**THE ROLE OF MARKETING COMMUNICATION**

**A CASE STUDY OF NAIVAS SUPERMARKET MAKADARA BRANCH WITHIN NAIROBI COUNTY, KENYA**

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A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF COMMMUNICATION STUDIES FOR THE AWARD OF A BACHELOR DEGREE IN MASS COMMUNICATION AT THE PRESBYTERIAN UNIVERSITY OF EAST AFRICA.

**DECLARATION**

This project is my original work and has not been presented for a degree in any other university.

Signature………………………….

Date……………………………….

Name………………………………

Adm.No…………………………….

This research has been submitted for review with my approval as the university supervisor.

Signature……………………………

Date…………………………………

**DEDICATION**

I dedicate this research project to my parents who have provided me with unwavering support and have encouraged me throughout my academic journey. To my lecturers who have imparted me with skills and knowledge. To my close friends for being there whenever I needed them.

**ACKNOWLEDGEMENT**

My acknowledgement goes to the people who have been part of this journey. I appreciate the environment that The Presbyterian University created that allowed me to gain all the knowledge and skills needed to finish this project.

On the academic front, I appreciate the people who have walked beside me on this journey and provided different kinds of support.

I also thank the backbone of this project: my research contributors, the individuals and organizations that availed their time and efforts to be interviewed, to provide documents and fill questionnaires. Without them this research would not have been possible.

I would also like to acknowledge my family whose financial support made this project a reality.

**ABSTRACT**

The purpose of this study is to learn and understand how Naivas supermarket in Kenya uses communication for marketing purposes. Naivas supermarket Makadara was the subject of the project’s case study methodology. A mixed-method approach was used for the study, including interviews and questionnaires.

Questionnaires and interviews served as the data gathering methods in a descriptive survey research design.

The study came to the conclusion that Naivas supermarket uses the different communication channels such as social media,magazines for its marketing purposes.

Naivas supermarket Makadara uses communication strategies like advertising, direct marketing, sales promotion, public relations and internet marketing to boost their business.

**CHAPTER ONE**

1. **INTRODUCTION**

1.1 BACKGROUND TO THE STUDY

Naivas supermarket, often referred to simply as “Naivas” is one of the largest supermarket chain in Kenya, with one hundred and three outlets as of March 2024. Naivas is a homegrown brand that has existed to making other people’s life better since 1992.

There are other supermarkets in Kenya like Quick Mart, Carrefour, Eastmatt supermarkets, Rikana e.g. but Naivas supermarket will be the subject for the research.

1.1.1 The Beginning

Retail business in Kenya is largely a family business affair and the founding of Naivas is no different as it is entrenched in familial ties.

In 1990, Naivas supermarkets opened their first Nairobi outlet and the founder, the late Joram Kamau, decided to leave one of their business in Rongai Nakuru to two of his nephews, David Kimani and the late Simon Mukuha and all they had to do was pay for the stocks. The store going by the name Gitwe General Stores, was located in the rural town of Rongai in Nakuru County.

The two brothers were later joined by their father the late Peter Mukuha who helped in the operations of the business

1.1.2 The Expansion

After four years in operations, the three founding members sought to expand the business since they had experienced significant growth.

In 1994, Rongai Self Service Stores became a two-location retailer with the opening of a second store at Elburgon, 10km north of Rongai. Following this expansion, another of the siblings joined the business, a sister, Linet Wairimu Mukuha.

Two years later, in 1996, the retailer undertook three major steps, it made its entry into Naivasha town, shut down the pioneer store in Rongai and had had the fourth sibling, a second sister, Grace Wambui Mukuha, join the business.

In 2001, five years later, the retailer was ready to make an entry into the country’s capital. The second outlet in Elburgon was shut down in order to fund this expansion and the first Nairobi outlet opened its doors in downtown along Ronald Ngala street.

In 2004, the retailer experienced its first double store openings in a single year; first Machakos outlet in February and an estate outlet, Komarock, in October.

For the period between 2005 and 2009, the retailer decided to focus its expansion energies outside of Nairobi and by the end of that period, the outlet count stood at ten outlets with eight outside of Nairobi and two in the capital. Currently there are 94 Naivas outlets.

At the end of 2009, the retailer made a return into the city with the Eastgate branch located at Donholm estate and went into an aggressive estate and regional expansion drive.

Over the years, the retailer has introduced different store formats in an effort to serve all groups of shoppers but remain true to its brand promise of giving value for money. One of the most notable format is the foodmarket concept which was introduced in 2016 with its Kiambu Road outlet. It was not only a first for the retailer, but also a first in the East and Central Africa region. This concept helped in opening of more outlets bearing this format and also helped in redesigning of existing stores.

In 2019, the express store format was also introduced targeting the convenient shopper.

1.1.3 THE CORPORATE IDENTITY

**THE REBRAND TO NAIVAS**

Sixteen years later after setting shop in 1990 and having traded outside of Naivasha for about six years, the retailer rebranded to Naivas in 2006. Finally, the retailer got a brand identity and a corporate colour; purple

**Naivas Brand Colors**

In 2009, the retailer underwent a rebrand to its current brand look and feel; brand colors being orange and green.

**NAIVAS BRAND PROMISE**

**Naivas’ brand promise is saving you money while offering unbeatable value.**

The brand promise which has stood for many years is a direct depiction of Naivas’ dedication to being the most competitively priced in the market through provision of quality products and quick and efficient service which saves on time.

**1.1.4 NAIVAS’ FUTURE**

**What The Future Holds**

For the future, the business is focused on harnessing technology to buy better and provide the best assortment to customers at the most competitive pricing.

The retailer has also made calculated steps in getting more female employees onboard and more to take leadership positions. This decision has helped to break the cycle that has seen the retail sector remain predominantly male despite many retail shoppers being female.Naivas is headquartered in Nairobi.

Naivas owns and operates retail outlets selling variety of goods such as groceries, furnitures, food items and other household products.

Naivas has also incorporated an online shop where one can do shopping online at the comfort of their homes and the goods be delivered to them.

**1.2** PROBLEM STATEMENT

Companies and organizations have been using the different types of communication and communication channels to boost their sales and Naivas is not excluded from that.

The focus of the study was to find out how Naivas uses communication for marketing purposes.

Effective communication is integral to a supermarket’s success, ensuring customers are well-informed, engaged and satisfied which ultimately leads to improved business outcomes.

Being able to know and understand how Naivas which is not a communication company utilizes and incorporates communication to better their business will serve a higher course in helping other business to do so in order to improve their businesses.

Studies on the use of marketing communication have been carried out but to the knowledge of the researcher little has been done to establish the role of marketing communication in supermarkets and retali business. This research aims at providing the missing information.

1.3.1 General objective

1.3 OBJECTIVES OF THE STUDY

The main objective of this study is to find out to what extent Naivas supermarket in Kenya uses communication for marketing.

1.3.2 Specific objectives

1. To find out the different communication channels that Naivas uses for marketing purposes.

2. To identify the results before and after Naivas supermarket use communication for marketing.

3. To explore the various types of marketing communication used by Naivas supermarket.

1.4 SIGNIFICANCE OF THE STUDY

The outcome of this study would be significant as it would enable Naivas supermarket and other companies to know the importance using communication for marketing and develop various communication strategies to get higher incomes for their businesses.

1.5 RESEARCH QUESTIONS

1. What are the main communication channels used by Naivas supermarket?

2. How has Naivas used communication channels for marketing?

3. What were the results after using communication for marketing?

4. What are the communication strategies used by Naivas for marketing purposes?

1.5.1 HYPOTHESIS

1.5.1 NULL HYPOTHESIS

Naivas supermarket Makadara has made no impact on consumers in different parts of the country where its communication marketing messages does not reach.

1.5.2 ALTERNATIVE HYPOTHESIS

Communication strategies used by Naivas suprmarket for marketing have a positive impact on its sales.

1.6 JUSTIFICATION OF THE STUDY

The aim of this study will be to determine how Naivas uses communication for marketing and therefore the findings will give the management strategies that they can put in place to boost and ensure that they effectively use and upgrade their communication to help boost their business.

Naivas is not the only one that will benefit from this study but also other businesses ,organizations and companies will also benefit from the findings of this research.

1.7 SCOPE AND LIMITATION OF THE STUDY

1.7.1 Scope of the study

The study will only focus on how Naivas supermarket, Nairobi Kenya, uses communication for marketing. The results may not reflect how other supermarkets use communication for marketing as different supermarkets operate differently.

1.7.2 Limitations of the study

This study will be faced by various hick ups such as ;

1. Limited time allocated to researcher will be an hindrance to effective research.

2. Some subjects might not cooperate during the research.

3. Since the study will be in Nairobi the travel expenses to various outlets will be costly.

4. Results may not be applicable to other types of businesses.

1.8 ASSUMPTIONS

This study will be made under the following assumptions;

1. Naivas supermarket uses communication for marketing.

2. Naivas supermarket customers have seen and interacted with some form of communication from the different communication channels.

3. The subjects will uphold integrity when answering the research questions.

1.9 VALIDITY AND RELIABILITY

1.9.1 Validity

The researcher will ensure validity by maintaining objectivity in the research questions.

1.9.2 Reliability

The researcher will ensure reliability by avoiding leading questions hence retaining objectivity while conducting the research.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter presents a review of literature relating to how various organizations have used communication for marketing.

The review was conducted under the following sub-headings;

1. Literature review

2.Theoretical framework

3.Literature gap

2.2 LITERATURE REVIEW

Social Media Applications

According to William YC Wang, David J Pauleen,Tingting Zhang:Industrial Marketing Management 54,4-14,2016; Social Media Apps[SMA] are widely used by companies to communicate with their customers. Companies are able to channel their communication about their products on the SMA platform they desire hence reaching target audience faster and easier.

The book typically focuses on strategies and tactics for marketing in industrial sectors, covering topics such as market analysis, customer relationship management, product development, distribution channels and more.

In the Journal of marketing 62[2], 1-13,1998 by Tom Duncan, Sandra E Moriarty, the authors, discuss how communication is the foundation of the "new" customer focused marketing efforts. Although communication has been a critical element in marketing, the authors show how the increase in interactivity makes communication an even more valuable element of marketing by identifying those many points that link the two disciplines.

Using the three key points at which the two disciplines intersect-messages, stakeholders and interactivity-the authors develop a communication-based model of marketing. They demonstrate how interactive communication leads to brand relationships that drive brand value.

Mukelabai M.Musheke and Jackson Phiri in their Journal of Business and Management studied the effects of effective communication on organizational performance based on the systems theory. They study revealed that there is a positive relationship between the channel of communication used and effective communication. The study also confirmed that effective communication has a positive effect on organizational performance.

**Marketing Communication**

Marketing communication refers to the use of different marketing channels and tools to give out information. Marketing communication tools include public relations, promotion, personal selling, direct marketing, sponsorship, communication and advertising.

There are factors that hinder the objectives of marketing communication. These factors are known as communication barriers. Some of the major communication barriers are weak information design, brand parity, consumer apathy, creative ideas, noise and clutter.

Marketing communication allows the public to know or understand a brand and get a clear idea of what a brand has to offer.

Different businesses use different communication channels to pass information. A communication channel is the medium through which you send a message to another person. There are written, verbal and nonverbal channels of communication. Communication channels are important because the enable people to connect with services, exchange of ideas and they foster understanding and trust between businesses and target audience.

Supermarkets can use various aspects of communication to improve their business in several ways:

Advertising and promotion: supermarkets often employ promotional and advertising campaigns to communicate their products, sales and special offers to customers. They can use traditional adv ertising methods like television, radio, print as well as digital marketing through social media and email campaigns.

Employee-customer interaction: supermarket employees play a crucial role in customer service and communication. Employees assist customers with questions, provide recommendations and handle inquiries.

Social media and online presence: supermarkets maintain a strong online presence through websites and social media platforms to engage customers, share updates, respond to feedback and offer online shopping services.

Crisis management: when issues or crises arise, the supermarket can communicate openly with customers through various channels to address concerns, recall products if necessary and restore trust.

In-store signage: clear and informative signage throughout the store helps customers find products, locate sale items and understand pricing, contributing to a better shopping experience.

Loyalty programs: supermarkets use loyalty programs to communicate directly with customers, offering personalized discounts, rewards and information about upcoming promotions through various channels like emails, mobile apps, or physical loyalty cards.

Customer feedback: supermarkets actively collect and analyze customer feedback, often through surveys to understand customer preferences, identify areas for improvement and make necessary changes.

Community engagement: many supermarkets engage with their local communities through sponsorships, donations and events to foster goodwill and demonstrate their commitment to the community.

Supplier relationship: effective communication with suppliers helps supermarkets maintain a consistent supply of products, negotiate terms and collaborate on product development or exclusive offerings.

Effective communication is integral to a supermarket’s success, ensuring customers are well-informed, engaged and satisfied which ultimately leads to improved business outcomes.

Being able to know and understand how Naivas which is not a communication company utilizes and incorporates communication to better their business will serve a higher course in helping other business to do so in order to improve their businesses.

2.3 THEORETICAL FRAMEWORK

The main theories related to the study are The agenda setting theory, Two-step flow theory and uses and gratification theory.

**The Agenda setting theory**

The agenda setting theory of the media by McCombs and Donald Shaw describes the ability of the new media to influence the importance placed on the topics of the public agenda. The study of agenda-setting describes the way media attempts to influence viewers.

The basic premise of this theory is that the media doesn’t tell people what to think, but rather what to think about. The theory posits that the media plays a significant role in shaping the public agenda by highlighting specific issues, events or topics through its coverage. When the media consistently covers certain stories it can lead to those topics gaining prominence in the public’s mind.

The theory suggests that the media’s agenda strongly influences the public agenda as people are more likely to consider issues they have been exposed to in the media as important.

Naivas supermarket uses the media to influence the viewers to buy the products they sell. Through well laid advertisements they are able to bring up the discussions of their products to viewers making some of them purchase in the process.

**The Two-step flow theory**

The two-step flow theory by Paul Lazarsfeld,Bernard Berelson and Hazel Gaudet in the 1950s, is a communication theory that challenges the traditional model of mass media’s direct influence on individuals. This theory suggests that opinion leaders play a crucial role in the dissemination of information and the formation of public opinion.

The two-step flow theory highlights the importance of interpersonal communication and the role of influential individuals in shaping public opinion. It recognizes that people are not passive recipients of media messages but actively engage with and filter information through social networks.

.Naivas supermarket uses the media with the help of opinion leaders like comedians and celebrities to target their audience. By using influential people Naivas is able to influence people to buy their products.

**Uses and Gratification theory**

Uses and gratification theory was developed by Elihu Katz, Jay Blumler and Michael Gurevitch in the 1970s.The Uses and Gratifications Theory is a communication theory that focuses on why people actively seek out specific media and how they use it to fulfill certain needs or desires. Instead of viewing audiences as passive receivers of media messages, this theory emphasizes that individuals are active agents who select media content based on their motivations and goals. It suggests that people use media to gratify their needs for information, personal identity, social integration, entertainment, and escapism, among others.

The theory suggests that media is a highly available product, audiences are the consumers of the product and that audiences choose media to satisfy given needs as well as social and psychological uses such as relaxation, social relationship and knowledge.

Naivas supermarket applies the uses and gratification theory insights to create more effective marketing strategies, enhance customer satisfaction and drive business succes. Naivas supermarket by understanding why consumers use particular media channel, can create targeted marketing campaigns that appeal to specific needs or desire thereby increasing the effectiveness of marketing.

2.4 LITERATURE GAP

From the studies quoted above, we can observe how communication is used for marketing.This study identifies a gap in literature on the studies that look at the effects of using communication for marketing purposes and how to use communication for marketing purposes.

The knowledge available on the use of marketing communication in supermarkets and retail business is little.

CHAPTER 3

RESEARCH DESIGN AND METHODOLOGY

3.1 INTRODUCTION

The research approach that was employed in the study is research design, target population, sampling technique and research instruments.

3.2 RESEARCH DESIGN

The study adopts a qualitative research method of study of Naivas supermarket Makadara by analyzing the types of communication employed. Qualitative research method was chosen because it allows the researcher to delve deeply into the topic gaining rich insights and understanding. The supermarket was selected purposively for its use of the different channels of communication for marketing purposes.

The study used questionnaires to obtain responses from respondents to achieve qualitative data method research where the researcher lead the respondents in a discussion of the research topic by asking questions in order to obtain their reactions to the topic.

3.3 TARGET POPULATION

The study identifies Naivas customers and some of the supermarket employees as its target population.

3.4 SAMPLING TECHNIQUES

The study employs a simple random format for selecting the sample size for this study. The sample size will be selected using the chi-square.

The chi square test is a statistical test that helps determine if there is a significant association between two categorical variables

The chi square compares the observed frequencies of different categories with the expected frequencies to see if they deviate from what would be expected by chance. It’s commonly used in various fields like social sciences, biology and market research.

Purposive sampling of the respondents was done in order to obtain detailed information regarding the study’s goals. The knowledgeable respondents were hand selected by me.

These respondents included customer care staff, staff, security, managers and customers. Two managers, ten cashiers and 15 customers participated in the survey.

The researcher also conducted an interview with security personnel which summed up to twenty eight responders in total.

3.5 RESEARCH INSTRUMENTS

These are the tools used to collect or measure and analyze data of research. In this study, the researcher used a questionnaire due to its reliability to collect a lot of information within the shortest time possible.

The researcher chose Naivas Supermarket Makadara as their particular supermarket of study because of its proximity to where they study and it has a lot of branches hence a wider scope of study.

3.5.1 Questionnaire

A questionnaire is a research instrument used collect data from a wide sample of people[Kombo and Tromp 2006:89]. Questionnaires were used to collect vital information from Naivas supermarket’s customers.

There were both close ended and open ended questions on the survey. Participants were chosen at a random and only those who accepted to fill the questions were allowed to do so.

The questionnaires were handed out to the customers after they finished with their shopping at Naivas supermarket Makadara.

**3.5.2 Interviews**

Interviews are face to face encounters and an interview schedule is administered orally.

The researcher conducted interviews with the employees of Naivas supermarket.

In research interviews play a crucial role in gathering qualitative data and gaining deeper insights from participants. They allow researchers to directly interact with individuals and explore their thoughts , experiences and perspectives on a particular topic.

Interviews provide an opportunity to ask open-ended questions, probe for more detailed responses and uncover rich and nuanced information that may not be captured through other research methods.

**3.6 Data analysis**

Both qualitative and quantitative data were gathered by the researcher. The information gathered highly depended on the completed questionnaires and the information gotten from the interviews.

The data collected was well edited and arranged and the results of the analysis were presented using a straight forward graphical presentation design.

The researcher obtained results of how the different consumers came to know Naivas and the products they sell.

**3.7 Research ethics**

Participants were requested to fill the questionnaires on their own will and confidentiality was promised.

**3.8 Summary**

Both qualitative and quantitative research techniques were used in the study. Interviews and questionnaires were used as instruments of collecting raw data for the study.

Makadara in Nairobi served as the research location. Naivas Makadara’s customers served as the target population and were chosen at random.

**CHAPTER FOUR**

**4.0 DATA PRESENTATION, ANALYSIS AND DISCUSSION**

**4.1 INTRODUCTION**

This chapter contains the analysis, interpretation and presentation of the data collected. The study was restricted to Naivas Makadara in Nairobi county. The study’s goal was to find how Naivas uses communication for marketing purposes. Customers were the respondents to the study’s qualitative and quantitative analysis.

The research is presented as follows;

**4.2 RESPONSE RATE**

The response rate was calculated by dividing the total number of questionnaires distributed or the number of people interviewed by the total number of questionnaires collected. Data was gathered for my study from employees and consumers who were between the ages of 18 and 35. Ten questionnaires were handed to the employees and 20 to the consumers for a total distribution of thirty questionnaires.

A response rate of atleast 50% is necessary for analysis, therefore 80% for the employees and 73.33% for the consumers.

**4.3 RESPONDENTS’ PROFILE**

Prior to presenting the findings for analysis, an assessment of the respondent profile needs to be done in order to determine the respondents’ accuracy, eligibility and the dependability on the data collected.

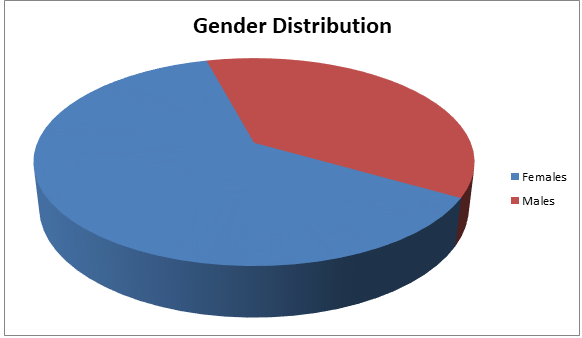
**4.3.1 RESPONDENTS GENDER DISTRIBUTION**

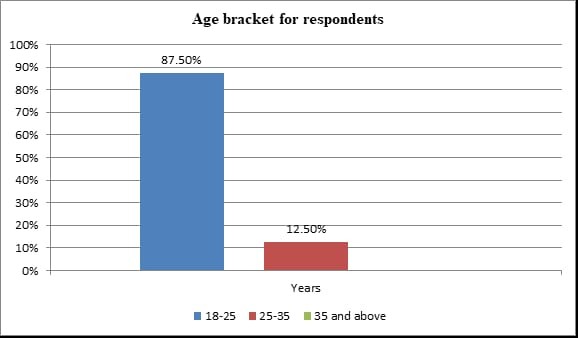
The gender bracket tells us how the sample group is made up of different genders. Gender can affect attitudes, beliefs, behavior and how a person reacts to different circumstances.

Using the gender bracket ensures that the researcher represents all genders fairly. This is crucial because if the sample is not represented fairly there is a possibility that the results cannot be applied to the wider population.

The bulk of the respondents to the questionnaires given were females (62.5%), as opposed to their male counterparts’ (37.5%). However, as illustrated in Figures 1 the gender gap is unlikely to have an impact on the study because the state of the questions is unrelated to gender sensitivity, hence it is acceptable to have a gender gap in the data. Only that distribution of genders is supposed to allow for perceptions and opinions of either gender when expressing them.

Overall, incorporating a gender category in a survey guarantees that the study results accurately reflect the opinions of the entire population and helps researchers understand the various viewpoints and experiences of men and women.





.  **4.4 Qualitative Method Used**

Is a study technique that utilizes the gathering and examination of non-numerical data to comprehend and analyze the significance of social phenomena, such as human behavior, experiences, and interactions.

In this study , I interviewed some of the customers and employees and acquired the following data;

1. Naivas supermarket engages their customer through text messages, social media posts, adverts and gifts vouchers as a way of communicating with them and telling them about their products which helps a long way in their marketing. Naivas also has weekend offers where prices of some commodities like flour are reduced which makes them pull more customers. Naivas also has loyalty cards that customers scan for points. Customers can use the points earned after shopping to buy more products from the store.
2. Naivas supermarket customers receive a text message whenever there are items on offer.
3. Most of the interviewed customers said that it is through the communication channels that Naivas supermarket uses that they get to know the items being sold and in the end purchasing them which boosts their marketing.

**4.5 Quantitative Method Used**

The goal of quantitative research is to collect and analyze numerical data in order to test hypotheses, anticipate the future, and come to conclusions about the correlations between different variables. It entails gathering information through planned surveys, tests, or observations. Once patterns and relationships between variables have been found, the data is subsequently evaluated statistically to determine their relevance.

One of the main strengths of quantitative research is its ability to produce reliable and objective results that can be generalized to larger populations.

Data are often gathered through organized surveys, questionnaires, experiments, or observations in quantitative research approaches. Once patterns and relationships between variables have been found, the data is subsequently evaluated statistically to determine their relevance.

In my instance, I made the decision to distribute surveys to both the customers and employees of Naivas supermarket.

Below are some of the responses to the questionnaires administered to the respondents in accordance to the earlier documented research objectives and the research questions;

CUSTOMERS’ QUESTIONNAIRE

1. Is Naivas the only supermarket you shop from?

77% of the respondents answered no to this question

1. Where did you first learn about Naivas?

* Television adverts
* Friend/family
* Social media
* Posters

1. Have you ever received any promotional message from Naivas?

Yes/no

1. If yes what was it about?

* I always receive a message from Naivas every Friday informing me about their weekend offers.
* I once received a message that I had won a goat for the “#KrisiiKikwetu” offers which is a Christmas season offer.
* I always get a message to notify me if the supermarket has opened another branch somewhere else.
* Every year Naivas supermarket sends me a message to wish me a Merry Christmas and a Happy New year.

1. Have you ever seen any other form of communication from Naivas?

* While driving my car to work I have seen a couple of Naivas billboards and adverts on the road.
* I have viewed several Naivas supermarket commercials on my television.
* I have had the privilege of attending one of Naivas’ supermarket rallies.
* I have liked and interacted with some of Naivas’ social media platforms.

1. Have any of the forms of communication from Naivas persuaded you to buy their products?

* The text messages I have received informing me of their offers have persuaded me to buy some of their products i.e. cooking oil
* When one of my kinds saw their Kinder joy commercial on television, she made me buy her one.
* Their back to school and end of month communication offers usually persuade me to purchase what I need from them.

STAFF QUESTIONNAIRE

1. How do you communicate promotional or discount messages to the customers, and how effective do you find these methods?

We utilize in-store signage, billboards, digital displays, television adverts,text messages and social media to communicate promotions.

Effectiveness varies from method to method but we have found out that social media tends to have a broader reach since most of our customers have smart phones and can access internet.

1. How do you tailor communication to different customer segments, considering their preferences and demographics?

We analyze customer data to understand preferences and use personalized promotions and loyalty programs to tailor communication to specific customer segments.

1. How do you handle customer inquiries or complaints through various communication channels and how does this contribute to maintaining a positive brand image?

We have a dedicated customer service team handling inquiries via phone, email and social media. Prompt and helpful responses contribute to a positive brand image and customer loyalty.

1. In what ways do you use internal communication tools to ensure that staff is well informed about ongoing marketing campaigns?

We utilize staff meetings, internal memos and digital communication platform to keep everyone updated on current marketing initiatives and promotions.

1. What strategies do you employ to gather customer feedback, and how does this feedback influence your marketing decisions?

We collect feedback through surveys, online reviews and in-store suggestion boxes. Customer input is crucial in refining marketing strategies and improving customer satisfaction.

1. In what ways do you engage with customers through digital platforms to promote products or share information?

We actively manage social media accounts and leverage messages and newsletters to engage customers digitally, sharing product highlights and exclusive offers.

**CHAPTER FIVE**

**5.0 SUMMARY, CONCLUSSION AND RECOMMENDATION**

**5.1 INTRODUCTION**

The study sought to understand how Naivas supermarket uses communication for marketing purposes, using Naivas Makadara, Nairobi, as a case study. The main outcomes of the study are outlined in this chapter. The chapter also provides a summary of the data that was gathered, an analysis of the data, discussions of the results in relation to the research question, and logical interpretations derived from the results. It concludes with suggestions for potential study directions.

**5.2 SUMMARY OF THE STUDY**

The goal of the study was to understand and learn how Naivas supermarket uses communication for its marketing purposes, the difficulties they encounter while , and solutions to those problems.

According to this research, Naivas supermarket has incorporated the use of many different communication channels for its marketing purposes. Naivas is able to use communication to persuade potential customers to buy their goods.

The sustainability and capacity of Naivas communication to be used for marketing is jeopardized by a number of issues. limited access to information, limited reach, government regulations, language barrier.

The following is the strategy for overcoming these obstacles:

1. Naivas supermarket should frequently conduct surveys to know what its customers need and if the communication they put out there for them is reliable, credible and serves the customer’s need.
2. Naivas supermarket should extend their reach to rural areas.
3. They should make sure they follow all government regulations when communicating to their customers.
4. Naivas supermarket should find a way of incorporating other languages in their communication so as to reach a lot of people.

**5.3 CONCLUSION**

Naivas supermarket uses most of the communication channels like social media, rallies, billboards e.t.c for communication which has helped boost their marketing.

**5.4 SUGGESTIONS FOR FURTHER STUDIES**

Further research can be done regarding the following topics:

1. Different communication channels that Naivas uses for marketing purposes.

2. How timely delivered information affects marketing.

3. Results before and after Naivas supermarket use communication for marketing

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APPENDIX

Sample questionnaire

Customer questionnaire

Name................................................................................................

Signature................................... Date................................................

QUESTIONS

1. Gender

Male............. Female...........

2. Is Naivas the only supermarket you shop from?

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3. Where did you first learn about Naivas?

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4. Have you ever received any messages from Naivas?

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5. If yes what was it about?

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6. Have you ever seen any other form of communication from Naivas?

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7. If yes what was it about?

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8. Have any of the forms of communication from Naivas persuaded you to buy their products?

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Staff questionnaire

Name................................................................................................

Signature................................... Date................................................

QUESTIONS

1. Gender

Male............. Female...........

2. How do you communicate promotional or discount messages to the customers, and how effective do you find these methods?

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3. How do you tailor communication to different customer segments, considering their preferences and demographics?

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4.How do you handle customer inquiries or complaints through various communication channels and how does this contribute to maintaining a positive brand image?

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5.In what ways do you use internal communication tools to ensure that staff is well informed about ongoing marketing campaigns?

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6.What strategies do you employ to gather customer feedback, and how does this feedback influence your marketing decisions?

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7.In what ways do you engage with customers through digital platforms to promote products or share information?

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**THANK YOU**