

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

Busolo Hillary Oundo 

Kabarak University, Kenya

hillvob@gmail.com

Ogutu Martin

University of Nairobi, Kenya

ogutum@uonbi.ac.ke

Njanja Lilly

St. Pauls University, Kenya

lnjanja@spu.ac.ke

Abstract

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

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

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

INTRODUCTION

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

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

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

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

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

Problem Statement

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

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

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

Research Objectives

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

The specific objectives are;

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

Research Hypotheses

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

LITERATURE REVIEW

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

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

Elaboration Likelihood Model

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

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

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

Consumer Involvement Theory

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

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

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

Persuasion and Persuasion Dimensions

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

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

Self Persuasion

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

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

Subliminal Persuasion

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

Interpersonal Persuasion

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

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

Consumer Involvement in Purchase and use of Products/Services

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

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

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

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

Consumer Choice

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

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

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

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

Summary and Gaps

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

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

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

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

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

RESEARCH METHODOLOGY

Research Design

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

Target Population

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

Sampling Design and Procedure

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

Data Collection Instrument

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

Validity of the Instrument

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

Reliability of the Instrument

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

Table 1: Reliability of Constructs

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

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

Analytical Approach

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

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

Testing Assumptions of Multivariate Analyses

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

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

Inferential Analysis

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

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

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

ANALYSIS AND DISCUSSION OF FINDINGS

Descriptive statistics

Gender in Relation with Daily Newspapers Purchased and Read

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

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

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

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

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

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

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

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

Interpersonal Persuasion Descriptive

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

Table 4: Gender Relationship with Interpersonal Persuasion

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

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

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

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

Self Persuasion Descriptive

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

Table 5: Self Persuasion Results Summary

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

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

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

Subliminal Persuasion descriptive

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

Table 6: Subliminal Persuasion Result Summary

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

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

Readers Involvement in Choice Descriptive

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

Table 7: Gender Relationship with Consumer Involvement

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

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

Consumer Choice Descriptive

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

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

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

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

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

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

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

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

Inferential Statistics

Normality Assumption Tests

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

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

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

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

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

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

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

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

Table 11: Normality Distribution for Variables before Transformation

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

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

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

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

Table 12: Normality distribution for variables after Transformation

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

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

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

Hypothesis Testing

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

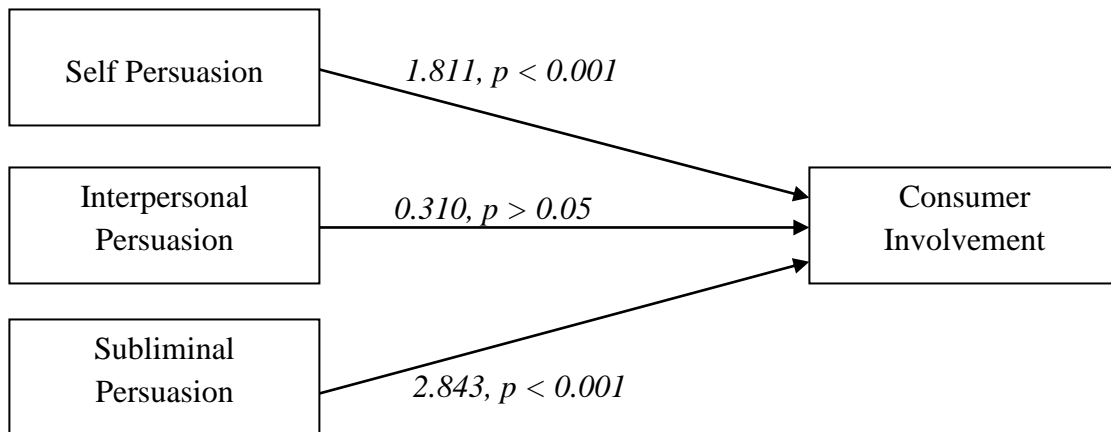
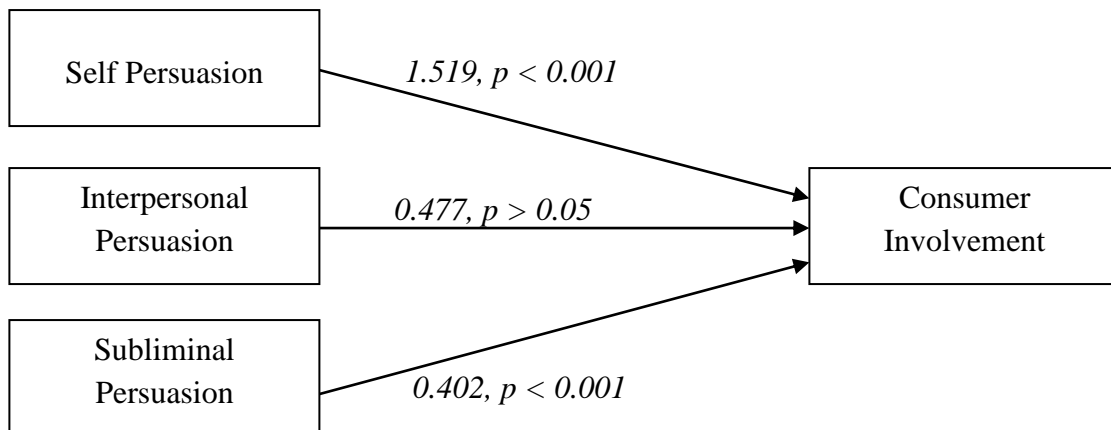


Figure 2: Persuasion and Consumer Involvement Level relationships – Female only



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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

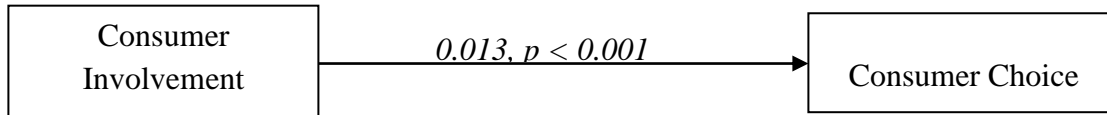
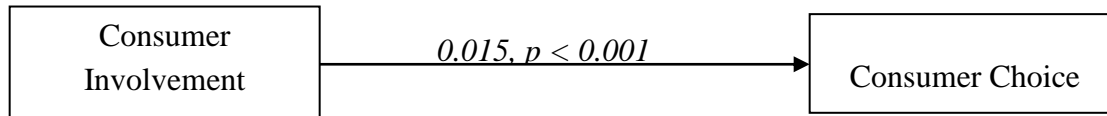


Figure 4: Relationship between Consumer Involvement and Choice – Female only



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

Table 20: Summary of Hypotheses Testing

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

SUMMARY OF THE FINDINGS

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

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

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

CONCLUSIONS

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

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

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

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

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

RECOMMENDATIONS

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

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

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

LIMITATIONS OF THE STUDY

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

REFERENCES

- Akpoyomare, O. B., Adeosun L. P. K. & Ganiyu R. A. (2012) The Influence of Product Attributes on Consumer Purchase Decision in the Nigerian Food and Beverages Industry: A Study of Lagos Metropolis. *American Journal of Business and Management* Vol. 1, No. 4, 2012, 196-201
- Andrade, E., & Cohen, J., (2007), "On the Consumption of Negative Feelings", *Journal of Consumer Research*, 34, 283-300.
- Arunachalam, B., Shida R. H., Jayson L. L., & Bailey F. N. (2009). An Empirical Investigation into the Excessive-Choice Effect. *American Journal of Agricultural Economics* 91(3): 810-825.
- Baker, M.J. (2001). Selecting a research Methodology. *The Marketing Review*, 1(3), 373-397.
- Baker, A. (2012). Gender Differences In Decision Making. Retrieved January 23, 2013, from <http://www.decision-makingconfidence.com/gender-differences-in-decision-making.html>
- Bargh J. A. (2002). Losing consciousness: automatic influences on consumer judgment, behaviour, and motivation. *Journal of Consumer Research* 29(2),280–85
- Bell, S., & Eisingerich, A. (2007), "The paradox of customer education: customer expertise and loyalty in the financial services industry," *European Journal of Marketing*, Vol.41, No. 5/6, pp.466-486.
- Berger, A. (2004). *Ads, Fads, and Consumer Culture*. Lanham, MD: Rowland & Littlefield.
- Benoit, W. L., Stephenson, T., & Tschida, A. (2001, Winter): *Communication Studies* 52.4. Retrieved June 17, 2013 from the Academic Search database.
- Bhattacharjee, A. (2012). "Social Science Research: Principles, Methods, and Practices". *Textbooks Collection*. (3rd Ed) Retrieved on 14th February 2014. http://scholarcommons.usf.edu/oa_textbooks/3
- Blijlevens, J., Creusen, M. E. H., & Schoormans, J. P. L. (2009). How consumers perceive product appearance: The identification of three product appearance attributes. *International Journal of Design*, 3(3), 27-35.
- Brinol, P., McCaslin, M. J., Petty, R.E. (2012). Self-generated persuasion: effects of the target and direction of arguments. *Journal of Personality and Social Psychology*, Vol 102(5), 925-940
- Broniarczyk, S. (2008). Product assortment. In C. P. Haugtvedt, P. M. Herr, & F. R. Kardes (Eds.), *Handbook of Consumer Psychology* (pp. 755–779). New York, NY: LEA/Psychology Press
- Byrne, B. M. (2001), *Structural equation modeling with amos: Basic concepts, applications, and programming*, Mahwah, NJ, London: Lawrence Erlbaum.
- Campbell, M. C., & Kirmani, A. (2000). Consumers' use of persuasion knowledge: The effects of accessibility and cognitive capacity on perceptions of an influence agent. *Journal of Consumer Research*, 27, 69–83
- Casalo, L.V., Flavián, C., & Guinalú, M., (2011). Understanding the intention to follow the advice obtained in an online travel community. *Computers in Human Behavior* 27 (2), 622–633.
- Clement, J. (2007). Visual influence on in-store buying decisions: an eye-track experiment on the visual influence of packaging design. *Journal of Marketing Management*, 23. doi:10.1362/026725707X250395
- Chamhuri, N. & Batt, P. J. (2013). Exploring the Factors Influencing Consumers' Choice of Retail Store When Purchasing Fresh Meat in Malaysia. *International Food and Agribusiness Management Review* Volume 16, PP 99 – 122.
- Chattalas, M., & Harper, H. (2007). Navigating a hybrid cultural identity: Hispanic teenagers' fashion consumption influences. *Journal of Consumer Marketing*, 24(6), 351-157.
- Chen, J., & Paliwoda, S. (2006). Identifying and Measuring Knowledge Transfer in the Consumer New Brand Purchase Decision. *Journal of Euromarketing*, 15(3). March 20, 2009. Business Source Complete.
- Chen, Y., Wang, Q. I., & Xie, J. (2011). Online social interactions: A natural experiment on word of mouth versus observational learning. *Journal of Marketing Research*, 48, 238–254.

- Cheng, Y.-H., Chuang, S.-C., Wang, S.-M. & Kuo, S.-Y., (2013). The effect of companion's gender on impulsive purchasing: the moderating factor of cohesiveness and susceptibility to interpersonal influence. *Journal of Applied Social Psychology* 43, 227–236.
- Conroy, F. R., Sherman, J. W., Gawronski, B., Hugenberg, K., & Groom, C. (2005). Separating multiple processes in implicit social cognition: The Quad-Model of implicit task performance. *Journal of Personality and Social Psychology*, 89, 469-487.
- Deutsch, R., Gawronski, B., & Strack, F. (2006). At the boundaries of automaticity: Negation as reflective operation. *Journal of Personality and Social Psychology*, 91, 385-405.
- Dillard, P. (2002). *The Persuasion Handbook: Development in Theory and Practice*. London: Thousand Oak, CA.
- Donald, A. S. (2010). Social Vigilantism: Measuring Individual Differences in Belief Superiority and Resistance to Persuasion. *Sage Publication* , 19 - 23.
- Edward, J. R & Anne, S. C., (2010). How persuasive messages can influence behavior without awareness, *Journal of Consumer Psychology*, 20,338 - 342
- Ellis, P. (2010). *The Essential Guide to Effect Sizes: Statistical Power, Meta-Analysis, and the Interpretation of Research Results*. Cambridge: Cambridge University Press
- Fiore, A. M., Lee, S., Kunz, G., & Campell, J. R. (2001). Relationship between optimum stimulation level and willingness to use mass customization options. *Journal of Fashion Marketing and Management*, 5 (2), 99-107.
- Fowdur, L., Kadiyali V., & Narayan, V. (2009). The Impact of Emotional Product Attributes on Consumer Demand: An Application to the U.S. Motion Picture Industry, Johnson School Research Paper Series No. 22-09
- Foxall, G.R. (2003). "The Behavior Analysis of Consumer Choice" *Journal of Economic Psychology*, 24(5): 581-588
- Frost, N. (2011). *Qualitative Research Methods In Psychology: Combining Core Approaches*. Open University Press. Kindle Edition
- Galdi, S., Arcuri, L., & Gawronski, B. (2008). Automatic mental associations predict future choices of undecided decision-makers. *Science*, 321, 1100-1102.
- Garry, M., & Polaschek, D. (2000). Imagination and memory. *Current Directions in Psychological Science*. 9, 6-10.
- Ghasemi, A., & Zahediasl, S. (2012). Normality Tests for Statistical Analysis: A Guide for Non-Statisticians. *International Journal of EndocrinolMetab*, 10(2), 486 – 489.
- Groves, J. (2010). Subliminal Persuasion – Persuasion Secrets with Controversy. Retrieved on 30th February 2012 from <http://www.hypnosisarticlesdirectory.com/Art/12173/263/Subliminal-Persuasion-Persuasion-Secrets-With-Controversy.html>
- Hamilton, V. L. (2004). *Identification as a Challenge to Dual – Process Theories of Persuasion. Anonymous in " The social psychology of group practice."* American Psychology Association. Washington
- Hansen, F., Christensen, S. R., (2007). *Emotions, Advertising and Consumer Choice*. Copenhagen Business School Press, Liber, Copenhagen.
- Hanzaee, K. H., Khoshpanjeh M., & Rahnama, A. (2011). Evaluation of the effects of product involvement facets on brand loyalty. *African Journal of Business Management Vol. 5(16)*, pp. 6964-6971.
- Iraossi, G. (2006). *The Power of Survey Design: A User's Guide for Managing Surveys, Interpreting Results, and Influencing Respondents*. Washington, D.C.: The World Bank
- Ivana, M. (2008). Diogenes, Persuasion and Social Psychology. *Sage Publication* , Vol 55.
- Jenkins, M., & Dragojevic, M. (2011). Explaining the process of resistance to persuasion: A politeness theory-based approach. *Communication Research*, 38(5), 1-32.

- Jennifer, M. G. (2009). The Illusion of Will in Organizational Behavior Research: Nonconscious Processes and Job Design. *Journal of Management* , Vol 35 PP 1318 - 1339.
- Jesuino, J. C. (2008). Diogenes, Lost in Teanlation: From Influence to Persuasion. *A Sage Publication* , Vol 55, P 107.
- Johnson, E. J., Shu, S. B., Dellaert, B. G. C., Fox, C., Goldstein, D. G., Häubl, G.,. (2012). Beyond nudges: Tools of a choice architecture. *Marketing Letters*, 23, 487–504.
- Jonas H. S., & Sine N. (2009). Playful Persuasion: *The Rhetorical Potential of Advergimes Nordicom Vol 30*, PP 53 – 68
- Julka, D.,& Marsh, K.(2000). Matching persuasive messages to experimentally induced needs Current Research in Social Psychology, Vol. 5, No. 21 Retrieved November 12, 2009 from <http://www.uiowa.edu/~grpproc/crisp/crisp.5.21.htm>
- Koller, M., Floh, A., Zauner, A., & Rusch, T. (2013). Persuasibility and the self – Investigating heterogeneity among consumers. *Australasian Marketing Journal 21*. pp 94–104
- Kothari, C. N. (2004). *Research Methods*. New Age International (P) Ltd., Publishers. New Delhi
- Kotler, P., & Armstrong, G., (2012). *Principles of Marketing 14th Ed*. Prentice Hall, New Jersey.
- Kupor, D. M., Tormala, Z. L. & Norton, M. I. (2014). The allure of unknown outcomes: Exploring the role of uncertainty in the preference for potential. *Journal of Experimental Social Psychology 55* (2014) 210–216
- Krejcie, R. V.,& Morgan, D. W., (1970) “Determining Sample Size for Research Activities”, *Educational and Psychological Measurement*.
- Larsen, J. T., McGraw, A.P., & Cacioppo, J. T (2001),“Can People Feel Happy and Sad at the Same Time?” *Journal of Personality and Social Psychology*, 81 (October), 684–96.
- Lee, A. Y. (2004). Bringing the Frame into Focus: The Influence of Regulatory Fit on Processing Fluency and Persuasion. *Journal of Personality and Social Psychology* , Vol 86, PP 205 - 218.
- Lepla, J. & Parker, L. (2002). Integrated Branding: Becoming Brand Driven through Company-wide Action. London: Kogan Page
- Lin, M.Y. & Chang, L.H. (2003), “Determinants of habitual behavior for national and leading brands in China”, *Journal of Product & Brand Management*, Vol. 12, February, pp. 94-107.
- Lin, M.Y. & Chen, C.S., (2006). “The influences of the country-of-origin image, product knowledge, product involvement on consumer purchase decisions: an empirical study of insurance and catering services in Taiwan”, *Journal of Consumer Marketing*, Vol. 23, No. 5, pp. 248-265
- Macdonald, E. K. & Sharp, B. M. (2000). Brand Awareness Effects on Consumer Decision Making for a Common, Repeat Purchase Product: A Replication. *Journal of Business Research 48*, 5–15
- Markus, H. R., & Schwartz, B. (2010). Does choice mean freedom and wellbeing? *Journal of Consumer Research*, 37, 344–355.
- Martyn, S. (2010). *Cross Sectional Study*. Retrieved from <https://explorable.com/cross-sectional-study-on-17.09.2014>
- Mascarenhas, O. A., Kesavan, R. & Bernacchi, M. (2004). “Customer value-chain involvement for co-creating customer delight”, *Journal of Consumer Marketing*, Vol. 21, No. 7, 486–496.
- Maumeister, R., & Bushman, B. (2008). *Social Psychology & Human Nature*. Thomson Wadsworth. California, USA PP 463 – 465. Retrieved on 31st July 2011 from http://www.psychwiki.com/wiki/Elaboration_Likelihood_Model
- Mayring, P. (2014). Qualitative content analysis. Theoretical foundation, basic procedures and software solution. Retrieved on 20 November 2014. From, <http://nbn-resolving.de/urn:nbn:de:0168-ssoar-395173>.
- Moser, R., Raffaelli, R. & Thilmany-McFadden, D. (2011). Consumer Preferences for Fruit and Vegetables with Credence-Based Attributes: A Review. *International Food and Agribusiness Management Review*. Volume 14 Pp 121- 142

- Mourali, M., Laroche, M., & Pons, F., (2005). Antecedents of consumer relative preference for interpersonal information sources in pre-purchase search. *Journal of Consumer Behaviour* 4 (5), 307–318.
- Murphy, P. K & Alexander, P. A., (2004). Persuasion as a Dynamic, Multidimensional Process: An Investigation of Individual and Intraindividual Differences. *American Educational Research Journal* Vol. 41, No. 2, pp. 337–363
- Myung, E., McCool, C. A., and Feinstein, H. A., (2008). Understanding Attributes Affecting Meal Choice Decisions in a Bundling Context. *International Journal of Hospitality Management* pp. 119 - 125
- Ndonye, M. M., & Khasandi-Telewa V. (2013). The Future Of Print Journalism: Internet Technology and The 21st Century Newspaper In Kenya. In *International Journal of Research in Social Sciences*. Vol. 3(3)
- Pallant, J. (2011). *A Step by Step Guide to Data Analysis Using SPSS (4th Ed)* Everbest Printing Co. China,
- Park, C. W, Moon, B. J.,(2003). The relationship between product involvement and product knowledge: moderating roles of product type and product knowledge type. *Psychology and Marketing* 20 (11), 977-997.
- Park, H. M. (2008). *Univariate Analysis and Normality Test Using SAS, Stata, and SPSS*. Working Paper. The University Information Technology Services (UITS) Center for Statistical and Mathematical Computing, Indiana University." Retrieved from <http://rt.uits.iu.edu/visualization/analytics/docs/normality.php>
- Peter, J. L. (2011). For want of a nail: Negative persuasion in a party leadership race. *Sage publication* , Vol 17 PP 45 - 65.
- Petty, R. E. (2006). Understanding Social Judgment: Multiple Systems and Processes. *Psychological inquiry* , Vol 17, 217 - 223.
- Petty, R. E. (2001). Attitude Change: Psychology. Neil J. Smelser and Paul B. Baltes. In *International Encyclopedia of the Social & Behavioural Sciences*. Oxford Pergamon.
- Pierro, A., Mannetti, L., Kruglanski, A.W., & Sleeth-Keppler, D. (2004). Relevance override: On the reduced impact of cues under high motivation conditions of persuasion studies. *Journal of Personality and Social Psychology*, 86, 252–264.
- Pohlmann, C. (2006). Who Shapes the Self of Independents and Interdependents? Explicit and Implicit Measures of the Self's Relatedness to family, Friends and Partners. *European Journal of Personality* , 20, 525 - 547.
- Powell, R., (2010). Infoasaid Kenya media and telecoms landscape guide. Retrieved on December 12th , 2011. <http://infoasaid.org/sites/infoasaid.org/files/Kenya%20media%20landscape%20guide%20Nov%202010.pdf>
- Quester, P., & Lim, A.L. (2003). Product involvement/brand loyalty: is there a link? *The Journal of Product and Brand Management*, 12 (1), 22-39.
- Radder, L. & Huang, W. (2008). High-involvement and low-involvement products, A comparison of brand awareness among students at a South African university, *Journal of Fashion Marketing and Management*, Emerald Group Publishing Limited Vol. 12 No. 2, pp. 232-243
- Rogerson, P. A. (2001). *Statistical methods for geography*. London: Sage
- Sadasivan, K., Rajakumar, C. S., & Rajinikanth, R. (2011). Role of Involvement and Loyalty in Predicting Buyer's Purchase Intention towards Private Apparel Brand Extensions. *International Journal of Innovation, Management and Technology*, Vol. 2, No. 6, pp. 519 - 524
- Schmitt, B. (2012). The consumer psychology of brands, *Journal of Consumer Psychology* Vol. 22 pp.7–17
- Scaraboto, D., Rossi, C. A. V., & Costa, D. (2012). How Consumers Persuade Each Other: Rhetorical Strategies of Interpersonal Influence in Online Communities. *Brazilian Administration Review* pp 247 - 267

Sharma, V. P. (2015). Self-Persuasion is Best for a Lasting Change. Retrieved from <http://www.mindpub.com/art353.htm> on 20th April 2015

Shaughnessy, J., Zechmeister, E., Jeanne, Z. (2011). *Research methods in psychology* (9th ed.). New York: McGraw Hill

Shrum, L. J., Min, L., Mark, N., & Tina, M. L., (2012). "Persuasion in the Marketplace: How Theories of Persuasion Apply to Marketing and Advertising," In *The Persuasion Handbook*, eds. James Dillard & Lijiang Shen, Thousand Oaks, CA: Sage Publication.

Sikkel, D., (2013). Brand relations and life course: Why old consumers love their Brands, *Journal of Marketing Analytics*, 1, 71–80. doi:10.1057/jma.2013.5; published online 27 May 2013

Simon, H. W. & Jones, J., (2011). *Persuasion in Society*. 2nd Ed, Routledge Communication series.

Solomon, M., Bamossy, G., Askegaard, S., & Hogg, M. K. (2006), *Consumer Behaviour: A European Perspective* 3rd edition, England: Prentice- Hall/Financial Times.

Sridhar, G. (2007). Consumer Involvement in Product Choice – A Demographic Analysis. *Journal of Management*. Pp 132 - 148

Tabachnick, B. G., & Fidell, L. S. (2007). *Using multivariate statistics* (5th ed.). Boston: Pearson Education.

Tormala, Z. L. & Clarkson J. J. (2007). Assimilation and Contrast in Persuasion: The Effects of Source Credibility in Multiple Message Situations. *Personality and Social Psychology bulletin* 33 pp. 559-571

Taylor, E. (2007). Subliminal Information Theory Revisited: Casting Light on a Controversy. *Annals of the American Psychotherapy Association* , 60.

Travisi, C. M., & Peter, N. (2008). Valuing environmental and health risk in agriculture: A choice experiment approach to pesticides in Italy. *Ecological Economics* 67(4): 598-607.

Worrington, P., & Shim, S., (2000). An empirical investigation of the relationship product involvement and brand commitment. *Psychology and Marketing* 17 (9), 761-782.

Yap, K.B., Soetarto, B., & Sweeney, J.C., (2013). The relationship between electronic word-of-mouth motivations and message characteristics: the sender's perspective. *Australasian Marketing Journal* 21 (1), 66–74.

Zaichkowsky, J.L. (1985). Measuring the involvement construct. *Journal of Consumer Research* 12 pp. 341-352.