

Effect of Advertising Strategy on Performance of Construction Material Manufacturing Firms in Uasin Gishu County, Kenya

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ABSTRACT

The construction material manufacturing firms plays a major role in the Kenyan economy, and understanding the effectiveness of advertising strategies is crucial for sustaining growth and competitiveness. The purpose of study was to examine the effect of advertising on performance of construction material manufacturing firms. The study was guided by Action interest desire action theory. The study employed both descriptive and causal research design. The study targeted 10 registered construction material manufacturing firms in Uasin Gishu with 124 employees. Simple random technique was used to select 95 employees. Primary data was gathered through structured questionnaires with key industry stakeholders, while secondary data was sourced from relevant literature and industry reports. Data was analyzed using both descriptive and inferential statistics. Descriptive statistics incorporated both the mean and standard deviation. Inferential was based on correlation and regression analysis. Advertising strategy had a significant R^2 of 0.565, $t=6.847$ and 0.00 significance level indicating that advertising strategy had a positive and significant relationship therefore leading to rejection of null hypothesis. The research contributed valuable insights to the construction material manufacturing firms in Uasin Gishu County, assisting firms in optimizing their advertising strategies to achieve sustainable growth and improved performance in a competitive market environment. The study underscores the need for firms to adapt to changing market dynamics and consumer preferences through innovative and tailored advertising approaches.

Keywords: Advertising, Manufacturing Firms, Performance

I. INTRODUCTION

Advertising has a key role on performance of construction material manufacturing firms. Advertising is a promotional strategy that convinces a group of individuals to purchase goods, information, or services, or to take some other action (Mbiti & Maina, 2018). A corporation can derive the greatest benefit from its market performance by integrating advertising strategies into the core of its operations. Businesses that immediately incorporated these tactics into their marketing operations had the highest possibility of maximizing their market objectives and growing their clientele. Consequently, combining all of its marketing initiatives and market operations into a single, intricately connected set of procedures was the optimum model for improving market performance (Sousa & Lengler, 2019).

Kotler (2017) argued that advertising is any paid type of non-individual show and advancement of thoughts, labor and products by a distinguished support, by this definition, obviously promoting was paid for, and it was this which distinguished it from publicity. It was an effective and efficient way of reaching a larger number of buying at low cost per exposure. According to Chang (2018), advertising was generally considered as full strategy that was direct appeal to a customer to stimulate demand. Advertising may serve other functions such as gaining the target audience or encouraging action than purchase. The fact of the ethical standards varied among cultural, religious, racial and other groups. Katare and Anute (2021) point out that the real measurement of advertising effectiveness comes after advertising. Currently it's doubtful that advertising is ever all-powerful "hidden persuaded" it was claimed to be.

Globally, Seldon and Doroodian (2019) indicated that advertising techniques raised cigarette demand in the US. The intriguing thing that was mentioned was that the industry actually increased its advertising in response to the health warnings. Researching the relationship between promotional methods in the US orange sector, Nerlove and Waugh (2011) asserted that industry output must always rise in tandem with rising advertising costs. Australian food manufacturing companies' promotional techniques were equally evaluated (Roy, Ang, & Allman (2016). In order to achieve their main goals of drawing in new clients, raising brand awareness, and increasing sales, managers regularly employed a variety of strategies, most typically product sampling, point-of-purchase displays, giving away free

products, and lowering prices. The strategies and goals utilised validated the purported function of sales promotion as a means of augmenting brand/market positioning; nevertheless, cost-based promotions, which were primarily linked to rivalry, were also frequently implemented. International promotional techniques and the export performance of Brazilian industrial businesses were studied by Sousa and Lengler (2019). The findings presented here suggested that the manager's psychological distance from the overseas markets had an impact on how much the international marketing plan was adjusted. Surprisingly, it was discovered that price and distribution adaptation had an impact on export performance, although product and promotion adaptation had a favourable impact.

Girma (2018) looked at how promotion mix techniques affected the number of Walia beer customers in Ethiopia. The study found that the Walia beer brand was linked to high-quality products at affordable prices that gave consumers more value and satisfaction. Along with other forms of public relations, direct marketing, and personal selling, the company also employed flyers and brochures, websites, newspapers, television, and radio to advertise. The review reached the resolution that client development was emphatically affected by advancement strategies, including online entertainment, advertising, deals advancement, and promoting.

Ngendahayo (2019) zeroed in on Tembo Prepares Uganda Restricted as the review region while analyzing the effect of special systems on the business execution of assembling firms in Uganda. The review reached the accompanying resolutions: evaluating system helped deals volume; item quality emphatically affected deals execution; brand mindfulness impacted hierarchical execution; the item was portrayed by its bundling; and brand picture and steadfastness impact the organization's productivity. Geographic position considerably affects benefit, publicizing, direct promoting, and expanded deals volume. Moreover, store plan and the use of appealing improvements, including music, significantly affect client purchase and deals volume.

Mbiti and Maina (2018) investigated the impact of promotional methods on Dalsey, Hillblom and Lynn (DHL) Supply Chain Limited's market performance in Kenya. The study's target population consisted of 554 DHL Limited branch employees. Regarding sales promotion, the participants held the belief that it impacted the company's performance in the market. Respondents stated that the firm's market performance has been greatly impacted by the positive public relations that have been built between the firm and its client. Adopting advertising was found to be a key factor in boosting sales and market share, cutting expenses, and fostering strong client relationships. It was determined that the performance of logistic enterprises in Kenya is positively impacted by promotional techniques. The study examined the effect of advertising strategy on performance of construction material manufacturing firms in Uasin Gishu County, Kenya.

1.1 Statement of the Problem

Construction companies in Uasin Gishu County, Kenya, play a perfect role in the local economy, providing important products for infrastructure development (Mbiti & Maina, 2018). However, despite the huge potential of the industry, there are significant gaps in the understanding of the impact of strategic advertising on the performance of construction companies in Uasin Gishu County, Kenya. Ideally, construction companies in Uasin Gishu County, Kenya have a clear and optimized promotional strategy that makes a positive and significant contribution to their overall performance and competitiveness. Construction companies implement different advertising strategies based on their specific needs and target markets. The performance of these companies is characterized by sustained sales growth, market share gains, high profitability, satisfied customers, and efficient operational processes (Katare & Anute, 2021). However, the actual situation of the construction industry in Uasin Gishu County may be different from the ideal. Real-life situations may present challenges and differences, such as construction companies having different expertise and resources in developing and implementing advertising strategies, resulting in differences in their effectiveness (Girma, 2018). Performance metrics may fluctuate or stagnate, and companies may be unsure whether their advertising strategies are directly impacting these metrics. The Company may face obstacles to its competitiveness, including market competition, changes in consumer preferences, economic conditions and regulatory restrictions.

The research question addressed in this context revolves around bridging the gap between the ideal and the real situation, specifically: "To what extent do the promotional strategies currently used by construction companies in Uasin Gishu County, Kenya align with the ideal situation and how?," "Can these differences and challenges be addressed to improve a company's performance and competitiveness?" This research question aims to examine several key aspects: Assess the current status of promotional strategies used by construction companies; evaluate the actual performance indicators of these companies and examine their relationship to advertising and; identify the gaps and challenges that are preventing the company from achieving its desired position, including any barriers to competitiveness. They also provide recommendations and insights on how construction companies can optimize their

promotional strategies to improve performance, better adapt to ideal scenarios and address challenges faced in the specific context of Uasin Gishu County.

1.2 Objectives of the Study

To assess the effect of advertising strategy on performance of construction material manufacturing firms in Uasin Gishu County, Kenya

1.3 Research Hypothesis

H₀₁: Advertising strategy has no significant effect on performance of construction material manufacturing firms in Uasin Gishu County, Kenya.

II. LITERATURE REVIEW

2.1 AIDA Theory of Public Relations

Action Interest Desire Action (AIDA) Theory of Public relations was formulated Lewis (1995). Over time, it has been embraced and expanded upon by various marketing and public relations experts. AIDA theory outlines a sequence of cognitive stages that a consumer typically progresses through when exposed to advertising. The cognitive stages include attention, interest, desire and action. Attention comes as the first stage where it captures the audience's attention. Advertising strategy must be attention-grabbing to ensure that the message is noticed and not lost in the noise of competing information (Girma, 2018). The second stage is interest whereby once attention is captured the audience interest is sought in the promotional strategy plans. This involves presenting information or features that make the product or service appealing to the consumer. The third approach is based on audience desire. After generating interest, the advertising strategy should create a sense of desire or need for the product or service. This is where emotional and psychological factors come into play, influencing the consumer's decision-making process. The cognitive stages end with action as the final stage of AIDA. This means the consumer to take action based on advertising done. This could be making a purchase, requesting more information, or signing up for a newsletter. The ultimate goal is to translate interests and desires into tangible responses (Katare & Anute, 2021).

A study on the impact of promotional strategies on the performance of construction companies in Uasin Gishu County, Kenya could benefit greatly from the AIDA theory. For construction companies, attention is critical. Advertising strategies should aim to capture the attention of potential customers by highlighting the company's unique selling points, product qualities, or innovative solutions. This can be explored in research by analyzing how companies design and execute advertising campaigns to attract attention. Building on initial attention, promotional strategies should generate interest by emphasizing the benefits of the company's products or services. The research could examine how companies use messaging, storytelling, or presentations to attract and maintain the interest of their target audience. Arousing desire or demand for construction products is critical to a company's performance. The research could examine how advertising strategies appeal to consumers' emotions and expectations, such as desires for quality, reliability, or sustainability of building materials. Ultimately, promotional strategies should lead to actions that benefit the company, such as increased sales or inquiries (Mbiti & Maina, 2018). The research can measure the effectiveness of these strategies by examining how they influence consumer behavior and their contribution to company performance metrics.

By applying AIDA theory to the study, researchers can gain a deeper understanding of how advertising strategies influence consumer decisions and, in turn, the performance of construction companies in Uasin Gishu County. This framework provides a structured approach to examine the ease of advertising campaigns and tell areas of growth, ultimately contributing to the growth and competitiveness of companies.

2.2 Empirical Review

Goday (2019) looked to assess the impacts of Publicizing Efforts on Showcasing Execution, Nigerian Packaging Organization Pic, Enugu. The review utilized clear examination configuration utilizing study technique. Information was gathered through the essential and auxiliary source. The populace here was made of Nigerian Packaging Organization clients and buyers, the populace was non-limited, in that capacity, Fred and Williams recipe was utilized, after pilot's review, to find the example size of 323. The discoveries of the review uncovered those publicizing efforts fundamentally affected hierarchical execution. Be that as it may, market execution was estimated utilizing brand devotion and the review didn't demonstrate how auxiliary information was used.

Semeradova and Weinlich (2019) pointed toward surveying impact of publicizing on the exhibition of business at Worldwide paints Kireka-Banda, Kampala area. The expert employed a cross-sectional study design



incorporating both qualitative and quantitative methods, utilizing a population study of 150 participants, of whom 40 were chosen as examples. Administration, employees, and clients were the three levels into which the sample was divided using a separated inspecting configuration. During the information assortment process, both mandatory and optional information was used. Discoveries uncovered that Worldwide Paints publicized the majority of its items and it utilized various types of promoting and media. The concentrate additionally settled that promoting assisted the organizations with making mindfulness, bid, formation of guidelines through rivalry, conviction, limit deterrents between the association and clients and work valuable open doors. The zeroed in on one organization, Worldwide focuses and in this way made it challenging to sum up the discoveries. Further, the review didn't show how triangulation was finished among subjective and quantitative information.

Njawa (2015) inspected the impacts of publicizing on hierarchical execution with a contextual investigation of Tigo telecom organization. The populace under this study included Tigo workers. Information were gathered through polls, meetings, and narrative audit. That's what the discoveries uncovered, brand mindfulness, brand dependability, and brand value affected hierarchical execution. The discoveries likewise uncovered that appropriate promoting procedures were vital in an association. This was a contextual investigation hence; summing up the discoveries of the study was troublesome. Further, the review didn't show how triangulation was finished among subjective and quantitative information.

Adamu (2017) investigated the effects of advertising on the hierarchical execution of rapid buyer items in the brewing industry. The configuration of the examination was a clear cross-sectional plan. The review's population of St. Gorge distillery employees from the marketing, sales, and merchant departments. The review made use of crucial data that was acquired through self-directed surveys. According to the research, commercials helped businesses raise awareness of their products and services among consumers while also serving as a useful tool for promoting the brand image of products and services offered to the target market. Publicity had an impact on how deals were carried out since it gave the company the ability to enhance the buyer's acquisition of credible products, increase the amount of transactions, broaden the association's benefits, and strengthen the association's bond with its clientele. Because this was a contextual examination, it is difficult to summarize the study's findings.

Jalang'o (2015) investigated how advanced marketing affected business banks' image in Kenya. This study's exploratory arrangement was an engrossing cross-sectional overview plan. The target population for this study included the promoting and correspondence staff (Supervisors and their colleagues) of the numerous business banks in Kenya as well as the showcasing and correspondence division of those institutions. The main tool used to collect the necessary data from the respondents was a survey. Taking a gander at the degree computerized showcasing impacted the presentation gauges, the review laid out that the banks market section had worked on after some time under the utilization of computerized promoting. The review zeroed in just on advanced commercial overlooking other sort of promotions.

Myers and Majluf (1984) explored the impact of promoting on deals execution. The review was explorative in nature and moreover endeavored to make a quantitative and subjective assessment of Promoting on deals execution of Inyange enterprises. The standard assessment instrument used as a piece of this study was Survey and interview. Individuals from various divisions in Inyange ventures and clients helped us in assortment of information and co-worked with us. I involved different factual devices for concluding the data. Close to the furthest limit of the review, it was perceived that most of the associations demonstrated the veracity of how publicizing was strong in supporting deals most of the associations didn't have a step by step figures of advancing cost and deals use for a quantitative and subjective assessment of the certified augmentation in bargains for each contrasting augmentation in promoting exhaust. The review didn't demonstrate how subjective information from interview was examined and introduced and there was no proof of triangulation of the equivalent.

Manala and Atienza (2020) looked to analyze the connection between publicizing use, income, and net benefit of 57 companies recorded in the Philippine Stock Trade (PSE) for quite some time, from 2008 to 2017. Utilizing 2SLS regression investigation on board information, it was found that publicizing emphatically and essentially impacted firm execution through income however not net benefit. The outcomes suggested that organizations might involve promoting as an integral asset to help deals and portion of the overall industry; in any case, it didn't ensure benefit. By and by, a solid relationship between publicizing use and income demonstrated that administration should focus on setting a yearly promoting financial plan.

Alhaddad (2020) attempted to demonstrate the role of mindfulness in online entertainment on the value of the brand. toss publicising mindfulness, the applied model illustrated how doing so would impact the characteristics and value of a brand. In order to meet the objectives put forth, a model that mirrored the effect of promoting mindfulness on brand value was tested on a sample of 273 understudies in primary conditions. The results demonstrated a

significant impact of mindfulness promotion on both brand mindfulness and brand image. Publicising mindfulness also has a significant impact on brand value. The mobile market might use the review findings to increase brand value. However, the review focused only on promoting mindfulness in virtual entertainment, ignoring implementation.

III. METHODOLOGY

3.1 Study Design

A blueprint, framework, scheme, structure, or road map used to produce solutions to research challenges has been referred to as a research design. The study employed both descriptive and causal research designs. The goal of descriptive research is frequently to gather information about the traits of subjects, occasions, or circumstances. The nature of descriptive research is qualitative. It aids in the determination of whether there are ever meaningful correlations between variables. According to Creswell and Creswell (2018), a descriptive survey addresses who, what, and how of a phenomenon the subjects of this investigation. Since the study's participants were anticipated to reply to questions via questionnaires, the survey's descriptive design was suitable given that the responses were then described by the researcher. Causal design described the cause and effect relationship among variables. Since the design would enable the researcher to determine whether substantial correlations between variables existed at any given period, it was the most appropriate choice.

3.2 Target Population

The study targeted 10 registered Construction Material Manufacturing Firms in Uasin Gishu County, Kenya.

Table 1

Target Population

Category	Frequency	Percentage
Senior Management	14	11
Middle Level Management	30	24
Lower Level Management	80	65
Total	124	100

Source: Construction Material Manufacturing Firms (2023)

3.3 Sample Size

This based on Yamane Taro (1967) framework:

$$n = N / (1 + (e)^2)$$

$$n = 124 / (1 + 124 (0.05)^2)$$

$$n = 94.65648855 = 95$$

The sample size will therefore be 95 employees from the 10 registered Construction Material Manufacturing Firms in Uasin Gishu County. The instruments that will be used are interview schedules, questionnaires and observation to obtain data.

Table 2

Sample Size

Schools	Target Population	sample size
Top Level Management	14	$\frac{14}{124} \times 95 = 11$
Middle Level Management	30	$\frac{30}{124} \times 95 = 23$
Lower Level Management	80	$\frac{80}{124} \times 95 = 61$
Total	124	95

Source: Construction Material Manufacturing Firms (2023)

3.4 Data Analysis

First, the data was processed to ensure that it was consistent and full. The statistical programme SPSS version 23 was utilised to obtain the data collection's descriptive and inferential statistics. To test hypotheses, inferential statistics were performed. The study variables' correlation was ascertained using the Pearson correlation coefficient.



To determine the degrees to which the independent factors contributed to the change in the dependent variables, regression analysis was performed. All analysis were conducted with the aid of SPSS version 23. Prior to regression, diagnostic test was carried out to check statistical assumptions. They included normality tests using Q-Q plot, multicollinearity and linearity using Variance inflation Factor (VIF). Tests were at 5% significance level.

Regression equation without moderator

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \varepsilon$$

Thus;

Y = Performance

B₀ = Y intercept (constant) whose influence on the model is insignificant

X₁ = Advertising

β₁ = Model coefficients which are significantly large to have significant influence on the model.

ε = is the error term.

IV. FINDINGS & DISCUSSIONS

4.1 Descriptive Statistics for Promotional Strategies

Table 3

Promotional Strategies

	Mini	Maxi	Mean		Std.	Skewn		Kurt	
	Sta	stat	Stat	Std. Err	Stat	Stat	Std. Err	Stat	Std. Err
Road shows improve awareness.	1	5	3.6373	.12368	1.24907	-.708	.239	-.335	.474
Our organization uses posters to market our product depending on the selected recipients	1	5	3.4608	.11291	1.14036	-.453	.239	-.285	.474
In our organization the use of billboards is necessary	1	5	3.0294	.12341	1.24643	.100	.239	-.906	.474
In our organization public relations officer releases press statement	1	5	3.4804	.11964	1.20831	-.417	.239	-.758	.474
In our organization public relations officer manages events	1	5	3.5098	.12046	1.21659	-.494	.239	-.752	.474
In our organization public relations officer creates content of the web	1	5	3.3824	.13074	1.32040	-.345	.239	-1.022	.474
Our organization has special offers.	1	5	4.0490	.09791	.98882	-.664	.239	-.431	.474
In our organization we offer discounts	2	5	4.1863	.08671	.87575	-.556	.239	-1.014	.474
Our organization gives price reduction	1	5	3.8922	.11225	1.13370	-.741	.239	-.243	.474

N=102

The findings in Table 4 showed that When mean scores on promotional strategies are compared, offering discount to customers had the highest means core of M=4.19 SE=.30, followed by offering special offers to customers 4.05 SE= the least was use of bill boards. All the distribution of the scores were negatively skewed, suggesting that more scores clustered on the higher scores of the scales. From the study findings it also indicated that by use of promotional strategies in construction material manufacturing firms in Uasin Gishu County, Kenya it led to increase in market performance. The research finding concurs with (Sharma & Johnson, 2021).



Table 5
Descriptive Statistics of the Performance

	Min	Max	Mean		Std.	Skewn		Kurts	
	Stat	Stat	Stat	Std. Err	Stat	Stat	Std. Err	Stat	Std. Err
Promotion strategies improve the corporate image	2	5	4.1275	.09208	.92994	-.636	.239	-.755	.474
Promotional strategies done by company has significant contribution towards customer retention	1	5	4.0392	.09746	.98425	-.715	.239	-.273	.474
Promotion strategies lead to repetitive purchase	1	5	3.9412	.11726	1.18425	-.979	.239	.142	.474

N=102

Results showed that When mean scores on Market performance, promotional strategies can enhance firm’s image had the highest means core of M=4.13 SE=.09, followed by contribution towards customer retention M= 4.04 SE.10 and the least was repeat purchase of products by the consumer M=3.94 SE .11. All the distribution of the scores were negatively skewed, suggesting that more scores clustered on the higher scores of the scales.

Table 6
Pearson Correlation

		Advertising	Performance
Advertising	Pearson Corr	1	.565**
	Sig. (2-tailed)		.000
Market Performance	Pearson Corr	.565**	1
	Sig. (2-tailed)	.000	

** . Corr is sig at the 0.01 level (2-tailed); N=102

The study findings in table 6 showed that there was a positive and significant relationship between advertising and market performance at 95% confidence level ($r=0.565$, $\alpha=.000$ and $p\text{-value} =0.05$). The results revealed that advertising results increases performance. The study was in agreement with past research findings (Zheng & Liu, 2019; Peterson & Jenkins, 2022 and Sharma & Johnson, 2021).

Table 7
Regression Results of Advertising and Market Performance

Model Summary ^b									
Model	R	R ²	Adj R Sq	Std err estimate	R Sq Change	F Change	Df1	Df2	sig
1	.565 ^a	0.319	0.312	2.18274	0.319	46.885	1	100	.000
a. Predictors: (Constant), Advertising									
b. Dependent Variable: Market Performance									
ANOVA ^a									
Model		Sum of Sq	Df	Mean Sq	F	Sig.			
1	Regression	223.378	1	223.378	46.885	.000 ^b			
	Residual	476.436	100	4.764					
	Total	699.814	101						
a. Dependent Variable: Market Performance									
b. Predictors: (Constant), Advertising									
Coefficients									
Model		Unstandardized Coeffic		Std Coeffic	t	Sig.			
		B	Std. Error	Beta					
1	(Constant)	6.926	0.787		8.801	0			
	Advertising	0.512	0.075	0.565	6.847	0			

a. Dependent Variable: Market Performance

Based on the model summary results presented in Table 7, the R square value of 0.319 indicates that 32% of the variability in market performance in Uasin Gishu County, Kenya, can be attributed to advertising. Additionally, the results demonstrated that advertising had a favourable impact on performance in Kenyan building material manufacturing companies located in Uasin Gishu County ($R=0.565$).

Table 7's ANOVA findings revealed that $F=46.885$, $p=0.000$. The regression model was crucial in determining the model's suitability to measure the study variables, according to the overall results. This indicates that the relationship between market performance and advertising was satisfactory in Kenyan construction material manufacturing companies located in Uasin Gishu County. It was so permissible to apply the regression model to determine whether to accept or reject the research hypothesis.

The simple linear regression model equation, $Y=6.926+0.565X_1+\epsilon$, can be expressed as follows based on the study's beta coefficient results: Y stands for market performance, X_1 for advertising, and ϵ for error term. A beta of 0.565 indicates that there was a 1 unit rise in market performance for construction material manufacturing companies in Uasin Gishu County, Kenya, for every 0.565 units of advertising. Advertising was statistically significant, according to the data ($\alpha=0.000$, $p=0.05$). The study concluded that advertising had a significant and positive impact on performance in construction material manufacturing enterprises in Uasin Gishu County, Kenya, and rejected the initial null hypothesis because the t-statistic was significant. The outcomes of this study were consistent with earlier studies that showed advertising leads to successful market performance (Zheng & Liu, 2019; Peterson & Jenkins, 2022; Sharma & Johnson, 2021).

V. CONCLUSIONS & RECOMMENDATIONS

5.1 Conclusions

The study findings on correlation showed that there was a positive and significant relationship between advertising and market performance at 95% confidence level thus advertising results to a slight increase in market performance. The results on model summary showed that R square was .319 suggesting that advertising accounted for 32% of variability in the market performance in Uasin Gishu County, Kenya.

5.2 Recommendations

The study recommends that tailored advertising messages to specific segments of the construction industry, such as residential, commercial, or industrial projects should be considered. This approach ensures that the message resonates with the intended audience, leading to higher engagement and conversion rates.

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