in selected counties in Kenya*, was not supported.

The inability of interpersonal persuasion to predict could be based on the nature of the product (daily newspaper) being habitually bought (Lin & Chang, 2003), purchase decisions are usually routine. This may not attract influence of family, friends, peers or vendors a fact supported by previous studies on consumer involvement in habitual purchases (Chen, et al., 2011; Pocheptsova et al., 2009; Danner et al., 2007; McCulloch et al., 2008; Johnson et al., 2012). From a practical standpoint, interpersonal persuasion should not form the basis for marketing communication strategy; rather subliminal persuasive communication strategies should be more yielding when adopted in frequently purchased items.

Outcomes of Unified model on the Relationship between Consumer Involvement and Consumer Choice.

The second hypothesis stated as, consumer involvement has a weak, positive and significance relationship with choice of daily newspapers readers in selected counties in Kenya, was also tested using multiple linear regression analysis with consumer choice as the treatment factor. The variable had undergone transformation to meet the assumption of regression analysis. This made the second model be theorized as follows: -

$$CoCh_Sqrt = \beta_0 + \beta_1 CoInv_RLog + \epsilon \text{ ----- (Eq - 2)}$$

Where; - CoCh_Sqrt - consumer choice, CoInv_RLog – Consumer Involvement, (β_0, β_1) – Estimated parameters and ϵ - the error term

The goodness of fit was assessed to determine how much of consumer choice is determined by predictor (CoInv_RLog). The findings of assessment of goodness of fit indicate that model 2 accounted for 13.5% variance ($R^2 = 0.135$). The outcome is presented in table 20.

Table 20: Variance in Consumer Choice (Model Summary)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
2	.367 ^a	.135	.132	.13362

Source: Research data (2014)

The low R^2 value may be explained by the fact that consumer decision making process for habitual products may involve some steps being skipped – for instance information search – leading to low involvement. This is in line with results from quantitative analysis, which show that 79% of the responds can visually detect their preferred brands without much effort at the place of purchase, a confirmation of low involvement in the purchase. Also, 63.3% of newspaper readers buy the same paper and 61.1% indicated that they don't spend time and effort deciding which daily newspaper to buy. All these point to low involvement in choosing daily newspapers readers purchase.

Table 21 shows the results of assessment of F - ratio that followed after determining goodness of fit. The results as presented by the final model 2 show that the prediction model was statistically significant with $F_{1,379} = 59.011, p < 0.001$. The model was therefore a significant fit to the data.

Table 21: Significance of the Overall Consumer Choice Model (ANOVA)

Model		Sum of Squares	df	Mean Square	F	Sig.
2	Regression	1.054	1	1.054	59.011	.000 ^a
	Residual	6.767	379	.018		
	Total	7.820	380			

Source: Research data (2014)

A determination of the significance of the predictor variable in the model was conducted and results as presented by the model 2 in Table 22 suggest that consumer involvement was statistically significant in the model with CoInv_RLog ($\beta = 0.14$, $p < 0.001$). The VIF ratio for consumer involvement variable was less than 4 suggesting absence of multicollinearity (Pan et al., 2008).

Table 22: Significance of Consumer Choice Relationship with Consumer Involvement Coefficients in the Model (Coefficients)

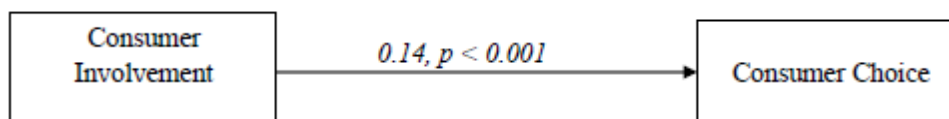
Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
2	(Constant)	1.775	.021		86.161	.000		
	CoInv_RLog	.014	.002	.367	7.682	.000	1.000	1.000

Source: Survey data (2014)

The prediction equation as presented below based on the unstandardized coefficients was statistically significant, $F_{1,379} = 59.011$, $p < 0.001$ and accounted for approximately 13.5% of the variance of CoCh_Sqrt ($R^2 = 0.135$, Adjusted $R^2 = 0.132$). CoCh_Sqrt was moderately predicted by CoInv_RLog. Figure 2 show a model of the relationship.

$$\text{CoCh_Sqrt} = 1.775 + 0.14 \text{ CoInv_RLog}$$

Figure 2: Unified Level Relationship between Consumer Involvement and Choice



Source: Researcher Model

The outcome revealed that there is a weak positive correlation between consumer involvement and consumer choice. This is in line with extant literature on consumer involvement (Radder & Huang, 2008; Johnson et al., 2012) and consumer choice (Iyengar

& Lepper, 2000; Iyengar et al, 2006) mentioned earlier in this thesis. The concept of consumer involvement especially in habitual purchases produces little cognitive effort in terms of information processing hence a small positive correlation. Therefore hypothesis stated as *Consumer involvement has a weak, positive and significance relationship with choice of daily newspapers readers in selected counties in Kenya* was supported. The summary of hypotheses testing are presented in table 23 below.

Table 23: Summary of Hypotheses Testing

No	Hypothesis	Findings
H ₁	All forms of persuasion have a positive and significant relationship with consumer involvement in the choice of daily newspapers readers in selected counties in Kenya.	Not Supported
H ₂	Consumer involvement has a weak, positive and significance relationship with choice of daily newspapers readers in selected counties in Kenya.	Supported

Source: Research Data Analysis (2014)

Summary of the Findings

In an attempt to explore the associations between variables, the study determined the relationship between different forms of persuasion and consumer involvement in the choice made by daily newspapers readers in Kenya. The descriptives revealed that besides consumers taking time to look at daily newspaper adverts, they also evaluate the adverts based on knowledge they hold. The results also informed that newspaper readers do pay attention to different brands of daily newspapers in the market. Also revealed was that daily newspapers in Kenya are differentiated enough to be easily recognized, though consumers seem not to know the prices of all papers irrespective of the small number. The results constitute an important finding that entails strategic implication to marketing practitioners. In essence it implies, it is possible to reach substantial number of daily newspaper readers with a specific appeal as they pay attention to adverts and price may not constitute an attract competition tool. Also, the findings mean that the underlying premise of Sharma's (2015) argument that persuasion generates more powerful changes holds in this case.

The inferential statistics results reported in the study lend support for the theoretical model (ELM) that was adopted from extant literature. A common element shared by all the three forms of persuasion was that a positive correlation existed between them (self persuasion, interpersonal persuasion and subliminal persuasion) and consumer involvement. The model theorized for the hypothesis was able to account for 68.5% variance ($R^2 = 0.685$) with $F_{3,377} = 273.611$, $p < 0.001$ making the model significant fit to the data. Also, a major finding that emerge from the study was that only self persuasion and subliminal persuasion predicted consumer involvement with their statistical significance being $\beta = 0.613$, $p < 0.001$ and $\beta = 0.972$, $p < 0.001$ respectively. Interpersonal persuasion on the other hand was not statistically significant with a p – value = 0.450, $p > 0.05$. This could be attributed to the fact that daily newspapers are habitually purchase hence little or no influence may be

envisaged from friends, peers, family members or workmates among other interpersonal persuasion sources. It also may cogently prove that daily newspapers are indeed low involvement products hence readers may rely on peripheral route cues in analysing persuasive message. Therefore the hypothesis, all forms of persuasion have a positive and significant relationship with consumer involvement in the choice of daily newspapers readers in selected counties in Kenya, was not supported.

As a whole, consumer involvement was found to have a weak, positive and significant relationship with choice of daily newspaper. It became apparent that newspaper readers easily pick out the brands of dailies they read, prefer specific brands of dailies and approximately 63.3% of the daily newspapers bought demonstrate tendencies of habitual purchases. The prediction model was statistically significant, $F_{1,379} = 59.011$, $p < 0.001$ and accounted for approximately 13.5% of the variance of consumer choice. This finding augments to existing literature on consumer involvement, where it draws ones attention to consumer behaviour during low involvement purchase. The results indicate that consumer involvement is bound to predict little variance of consumer choice. Therefore hypothesis stated as Consumer involvement has a weak, positive and significance relationship with choice of daily newspapers readers in selected counties in Kenya, was supported.

Daily Newspaper attributes were investigated to ascertain how readers favoured them and influence they had on the choice of dailies they purchased and read. The result indicate that content in the newspaper was ranked as the most favoured attribute by readers which influence the daily newspaper they purchase and read. It was followed by diversity/ variety of newspaper content which was ranked second. Print of newspaper (type of font and size) and availability (easy to get) of the newspaper, tied in the third position. These were followed by Newspaper layout, colour of newspaper, size of newspaper and price as the least favoured attribute. The ranking of price could have been attributed to the fact that the first two leading newspapers (Daily Nation and The Standard) are circulated at the same price, and have historically maintained the same prices and adjusted their prices on the same day.

Conclusions

The study set out to investigate the relationship between persuasion and consumer choice and basically disaggregated persuasion into the three forms namely, self persuasion, interpersonal persuasion and subliminal persuasion. Consumer involvement intervened between persuasion and choice as gender moderated. Elaboration Likelihood Model (ELM) was adopted for the study and daily newspapers in Kenya were used to explore concepts under investigation.

The market for print newspapers is characterised by intense competition and the presence of persuasion endeavours. The rate of persuasion is not likely to decrease in the near future. As a result, consumers are likely to become even more discerning when making choices in the marketplace. Thus, the key to survival of print newspapers in the long run is how well the understand relationships that exist between persuasion efforts they make and consumer choice, and use this information to strategically design persuasion approaches that would elicit desired outcomes. Reaching consumers with persuasion messages that capture their attention is difficult – but not impossible – since every business want to be noticed and therefore compete for customer's concentration. Used wisely, the Elaboration Likelihood Model can be a very helpful tool as a persuasion technique, and hence the need to augment and integrate it in organization's marketing programs.

Today's marketers must successfully decipher and uncover hidden cues that consumers rely on when processing persuasion messages. This may then be employed strategically to define distinct customer segments that can be tracked over time, ultimately yielding maximum benefits. Firms also may retain their market shares and even attract competitors so long as their newspapers content is rich and has variety of content. Price should not be adopted as a competition tool with the prevailing market conditions as it is bound to yield desired result.

Recommendations

The following recommendations were made;

To avoid shooting in the dark, daily newspapers publishers need to research more on their customers and/or potential customers to understand content that appeal to them more and then strategically infuse this in their dailies to gain competitive edge. They then need to continually market and promote their newspaper content to create awareness in order to achieve desired results.

Alternatively, newspaper publishers may attempt through persuasive communication strategies, to alter the importance newspaper readers place on a specific attribute. For example, price or availability of the newspaper was generally perceived as less important attributes in this survey. If management views their brands to have this attribute so embedded in their newspapers, they may be able to use persuasive marketing communications to change the importance of the feature in the mind of target newspaper readers. For example, market communications might feature the benefit and necessity of price to judge quality of content or justification of variety of content available.

The high percentage (30%) of those who might buy or might not buy their favorite daily newspaper brand if asked to pay more even if other brands are available, shows a group that is undecided that marketers can seize the opportunity and exploit it for brand switching or attract it to purchase a new brand of newspaper. It is a segment that can be targeted with more effective persuasive communications, which may fruitfully yield in the long run.

It is important that advertising client identify the daily newspaper with the highest readership when pitching their adverts. This is because a large percentage of daily newspaper readers (65%) do not purchase and read more than one daily newspaper. Also noteworthy is that those who purchase and read more than one daily, only 32% do it on daily basis. The rest, 68% occasionally purchase and read more than one daily newspaper. Of value to advertisers is that 63.8% of daily newspaper readers compare different dailies in the market indicative that they may come across an advert irrespective of the daily used to advertise.

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Appendix VII: Conference Certificates



KABARAK UNIVERSITY

Certificate of participation

This is to certify that

Hillary Oundo Busolo

Successfully participated in the 1st Annual Kabarak
International Conference held on 12th - 14th October 2011

Conference Theme

Research for promoting creativity, innovation,
Development, and industrialization

A handwritten signature in black ink, appearing to be 'J. K. K.', written over a horizontal line.

Registrar
(Academic & Research)

A handwritten signature in black ink, appearing to be 'M. K.', written over a horizontal line.

DVC
(Administration & Finance)



KABARAK UNIVERSITY

Certificate of Participation

This is to certify that

Busolo Hillary Oundo

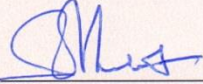
Successfully presented a paper titled

“An Investigation into the Relationship between Consumer Involvement and Choice of Daily Newspapers by Readers in Kenya”


at the Kabarak University 6th Annual International Research Conference held on 13th – 15th July 2016

Conference Theme

Research and Innovation For Societal Empowerment



Registrar
(Academic & Research)



Deputy Vice Chancellor
(Academic & Research)

Appendix VIII: Research Introductory Letter from University



INSTITUTE OF POST GRADUATE STUDIES & RESEARCH

Private Bag – 20157
Kabarak. KENYA
E-mail: directorpostgraduate@kabarak.ac.ke

Tel: 0203511275
Fax: 254 - 51- 343012
www.kabarak.ac.ke

12th September, 2012

Ministry of Higher Education Science and Technology
National Council for Science and Technology
P. O. Box 30623 - 00100
NAIROBI

Dear Sir/Madam,

RE: RESEARCH BY BUSOLO HILLARY OUNDO – GBD/M/0417/9/09

The above named is a Doctoral Student at Kabarak University in the school of Business. He is carrying out research entitled *“An Evaluation of Persuasion and Its Effects on Choice of Daily Newspaper Readers in Kenya”*

The information obtained in the course of this research will be used for academic purposes only and will be treated with utmost confidentiality.

Kindly provide the necessary assistance.

Thank you.

Yours faithfully,

Dr. Kagame Njagi
DIRECTOR (POST GRADUATE STUDIES & RESEARCH)



Kabarak university moral code

*As members of Kabarak University, we purpose at all times and all places, to set apart in one's heart, jesus as lord.
(1 Peter 3:15)*

Appendix IX: Research Authorization Letter



NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY AND INNOVATION

Telephone: +254-20-2213471,
2241349, 310571, 2219420
Fax: +254-20-318245, 318249
Email: secretary@nacosti.go.ke
Website: www.nacosti.go.ke
When replying please quote

9th Floor, Utalii House
Uhuru Highway
P.O. Box 30623-00100
NAIROBI-KENYA

Ref: No.

Date:

17th December, 2015

NACOSTI/P/15/60340/9085


Hillary Oundo Busolo
Kabarak University
Private Bag - 20157
KABARAK.

RE: RESEARCH AUTHORIZATION

Following your application for authority to carry out research on "*An evaluation of persuasion and its effects on choice of daily newspaper readers in Kenya*," I am pleased to inform you that you have been authorized to undertake research in **Selected Counties** for a period ending **17th December, 2016**.

You are advised to report to **the County Commissioners and the County Directors of Education of the selected Counties** before embarking on the research project.

On completion of the research, you are expected to submit **two hard copies and one soft copy in pdf** of the research report/thesis to our office.


DR. M. K. RUGUTT, PhD, HSC.
DIRECTOR-GENERAL/CEO

Copy to:

The County Commissioners
Selected Counties.

The County Directors of Education
Selected Counties.



Appendix X: Research License

THIS IS TO CERTIFY THAT:	Permit No : NACOSTI/P/15/60340/9085
MR. HILLARY OUNDO BUSOLO	Date Of Issue : 17th December, 2015
of KABARAK UNIVERSITY, 2441-0	Fee Received : Ksh 2000
nakuru, has been permitted to conduct	
research in Bungoma, Kakamega,	
Kiambu, Kisii, Kisumu, Machakos,	
Meru, Mombasa, Muranga, Nairobi,	
Nakuru, Nyeri, Uasin-Gishu Counties,	
on the topic: AN EVALUATION OF	
PERSUASION AND ITS EFFECTS ON	
CHOICE OF DAILY NEWSPAPER READERS	
IN KENYA.	
for the period ending:	
17th December, 2016.	
Applicant's	Director General
Signature	National Commission for Science, Technology & Innovation

