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## **Influence of Advertising through media on consumer's attitude: A comparison of online and offline channels used by selected commercial banks in Nairobi County, Kenya**

### **ABSTRACT**

This study was conducted to establish the influence of advertising through media on consumer's attitude: a comparison of online and offline media channels as used by selected Commercial Banks in Nairobi County, Kenya. Specifically, the main objective of this study was to examine the influence of advertising through online media channels of Facebook, Google Ads and YouTube on consumer's attitude and also advertising through offline type of media; TV, Radio and Newspaper on consumer's attitude. The study then compared the moderating effect of age on advertising through online and offline media channels on consumer's attitude. The study covered three components of attitude, which are awareness, liking and action as outlined in the Tri-Component attitude model. This was done in selected Commercial Banks in Kenya comprising Equity Bank Limited, Kenya Commercial Bank Limited and Co-operative Bank of Kenya Limited. The study adopted a positivist paradigm research philosophy and used descriptive cross-sectional survey. A sample size of 384 was used out of a population of over 5.5 million consumers in branches of the selected banks. Data was collected using questionnaires comprising Likert scale type of questions to measure consumer's attitude. Collected data was analysed using descriptive and inferential statistics. Findings were summarised using percentages and tables. The study established that there was significant and positive influence of offline media channels (TV and Radio) on Consumer's attitude; save Newspaper. Further, the study found out that the influence of online media (Facebook and Google Ads), was insignificant in influencing consumer's attitude, save for YouTube. The relationship between advertising through media and consumer's attitude was found to be moderated by age. The findings have made a contribution to theory, policy and practice in relation to advertising through media channel and on consumer's attitude.

Key words: Advertising, Consumers' Attitude, Online Media, Offline Media and Age

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