

Effect of Advertising Channels on Brand Awareness Among Private Tea Factories in Limuru Sub – County, Kenya

¹Kyembwa Mary Kaluki, ²Wanjiku Kinyanjui & ³Paul Gesimba

¹Department of Business, St. Paul's University, Kenya

<https://orcid.org/0009-0006-5383-0712>

²Department of Business, St. Paul's University, Kenya

³Department of Business, St. Paul's University, Kenya

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Abstract

While the general impact of advertising on brand awareness is well-documented, there remains a notable research gap concerning the effectiveness of specific media channels within Kenya's vital tea processing sector. It points to the capability of possible buyers to spot or recall a brand, a key factor that greatly influences what they decide to buy. This study investigated the effect of various advertising channels namely newspaper, radio, billboard, and social media on brand awareness in the tea manufacturing sector. The theoretical framework incorporated are Market Response Theory, Cognitive Response Theory, Affective Response Theory, and Persuasive Hierarchy Theory. Data was collected from 72 employees from Limuru Tea Factories. Data was collected through a questionnaire and secondary data via document reviews. A pilot study was conducted to test the validity of the data collection instrument. The validity of the research instrument was conducted through Cronbach Alpha. Descriptive statistics was assessed using frequencies, percentages, means, and standard deviations, while inferential statistics employed multiple regression to explore the relationships between research variables. Using a descriptive research design and multiple regression analysis on data from 64 employees, the study found that all four advertising methods—newspaper, radio, billboard, and social media—had a significant and positive effect on brand awareness. Newspaper Advertising is a key indicator that strongly necessitates the establishment and development of brand awareness. The study established that the effects of Social Media Advertising on brand awareness at Limuru Tea Factories. The study suggested that comparative research be conducted to analyze the effectiveness of newspaper, radio, billboard and social media advertising in generating different types of brand awareness (brand recall, brand recognition) among various consumer segments.

Keywords: *Advertising, Billboard Advertising, Brand Awareness, Marketing Communication, Newspaper Advertising, Radio Advertising, Social Media Advertising.*

1.1 Introduction

Tea is increasingly used in food products such as tea-infused alcoholic beverages, tea- flavored yoghurts, and baked goods. Furthermore, its antioxidant and antibacterial properties have made it a sought-after ingredient in cosmetics and household products. Soaps, shampoos, conditioners, and lotions enriched with tea extracts are driving growth in the manufacturing sector, thus creating employment in product development, processing, and marketing. Determinants of Kenya's tea tourism include the country's unique tea landscapes and cultural heritage, the need for collaboration among stakeholders for effective marketing and management, and government policies supporting the sector's growth and economic inclusion. Key challenges include lack of information, stakeholder cooperation, and government support, which hinder tourism development in the tea sector. Overcoming these requires targeted marketing, infrastructure development, sustainable practices, and increased local community involvement (KIPPRRA, 2025).

According to Smith (2020), advertising is a strategic communication tool used to promote goods or services to the public with the aim of influencing consumer behavior and driving sales. Advertising (ad) is an important strategy for businesses to keep their companies profitable and to make maximum sales. It is also imperative for businesses to develop a positive brand perception and to create awareness about their products and services. Advertising is a component of the promotional mix that marketers use to communicate with their target audience. Advertising involves the public promotion of products or services with the aim of capturing people's interest and portraying them positively. For any business, the primary purpose is to encourage the intended customer base to acquire its offerings.

The capacity of consumers to remember and identify a particular brand constitutes brand awareness, whereas repurchase intention signifies a customer's inclination to make recurring purchases from the same company. The importance of a brand in the minds of consumers is highlighted by brand awareness, which influences their decisions based on their familiarity with the brand (Ilyas et al., 2020). Customers' capability to identify or remember a brand is referred to as brand awareness, although the particular item and the brand are related, this relationship is not required to be very close. Horsfall, et al., (2020) asserts that individuals possess, and are mindful of, existing comprehension regarding their own identities, the specifics of the events, their physical location, in addition to the ambiance of the setting, the prevailing season and the particular day, furthermore, what actions to undertake for the remainder of the day and if at that moment, awareness of everything exists, its strength differs. The consciousness of individuals is perpetually transforming its structure, and the concept we describe as awareness represents the scope of an individual's information, although it remains achievable to focus on a single activity while still being conscious of numerous other aspects. To enhance brand awareness for tea products in Kenya, Limuru Tea factories should implement a multi-faceted approach that emphasizes digital engagement, leverages local cultural connections, and focuses on consumer experience.

1.2 Objectives of the Study

- i. To assess the effect of newspaper advertising on brand awareness among private tea factories in Limuru Subcounty, Kenya.
- ii. To assess the effect of radio advertising on brand awareness among private tea factories in Limuru Subcounty, Kenya.
- iii. To establish the effect of billboard advertising on brand awareness among private tea factories in Limuru Subcounty, Kenya.
- iv. To evaluate the effect of social media advertising on brand awareness among private tea factories in Limuru Subcounty, Kenya.

1.3 Research Questions

- i. What is effect of newspaper advertising on brand awareness among private tea factories in Limuru Subcounty, Kenya?
- ii. What is the effect of radio advertising on brand awareness among private tea factories in Limuru Subcounty, Kenya?
- iii. How does billboard advertising affect brand awareness among private tea factories in Limuru Subcounty, Kenya?
- iv. What is the effect of social media advertising on brand awareness among private tea factories in Limuru Subcounty, Kenya?

2.1 Literature Review

2.2 Theoretical Review

2.2.1 Market Response Theory

Market Response Theory was developed by John U. Farley and Donald R. Lehmann in the early 1970s, this theory investigates how advertising expenditures affect sales and market performance over time (Petty et al., 2001). According to this theory, advertising effectiveness refers to the effect of advertising on consumer behavior, including increased brand awareness, higher purchase intentions, and actual sales. The theory suggests that while advertising can significantly influence these outcomes, the extent of this influence can vary. The theory posits that although initial increases in advertising spending can lead to significant sales gains, the additional returns from further spending eventually decrease. In competitive markets, the effectiveness of advertising may be diminished if competitors also ramp up their advertising efforts. Wyer and Shavitt (2005) argue that Market Response Theory suggests a direct link between advertising and purchasing behavior, measured through outcomes like sales, market share, and brand preference, without accounting for intermediate consumer-level influences. For example, this approach might prioritize the repeated purchases of Limuru Tea products over analyzing individual psychological tendencies.

2.2.2 Cognitive Response Theory

This theory was developed by Antony Greenwald in 1963. The theory emphasizes that individuals' cognitive responses to persuasive communication, such as advertising, are crucial for understanding the lasting effects of such communications (Thorson & Moore, 1996). The theory views advertising as a means to reduce the information or search costs associated with purchases.

It distinguishes between two main types of goods that is experience goods and search goods: These can be assessed based on objective criteria like price, without prior use. These processes are separate from emotional responses, which involve desires and intentions. Cognitive responses are thoughts elicited by persuasive communication, which can lead to changes in attitudes. The manner in which individuals process, elaborate on, and integrate information affects their attitudes and decisions. Cognitive Response Theory links advertising with price elasticity of demand. High-quality and differentiated products typically result in lower price elasticity of demand, especially for experience goods. In contrast, actively seeking information tends to increase price sensitivity, as per information theory (Bagwell, 2005).

2.2.3 Affective Response Theory

The Affective Response Theory was proposed by Robert B. Zajonc in 1980. In his influential paper, "Feeling and Thinking: Preferences Need No Inferences," Zajonc argued that emotional responses can happen without extensive cognitive processing (Holbrook & O'Shaughnessy, 1984). This theory posits that consumer preferences are shaped more by the enjoyment, emotions, or feelings generated by an advertisement rather than by the product's objective attributes (Gardner, 1985). This affective response considers both the advertised brand and the advertisement itself. It has been suggested that affective responses are more influential in shaping brand attitudes in low-engagement contexts compared to high-involvement situations. Creative elements, such as melodies, may largely drive these emotional effects. Affective Response Theory emotional responses provide an additional explanatory layer for Market Response Theory, clarifying how emotional resonance with advertising translates into measurable outcomes like stronger market share or higher sales. When applied effectively in organizations, Affective Response Theory can significantly persuade potential consumers to purchase their products.

2.2.4 Persuasive Hierarchy Theory

The Persuasive Hierarchy Theory, introduced by Robert J. Lavidge and Gary A. Steiner in 1961, presents a model consisting of six stages which includes awareness, knowledge, liking, preference, conviction, and purchase. These stages are essential in crafting advertising strategies aimed at increasing brand awareness and driving consumer action in a competitive market. The theory suggests that for advertising to effectively influence sales, it must trigger a sequential impact on consumers, starting with cognitive, then emotional, and finally behavioral effects (Reed & Ewing, 2004). This involvement can range from high to low, forming a continuum rather than a binary classification (Lee & Schumann, 2004). For advertisers, understanding and applying persuasive techniques effectively is key to achieving successful outcomes. Smith and Yang (2004) asserted that this theory supports the effectiveness of billboard channel of advertising where persuasive messages designed to elicit specific actions, such as purchasing the advertised product. The persuasive power of billboard advertising can effectively motivate potential customers to buy the featured product or engage with the services offered by the firms.

2.3 Empirical Review

2.3.1 Newspaper Advertising and Brand Awareness

Chandran et al., (2019) did a research which delved focus on the influence newspaper advertisements on consumer awareness in India, particularly examining how such ads shaped customer behavior and the specific components they affected. The study found that the informational content of newspaper ads had a greater impact on durable goods compared to items like apparel, where consumers were more swayed by the psychological appeal of the promotional content. The amount of information in advertisements was found to be unrelated to their detailed specifications. For electronic products, the ads were more factual, while for apparel, they were primarily transformational. These findings align with Thakkar (2023), who investigated the role of creativity in print advertising, highlighting that despite the growth of digital media, print ads remain effective for building brand awareness. While both studies were conducted in India, they both left a contextual gap since none focused on tea factories as this study sought to address that identifies gap. In conclusion, these studies demonstrate that the type of product and the nature of advertisement content both influence consumer response to print media.

In a similar vein, Chigora and Ndlovu (2019) The study delved into how print publications contribute to improving Zimbabwe's destination brand equity. The results showed that newspapers and travel magazines were highly influential; newspapers enhanced recognition and quality perception, and travel magazines reinforced brand connections. Furthermore, the research pointed out that broadcast platforms, social networks, and targeted communications each had unique functions: broadcast platforms amplified brand recognition, social networks nurtured brand loyalty, and targeted communications molded the brand's image. Eneizan et al. (2019), Studies have investigated how green marketing strategies affect how well car dealerships in Jordan perform. The different results seen in these studies may be due to the different situations they examined. To illustrate, Fatoki (2019) did a study in South Africa about how a green marketing focus affects social performance in the hotel business, and they discovered that using green marketing methods had a good and noticeable impact on performance. While Chigora and Ndlovu (2019) focused on print publications, Eneizan et al. (2019), investigated how green marketing strategies affect how well car dealerships in Jordan perform and lastly Fatoki (2019) did a study on how green marketing affects social performance in the hotel business, these studies left contextual gaps which were addressed by the current. In conclusion, the reviewed studies affirm that advertising and marketing strategies play diverse roles in shaping brand outcomes.

2.3.2 Radio Advertising and Brand Awareness

Pabelona and Samson (2022) investigated the impact of radio advertising, selection factors, and advertiser satisfaction in a specific city. Their study found that radio advertising has a generally high influence on sales, while its effect on market shares was moderate. They noted that advertisement cost is a key consideration for advertisers when choosing a radio station, and advertisers were generally satisfied with the services provided. Digital broadcasting also had a moderate impact on both sales and market shares. No significant differences were identified between advertising packages and either sales or market share. These results are consistent with Khanam (2022), who focused on the effect impact of radio advertisements on consumer behavior

and found that radio advertising significantly boosts customer awareness. Contextually, both studies left a contextual gap which this current study sought to address by conducting a study in the private tea companies. In conclusion, these studies confirm that radio advertising remains a powerful tool for influencing consumer awareness and driving sales.

Ngugi (2020) focused on the radio promotional technique to foster competitive market growth. The research revealed that the organization implemented both assertive and receptive approaches, encompassing promotional sales, individualized sales tactics, and focused marketing efforts. Bhat et al. (2020) scrutinized how radio advertisements affect the buying choices of Indian shoppers, discovering that these ads have a favorable effect on purchasing habits, positioning it as a favored approach in contrast to conventional methods of targeting. Kaunda et al. (2023) investigated the effects of engaging radio marketing on the achievements of micro, small, and medium-sized businesses situated in the Nyanza region of Kenya. While Ngugi (2020) focused on the radio promotional technique to foster competitive market growth, Bhat et al., (2020) gave attention to how radio advertisements affect the buying choices of Indian shoppers and Kaunda et al. (2023) investigated the effects of engaging radio marketing on the achievements of micro, small, and medium-sized businesses situated in the Nyanza region of Kenya, none of these studies was related to radio advertising in the private tea factories. This left a contextual gap from the studies which was addressed by this study. In conclusion, these studies confirm that radio advertising remains a vital tool for influencing consumer behavior and supporting business growth not only in the private tea factories but other sectors.

2.3.3 Billboard Advertising and Brand Awareness

Widayat et al., (2022) delved on the effect of billboard advertising on brand awareness for luxury brands in Indonesia, finding that billboard advertising significantly influences purchasing decisions for fashion products. The research further emphasized the significant intervening influence of familiarity with a brand; this familiarity acts as a link between advertising efforts and online recommendations, ultimately guiding what people decide to buy. This finding stands in contrast to the research by Gebresalassie and Bougie (2019), which explored media preferences of advertisers in Least Developed Countries (LDCs), focusing on Ethiopia. Their study found that billboards are particularly favored in LDCs due to specific contextual factors, but managers' perceptions of their effectiveness were mixed. The studies by Widayat et al., (2022) delved on the effect of billboard advertising on brand awareness for luxury brands in Indonesia and Gebresalassie and Bougie (2019) explored media preferences of advertisers in Least Developed Countries (LDCs) and the study findings could not be generalized or applied in the current study thus leaving knowledge gap which was addressed by the current study by focusing on advertising channels and brand awareness, Kenya. In conclusion, findings from these studies illustrate that billboard advertising can play a crucial role in shaping consumer awareness and purchase behavior, particularly for luxury brands where familiarity strengthens the link between advertising and consumer choice

Achuku and Abubakar (2023) investigated how advertising influences what customers buy when it comes to new items from Ajinomoto Foods Nigeria Limited. Their research revealed that commercials on TV have a good influence on what people decide to buy. Conversely, advertisements on the radio have a notable but unfavorable influence. Additionally, billboards and

posters do not seem to have much of an effect on purchasing decisions for particular items in Katsina. This is different from what Shaukat and Ming discovered in 2022 when they looked at how important green marketing is to Pakistani drug companies. The study by Achuku & Abubakar (2023) investigated how advertising influences what customers buy while Shaukat and Ming (2022) looked at how important green marketing is. Both studies left a contextual gap since none of them gave attention to private tea factories which were addressed by the current study by exploring advertising channels and brand awareness among private tea factories in Limuru Subcounty, Kenya. In conclusion, these findings indicated that different advertising channels exert varying levels of influence on consumer purchasing decisions.

2.3.4 Social Media Advertising and Brand Awareness

Hu et al., (2020) explored how digital influencers on the Chinese social media site Weibo turn their followers into paying consumers. The study found that digital influencers have a considerable effect on followers' dedication and purchasing choices; however, the degree of this influence differs based on the various ways they make money. This finding contrasts with Mammadli (2021), who investigated the relationship between digital influencers, brand trust, and purchase intention in Azerbaijan. Mammadli's study found a strong positive correlation between these factors, highlighting the importance of brand trust in the effectiveness of digital influencers. The study Hu et al., (2020) explored how digital influencers on the Chinese social media site Weibo turn their followers into paying consumers while Mammadli (2021) investigated the relationship between digital influencers, brand trust, and purchase intention in Azerbaijan. While both studies were important, none gave attention to private tea factories thus leaving a contextual gap which was addressed by this current study. The study concluded that these studies illustrated that digital influencers significantly shape consumer behavior. It was highlighted the mediating role of brand trust in enhancing purchase intentions. These insights confirm the growing role of influencer marketing across markets.

Lilembalemba & Phiri (2024) examined how marketing on social media affected how well-known educational brands were in Lusaka, Zambia, focusing on the University of Zambia. The study's results indicated that using social media marketing greatly increased brand recognition by being trendy, utilizing electronic word-of-mouth, fostering interaction, and being informative, even though things like poor scheduling and access to the internet posed difficulties. Because of this research, a social media marketing plan was created to make brands in Lusaka's educational sector more well-known. Separately, Muturi (2024) investigated how social media affects fashion trends and what customers in Kenya do; they discovered that sites like Instagram and TikTok are very important in determining trends and influencing consumer purchasing choices. The studies by Lilembalemba & Phiri (2024) which examined how marketing on social media affected how well-known educational brands were in Lusaka, Zambia and Muturi (2024) who investigated how social media affects fashion trends both left a contextual gap by focusing on educational and fashion trends which this current sought to fill. The study concluded that social media marketing is a powerful tool for building brand recognition and shaping consumer behavior.

2.4 Conceptual Framework

Independent Variables

Newspaper Advertising
 Size of the Advert
 Frequency of appearance
 Advert Information
 Readership

Radio Advertising
 Advert Frequency
 Duration
 Reach
 Content

Billboard Advertising
 Location
 Size
 Duration
 Creativity

Social Media Advertising
 Frequency
 Engagement
 Content
 Audience Demographics

Dependent Variable

Brand Awareness
 Customer Attraction
 Sales Performance
 Loyalty
 Perception

3.1 Research Methodology

The research employed a descriptive research design, which was well-suited to this research as it effectively addresses the research questions by providing a comprehensive overview of the subject matter. The target population was 72 employees, including senior, middle, and lower-level management employees from seven (3) Limuru Tea Factories, Kenya. The study utilized a census approach, engaging the all the participants totaling to 72 took part because the population was small. To acquire data, a structured questionnaire survey was used to obtain firsthand information from the individuals surveyed where by the researcher employed the "drop and pick later" method for questionnaire administration where the questionnaires were picked after 14 days. In conducting this pilot test, the questionnaire was pilot tested on 10 respondents who were not part of the study. Their responses were factored in before the final questionnaire was approved by the supervisor. To test the reliability of the research instrument, Cronbach's alpha was used with a threshold of 0.7. Correlation analysis was used to test the strength of the association between independent variables and dependent variable while regression was used to test the effect of independent variables on

dependent variable. A multiple regression model was used to indicate the relationship between advertising channels and brand awareness among private tea factories in Limuru Subcounty, Kenya as indicated below.

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \varepsilon$$

Where;

Y = Brand Awareness

α = constant

β = coefficient factor

X₁ = Newspaper Advertising, X₂ = Radio Advertising, X₃ = Billboard Advertising, X₄ = Social Media Advertising

ε = error term.

4.1 Study Findings

The research involved a total of 72 individuals, all of whom were recruited from the tea production facilities in Limuru, Kenya. The response rate was 89%. This was statistically sound. This implies that there were 8 individuals out of the initial 72 who did not participate by submitting their responses. This non-response was equivalent to 11% of the total sample.

Table 1: Cronbach Reliability Test Results

Constructs	Alpha Score	No. of Items	Comments
Newspaper Advertising	0.767	5	Acceptable
Radio Advertising	0.755	5	Acceptable
Billboard Advertising	0.822	5	Acceptable
Social Media Advertising	0.858	5	Acceptable
Overall Score	0.7958		Acceptable

The survey participants were predominantly male, accounting for 58% of the total, while females comprised the remaining 42%. The data indicates that gender balance was evident at Limuru Tea Factories in Kenya but included a good representation of both genders. Majority of individuals surveyed, accounting for 38%, were over the age of 42. Subsequently, 32% of participants were between 36 and 42 years old, while 14% were between 24 and 29. Those aged 30 to 35 comprised 10% of the respondents, and ultimately, 6% were under 24 years of age. The diversity in age ensures that the collected data reflects a wide range of experiences and perspectives on advertising, which is vital for the study's validity. From the study findings, majority of individuals surveyed (53%) were undergraduates, while 36% were postgraduates. The smallest proportion, at 11%, consisted of those holding a diploma.

4.3 Descriptive Statistics Findings

Table 2: Newspaper Advertising

	M	SD
Cumulative Score	3.974	1.026

As given in Table 2, newspaper advertising influenced brand awareness at Limuru Tea Factories with an averagescore of 3.974 and standard deviation of 1.026. These findings that newspaper advertising is effective, particularly due to appealing content, aligns with Chigora and Ndlovu (2019), who found print media enhances brand recognition in a different sector. This demonstrates how print media enhances brand awareness, similar to how newspapers boosted destination brand equity in their study. The results imply that while Limuru tea factories excel in producing appealing and strategically placed adverts, there is a need to strengthen the frequency and nationwide reach of these campaigns to maximize impact.

Table 3: Radio Advertising

Statement	M	SD
Cumulative Score	4.10	0.896

As given in Table 3, radio advertising influenced brand awareness at Limuru Tea Factories, with a cumulative score of 4.10 and standard deviation of 0.896. These findings are in line with research conducted by Jogi and Vashisth (2021) which demonstrated that radio advertisements significantly influence consumer purchasing decisions. These results align closely with Jogi and Vashisth (2021), and Pabelona and Samson (2022), who observed that while radio advertising strongly influenced sales, its effect on market share was more moderate.

Table 4: Billboard Advertising

	M	SD
Cumulative Score	3.85	1.15

As given in Table 4., billboard advertising influenced brand awareness at Limuru Tea Factories, Kenya with an average score of 3.85 and standard deviation of 1.15. These findings are consistent with Maiyaki & Adam (2020), who found that outdoor advertising positively influences consumer buying behavior and both studies emphasize the importance of visibility and creative appeal in billboard effectiveness.

Table 5: Social Media Advertising

	M	SD
Cumulative Score	4.12	0.88

As given in Table 5, social media advertising brand awareness at Limuru Tea Factories, Kenya with a cumulative score of 4.12 and standard deviation of 0.88. These findings are consistent with Muturi (2024), who found that social media platforms strongly influence fashion trends and consumer behavior in Kenya. Both studies emphasize the role of multiple platforms, interactivity, and targeting demographics.

Table 6: Brand Awareness

	M	SD
Cumulative Score	3.98	1.03

As given in Table 6, brand awareness influenced Limuru Tea Factories, Kenya of with a cumulative score of 3.98 and standard deviation of 1.03. These results are in line with studies such as Chandran et al. (2019) and Muturi (2024), which emphasized that advertising shapes consumer perceptions of quality and innovation, thereby improving brand awareness. However, unlike highly trend-driven sectors (e.g., fashion), where personal connection and peer influence are stronger, the tea industry may face more challenges in cultivating emotional attachment and advocacy.

4.4 Inferential Statistics Findings

Table 4.7: Correlation Analysis

	Newspaper Advertising	Radio Advertising	Billboard Advertising	Social Media Advertising	Brand Awareness
Newspaper Advertising	1				
Radio Advertising	.120	1			
Billboard Advertising	.114	.64	1		
Social Media Advertising	.329	.327	.403	1	
Brand Awareness	.412	.499	.564	.690	1
	.062	.007	.000	.000	.64
	.64	.64	.64	.64	.64

In the Table above, all the variables studied that included Newspaper Advertising which indicated a moderate positive ($r = 0.412, p < 0.062$) which is not significant. Although the correlation is positive and moderate, it is not statistically significant. This correlation is in concurrence with Chigora & Ndlovu (2019) who noted mixed results depending on content and audience. Radio Advertising was moderate positive ($r = 0.499, p < 0.007$) thus statistically significant and this is a moderate positive and statistically significant relationship. This correlation aligns with Pabelona and Samson (2022) which highlighted that radio adverts remain relevant, especially for reaching segmented audiences through scheduled programs. Billboard Advertising was strong positive ($r =$

0.564, $p < 0.000$) thus highly positive and Social Media Advertising had a very strong positive ($r = 0.690$, $p < 0.000$) which was highly positive. This aligns with Widayat et al. (2022) who found that billboard advertising significantly effective if placed in high traffic areas.

Table 8: Regression Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.707	.699	.541	1.269

The Table above presents a summary of the model, offering insights into how well the regression line explains the total variability observed in the outcome variable. The adjusted R-squared, also referred to as the multiple determination coefficient, signifies the percentage of variance in the outcome variable that is either uniquely or collectively explained by the predictor variables. The adjusted R-squared outcome reveals that Newspaper Advertising, Radio Advertising, Billboard Advertising, and Social Media Advertising, when considered as variables, account for a factor of 0.699 (R^2) in explaining brand awareness at Limuru Tea Factories, Kenya. This suggests that the remaining proportion of 0.301 in employee performance is influenced by other variables that were not examined in this study. This illustrates the intensity of the association between the variables utilized in the research. The R value (.707) indicates a robust relationship among the variables analyzed in the study.

Table 9: Analysis of Variance

Model	Sum of Squares	Df	Mean Square	F	Sig
1 Regression	1.014	4	1.590	35.117	.001 ^a
Residual	11.697	49	.112		
Total	10.002	64			

From the above table, the regression sum of squares (SSR) is 1.014, while the residual sum of squares (SSE) is 11.697, and the total sum of squares (SST) is 10.002. This suggests that a substantial proportion of the variance in brand awareness is explained by the advertising channels included in the model. The mean square for regression is 1.590, while the mean square for residuals (error) is 0.112, indicating that the explained variance is much larger than the unexplained variance. The F-statistic of 35.117 with a p-value (Sig.) of 0.001 confirms that the overall regression model is highly statistically significant ($p < 0.05$). This means that, collectively, the independent variables (newspaper, radio, billboard, and social media advertising) significantly predict brand awareness.

Table 10: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.501	0.122		4.114	.000
	Newspaper Advertising	0.811	0.061	1.321	2.004	.002
	Radio Advertising	0.763	0.142	4.12	6.999	.001
	Billboard Advertising	0.698	0.141	0.356	5.551	.002
	Social Media Advertising	0.809	0.367	0.487	4.052	.000

As given in Table 10, the constant value of 0.501 represents brand awareness when Newspaper Advertising, Radio Advertising, Billboard Advertising and Social Media Advertising are held constant. Further, when Newspaper Advertising is increased by one unit of brand awareness at Limuru Tea Factories, Kenya also increases by 0.811 factor. When Radio Advertising is increased by one-unit brand awareness at private tea factories in Limuru Sub County, Kenya, also increases by 0.763 factor. When Billboard Advertising is increased by one brand awareness of the banking sector in Kenya, also increases by 0.698 factor and when Social Media Advertising is increased by one-unit brand awareness at Limuru Tea Factories, Kenya also increases by 0.809 factor.

5.0 Conclusion

The study established that advertising channels—newspaper, radio, billboard, and social media—significantly influence brand awareness in the tea industry, with varying levels of impact. While all four channels contributed positively, it was concluded that social media and radio advertising appear to be the most influential, while newspaper and billboard advertising serve as crucial complementary channels for brand reinforcement. Billboard advertising also proved effective in enhancing visibility, while newspaper advertising, though statistically significant, had the least effect compared to the other channels.

The study revealed important distinctions. Social media advertising emerged as the most powerful driver of brand awareness, reflecting its interactive nature and ability to reach wide and diverse audiences. Radio advertising also had a strong effect, particularly relevant in the Kenyan context where radio remains a popular and trusted medium. Billboard advertising provided a notable boost by increasing visibility and reinforcing brand recall in physical spaces, while newspaper advertising, though significant, had the least impact compared to the other channels, suggesting that traditional print media is less influential in shaping awareness today. Together, these findings highlight the complementary role of multiple advertising channels, while pointing to the growing importance of digital and broadcast platforms in achieving optimal brand awareness.

6.0 Recommendations

Newspaper Advertising

- i. The study recommended that Limuru Tea factories allocate dedicated and sufficient budget from the advertisement budget which is meant for newspaper advertising from the entire advertising budget since it plays significant role in driving brand awareness.
- ii. To ensure cost effectiveness and maximize on the investment, Tea Factories from Limuru, Kenya should conduct a thorough analysis of various advertising elements such as advert size, page placement, publication frequency, and timing.
- iii. Lastly, newspaper advertising should not operate in isolation, it should be strategically integrated with broader marketing campaigns, complementing other media such as radio and digital channels to ensure broader audience reach and message consistency.

Radio Advertising

- i. The tea factories in Limuru should increase its investment in radio advertising owing to its ability to reach a wide audience, affordability, and ability to connect with local audiences in vernacular languages.
- ii. To fully leverage the potential of the radio adverts, Limuru Tea factories should explore a variety of formats - including talk shows, jingles and sponsored segments – and identify optimal time slots that align with the target audience listening habits.
- iii. Lastly, Limuru Tea factories should develop a creative, engaging and culturally relevant radio content that captures attention, reinforces the brand message and fosters audience recall. An emotionally resonant and informative advert can be particularly powerful in enhancing brand recognition and loyalty.

Billboard Advertising

- i. The study recommended that the Tea factories in Limuru, Kenya should strategically utilize billboard advertising to maintain and strengthen its brand presence. This involves identifying and investing in high traffic geographic locations such as major roads, town centers, and junctions where the brand is likely to receive maximum exposure.
- ii. Billboards are static nature thus it's crucial to develop visually compelling, concise, and memorable advert designs that effectively communicate the core brand message at a glance.
- iii. Billboards should be aligned with the broader branding strategies to reinforce the brand identity and ensure continuity across multiple advertising channels.

Social Media Advertising

- i. It was recommended that Limuru Tea factories should prioritize, refine and utilize social media strategies, recognizing the growing influence of digital platforms on consumer behavior.

- ii. Limuru Tea factories should focus on platform specific content that resonates with their target audience ranging from youth on Instagram and TikTok to the professionals on LinkedIn.
- iii. Lastly, Limuru tea factories should come up with a data driven strategy that leverages audience insights and trends can turn social media into a powerful branding and engagement tool for the tea sector.

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