FACTORS INFLUENCING SODA CONSUMPTION IN TRANS NZOIA COUNTY

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A THESIS SUBMITTED TO THE INSTITUTE OF ANTHROPOLOGY, GENDER AND AFRICAN STUDIES IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF ARTS IN DEVELOPMENT ANTHROPOLOGY OF THE UNIVERSITY OF NAIROBI

NOVEMBER 2017

DECLARATION

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

…..…… Date……

JOSEPH WATILA WANYONYI

This thesis has been submitted for examination with my approval as a university supervisor.

…….…… Date …….

DR. STEVIE M. NANGENDO

DEDICATION

This thesis is dedicated to my loving wife Annette Nasimiyu Watila, my son Dancun Simiyu Watila and my daughter Leslie Nakhumicha Watila for their understanding, support, encouragement, perseverance, patience and their continued prayers during the entire period of my study.

God bless you all.

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List of Abbreviations and Acronyms

ACK	Anglican Church of Kenya
AGC	Associated Gospel Church
KCC	Kenya Cooperative Creameries
PEFA	Pentecostal Evangelism Fellowship of Africa
PICOS	Picture of Success
PVS	Product Volume Sales
RED	Retail Execution Daily

ACKNOWLEDGEMENTS

I am indebted to my supervisor, Dr. Stevie M. Nangendo, Professor Simiyu Wandibba, the Chairman of Faculty Post–Graduate Students Committee from the Institute of Anthropology, Gender and African Studies and Dr. Dalmas Ochieng' for sparing their precious time to refine my script through numerous corrections and suggestions. I also thank them for encouragement, support with reference materials and guidance without which I would not have done and completed this thesis.

I acknowledge all the lecturers in the Institute of Anthropology, Gender and African Studies, for shaping my ideas and equipping me with skills and knowledge without which this thesis would not have been realized. Special recognition goes to Professor Wilfred Keraka Subbo, Professor W. Onyango-Ouma and Dr. Charles Owuor Olungah for taking me through the course and for their good ideas that transformed my mind during the coursework that prepared me for this study.

To all the University of Nairobi staff I appreciate your support and being there for me whenever I needed your support. I am also indebted to all my family members for the patience and support they gave me during my years of this study.

ABSTRACT

The primary purpose of this study was to determine the factors influencing soda consumption in Trans Nzoia County. The study had two objectives: Firstly, to determine customers' buying patterns related to soda consumption in Trans Nzoia County. Secondly, to investigate cultural factor influencing consumers' choice of soft drink brands in Trans Nzoia County. The study was guided by consumer behaviour theory, which explains the inclusive factors that influence the conduct of people's consumption trends. This theory helped the study to make conclusions on the findings brought out by each study question.

Data were collected using unstructured interviews and focus group discussions. A hundred and forty individuals were drawn from seven divisions of Trans Nzoia County, namely, Central, Cherangani, Endebess, Kaplamai, Kiminini, Kwanza and Saboti. The Statistical Package for the Social Sciences (SPSS) was used in the analysis of the quantitative data generated from the questionnaires while the qualitative information was analysed thematically along the lines of the study objectives.

The study found that firstly, cultural ceremonies like circumcision, dowry negotiations and weddings directly influences soda consumption trends in Trans Nzoia County. Secondly, individuals' soda buying patterns in the study region though not explicit, are affected by the social environment such as parental upbringing and peer group pressures. Finally, the study confirmed that the relationship between an individual and the entire society is not only a matter of ways of living together, but it is intimately linked with influences about soda consumption by each member of the society.

CHAPTER ONE

BACKGROUND TO THE STUDY

1.1 Introduction

Human consumption and the socio-cultural factors that influence it has long been an area of interest in anthropological inquiry (Bodley, 2012; Moore, 1998). The subsistence systems that people adopt reflect partially the extent to which consumption is central to human existence and of important interests to disciplines that study human beings (Carrier, 2005). This is amplified by the consideration of the socio-cultural factors that influence the what, when, where and how consumption of drinks and food take place (Haviland et al., 2005).

The different cuisines and desserts associated with various societies demonstrate that there are socio-cultural values and attributes linked with food commodities. The availability, usability, the social prestige attached and general people's worldviews about foods and drinks vary from one culture to another. In nutritional and cultural anthropology, foods and drinks do not only serve biological functions but have social attributes (Helman, 1990). Consumption in actual terms occurs to a socio-cultural environment which is subject to a specific context.

There are social and cultural determinants that influence how a given food commodity such as a soda should be taken, by who, when, with whom, with what and perhaps how. Biologically, human beings must take food to sustain life. However, it is culture that determines various aspects within which the consumption takes place (Carrier, 2005 p. 28). In a modern capital market, socio-cultural influences on human consumption are informed by complete market trends. This is because the observed factors influence consumer trends and consumer culture.

In the modern world, consumerism is increasing and is influenced by several factors (Wood, 2010). Research has shown that popular culture is driving the rate of consumerism (Fedorak, 2013; Moore, 1998). One such factor that is driving consumerism in the modern world is advertisement. This shapes the public opinion about a brand or product resulting into increased intake. The opinion shaped through advertisements relates to other socio-cultural forces that dictate consumer culture. For instance, popular culture is dominantly featured in Coca Cola adverts and the brand associated with modern trends such as art, music and fashion (Hinds et al., 2006).

In a macro-perspective, there are ideas and perceptions within the socio-cultural environment that further shape the opinions of a product among the people. Thus, socio-cultural interpretations of beverages should reinforce the role of advertising, for example, a soda. Other socio-cultural inscriptions may determine the specific brands of sodas consumed in terms of variance, taste and colour. In anthropology of consumerism, the taste, variance and colour of a drink or food that deviates from the existing social norms and perceptions may cause a decreased intake (Moore, 1998).

Further, the specific social context or place such as a wedding, party, school and/or church may determine the specific beverage consumed. The social prestige associated with a drink like a soda and its size is also an important consideration when exploring the socio-cultural factors influencing consumer trends and behaviours. According to Haviland et al. (2005), certain foods or drinks are status of social symbols that contain deeper socio-cultural meanings. Geertz (1973) calls such embedded interpretations of meanings as thick descriptions. An amalgamation of these socio-cultural factors may ultimately determine consumer trends in a modern beverage market.

According to Ensminger (2002), socio-cultural factors operate at a macro-level and influence the demand-supply chain of both modern and traditional markets embedded in universal standards and principles of marketing such as distribution, marketing and competition at a micro-level. For example, principles of demand and supply are universal and consumption is dependent on how they interact. There are however, some subjective factors such as cultural stereotypes and perceptions linked to a product at a micro-level (Carrier, 2005 p.15).

The ideologies, beliefs, attitudes and perceptions of consumers determine what products are consumed, how, when, by who and where (Hinds et al., 2006). They can be likened to sanctions and regulations determining consumption. Although the universal principles may prevail at optimal level, consumption would eventually be influenced by prevailing socio-cultural factors. It is, thus, important to map the socio-cultural environment of the consumers to inform the distribution of products such as beverages. This is because beliefs, values, attitudes, ideologies and perceptions of a product like a soda vary from one social context to another (Carrier, 2005 p.42). The focus of this research is the Coca-Cola's Rift Valley Bottlers Limited in Trans Nzoia.

Coca-Cola Company is the world leading manufacturer of carbonated soft drinks (Coca-Cola, 2014a). The company has invested very much in universal marketing strategies. Bottlers across the world, Rift Valley Bottlers being one of them, follow these strategies through the adoption of the general picture of success (PICOS). PICOS is the store merchandising guidelines by Coca-Cola company stipulating how, where and when to arrange Coca-Cola products such as carbonated soft drinks and juices. It also regulates processes of Coca-Cola's retail outlet activations in terms of store brandings, pricing, signage erection and shelf displays.

Both the electronic and print media have been the main vessel used by Coca-Cola for brand awareness across the globe. This has made it a household name across different communities. Despite its widely-pronounced marketing strategies, the company has put less emphasis on the social and cultural attributes related to brand health. A generation of the PICOS is based on the anticipations and strict company designs of the mother Coca-Cola Company (SABCO, 2014). Each bottler regardless of its social and cultural coverage is obliged to follow these guidelines.

Brinker (2012) argues that successful modern market focuses mostly on consumer behaviours and not marketing on digital domains. The scope of Consumer behaviour puts into consideration the socio-cultural attributes related to brand health in the market. Who consumes the brand, where it is consumed and why it is consumed is always considered. This study, thus, sets out to establish factors influencing consumer trends in the modern beverage market of Coca-Cola's Rift Valley Bottlers and specifically in Trans Nzoia. The study was interested in deviating from the capitalist marketing perspective of considering factors influencing sales, to socio-cultural factors that influence consumer trends and behaviour. The anthropological input here is that consumption as a behaviour is central to human beings. Further, the interest in the factors embedded in society and the culture that influences consumer behaviour injects anthropological thought in the study. The topic of the study was chosen based on the role that socio-cultural forces play in dictating consumption of foods and drinks in a social context (Carrier, 2005).

1.2 Problem statement

According to SABCO (2013 p.3), Rift Valley Bottlers, a Coca-Cola's subsidiary operating in Trans Nzoia County is always faced by two unresolved dilemmas. The first dilemma has been finding out why certain brands of soda are less consumed in Trans Nzoia County. While the other dilemma is in explaining why sales of soda increase during even years and drop in odd years despite the availability of constant determinants like weather patterns and rigorous marketing strategies. Additionally, Retail execution daily (RED) readings of Kenyan bottlers by the Coca-Cola Company has consistently put Rift Valley Bottlers as an underscore despite its wide regional coverage compared to other bottlers in Kenya (Nielsen, 2014). The bottler's regional coverage of 75% in the Rift Valley region and the same percentage in the western region puts it at 30% country-wide of Coca-Cola product distributions. It is placed second after Nairobi Bottlers that holds a 35% market share (SABCO, 2013 p.4). Other Bottlers such as Mount Kenya Bottlers, Equator Bottlers, Coast Bottlers and Kisii Bottlers possess an insignificant regional coverage market share.

According to Nielsen (2014 p.18), Rift Valley Bottlers had the least product volume sales (PVS) in 2013 compared to other bottlers. The plant recorded a 10% drop from 2012's 10,780 metric tons to 9,800 metric tons in 2013 (Nielsen, 2014 p.22). The drop in volume sales have always occurred in odd years and improved in even years. This is unlike other bottlers whose trends are based on weather conditions with drops reported during cold seasons and high volumes reported in hot seasons. Despite this observed trends, little qualitative studies have been done to get the genesis of this occurrence.

The dilemmas facing Rift Valley Bottles and its perennial underperformance were the point of interest to this study. According to Coca-Cola (2014b), a large size of Rift Valley Bottler's budgetary allocation goes into marketing and distribution channels. They specifically concentrate their marketing domain on underperforming products and initiating equivocal sales throughout the year. Despite these investment efforts, the trends in Trans Nzoia County bear little or no significance. This study felt that perhaps Rift valley Bottlers should have considered some Anthropological approach into its dilemmas. The main assumption by the study is that there must be some socio-cultural forces directly or indirectly influencing the consumption of soda in Trans Nzoia County. These forces may be the reason as to why certain brands of soda are rarely consumed. They may also explain the reasons as to why soda in Trans Nzoia County is mostly sold during even years and less sold during odd years.

Initial observations by the study indicate that Rift Valley Bottlers limited does not observe the influencing factors such as attitudes, beliefs, worldviews and the general socially constructed ideologies influencing brand health in the market domain (Haviland et al., 2005). Brand health, according to Lantos (2010), is the market performance of a product in terms of volume sales compared to other products bearing similar characteristics. The bottler has neglected this influencing factors affecting brand health yet they dominate any market domain across the globe. For instance, if the consumption of a soda is associated with social events such as weddings, funerals, sports and parties and not day-to-day lives, the consumption of the product will be determined by the frequency of such social functions (Lantos, 2010).

Rift Valley Bottlers lags behind in comparative marketing and distribution success among other bottlers in the country. The bottler uses universal standards and principles that do not look at the embedded socio-cultural factors that have been shown to work at the micro-level (SABCO, 2014). Success of Rift Valley Bottlers will, thus, depend on the extent to which the micro-factors are harmonized with the macro-factors. The comparatively poor performance of Rift Valley Bottlers should invoke questions regarding how the macro-factors are inculcated and harmonized with the micro ones. Therefore, this research sought to answer the following questions:

1. What are the customers' buying patterns related to Coca-Cola products in Trans Nzoia County?
2. What are the cultural factors that influence consumers' choice of soft drink brands in Trans Nzoia County?

1.3 Objectives of the study

1.3.1 General objective

To examine factors influencing soda consumption in Trans Nzoia County.

1.3.2 Specific objectives

1. To determine customers' buying patterns related to Coca-Cola products in Trans Nzoia County.
2. To investigate cultural factors that influence consumers' choice of soft drink brands in Trans Nzoia County.

1.4 Assumptions of the Study

1. There must be some unexplained socio-cultural variables affecting the consumption of soft drinks in Trans Nzoia County. These variables may explain the unique buying patterns related to Coca-Cola products. For instance, they may explain why certain brands of soda are less consumed and why Rift Valley Bottlers experience more sales in even years and fewer sales in odd years.
2. Consumers' choice on various soft drink brands in Trans Nzoia County might be influenced by some cultural factors.

1.5 Justification of the study

Coca-Cola Company admits that there are other factors influencing soda consumption trends apart from the brand imaging rigorously done (SABCO, 2014). However, there is limited information regarding these factors and how they influence soda consumption trends in Trans Nzoia County. The findings of this study will help form a crucial basis for further research in this area. The study findings will also be made available to Coca-Cola Company's marketing team to invoke future discussions on the inclusion of cultural and social factors in creating their picture of success and soda imaging blue prints.

1.6 Scope of the study

This study focused on the factors influencing soda consumption trends in a modern beverage market of Trans Nzoia County, North Rift Valley, Kenya. Retail stores trading in carbonated soft drinks were studied. A consideration of the retail stores was based on the fact that they sell sodas either within or outside their premises. Those within their premises such as restaurants allow customers to drink sodas inside their selling areas while those outside the

premises like supermarkets pack sodas for customers to take home. Five main outlet types, namely, kiosks, *dukas*, supermarkets, restaurants/pubs and convenient stores were selected for this study.

1.7 Limitations of the study

The study experienced limitations on the amount of data collected because many did not know the general picture of success by Coca-Cola. However, the inclusion of retailers trading in Coca-Cola products as part of the survey sample filled in the gaps.

Accessing interviews from busy retail owners or during busy hours was also challenging to the study. Some outlet owners refused to be interviewed while others requested for rescheduled interviews during busy hours. This resulted into unaccomplished timelines and delayed data collection, processing and analysis. The study extended working hours to factor in those who wanted rescheduling. Outlets were oversampled to deliver the proposed sample of 140 despite those who refused to be interviewed.

The study population was only limited to individuals familiar with consumer trends and how various social and cultural factors influence this. Many eligible respondents were not allowed beyond the screener due to this limitation.

1.8 Definition of key terms

Brand health: Refers to leadership, liabilities, attractiveness, distinctiveness and customer satisfaction related to a particular product in the market. It can also be looked at as the performance of a specific product compared to other products with similar characteristics.

Environment: Refers to niche coverage of a given bottler.

Merchandising standards: These are the laid down regulations by Coca-Cola in terms of the visual display of products to promote sales. They include product design, selection, packaging, pricing and displays that stimulate consumers to buy more.

Retail outlet: A place of business usually owned and operated by a retailer but sometimes owned and operated by a manufacturer or by someone other than a retailer in which merchandise is sold primarily to ultimate consumers.

Retail outlet activation: Refers to marketing techniques aimed at informing the client about the location of an outlet, creating a unique presentation of an outlet compared to the competitor and encouraging the client to visit the outlet more often.

Picture of success: A paper representation of an outlet highlighting the realization of the marketing strategy of Coca-Cola in a segmented manner considering the various categories of products and profiles of customer expectations.

Retail execution daily: A strategy coined by Coca-Cola to monitor shopper insights into in-outlet executions. It can also be seen as the continuous monitoring process by Coca-Cola on its products compared to the competition.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter reviews publications on the soda consumption trends in a modern beverage market. The section ends with a discussion of the theory that guided the study.

2.2 Consumer behaviour

Thomas et al. (1991) states that the study of consumer behaviour is quite complex due to many variables involved and their tendency to interact and influence each other. Consumer behaviour is the study of why, when, how and where individuals consume or do not consume certain products or services. The psychologists, sociologists, anthropologists and economists exhaustively explore it. It attempts to understand a buyer's decision-making process, individually and collectively. Andreasen (1990) argues that consumer behaviour studies are characterized by a focus on individual attributes such as demographics and behavioural variables. The study of consumer behaviour also evaluates how social groups such as families, peers, religious institutions and other social functions influence individuals in the consumption process.

Theoretically, Luna and Gupta (2001) argues that the study of customer buying trends relies heavily on consumer research initiated by consumer behaviour studies. The studies always distinguish the roles of a customer into a buyer, payer and user. However, it is sometimes difficult to predict consumer behaviour unless both macro and micro variables are combined (Luna and Gupta 2001). A combination of the available macro and micro variables creates relationship marketing which is an influential aspect in the analysis of customer behaviours

(Peter and Melody 2001). Consumer behaviour study also puts a greater importance in personalization and customer retention strategies applied by the marketing team in building a strong brand in the market. Socio-cultural factors influencing consumer trends have had different approaches from the scholarly field. Some of these approaches include cross-cultural consumer values, rituals, heroes and symbols as well as consumer behaviour, marketing strategy and cultural market excitement (Gutman, 1984).

2.2.1 Cross-cultural consumer values, rituals, heroes and symbols

According to Luna and Gupta (2001), researchers in cross-cultural studies have traditionally used Hofstede's (2011 p.112) definition of culture. The definition equates culture to the programming of the mind collectively to distinguish members of a particular group or category of people from another. This is an etic definition of culture because it is based on comparison of one culture to another. Luna and Gupta (2001) further explain that researchers who follow an etic approach to study consumers cross-culturally are encroached into universal and culture-free theories and concepts in their definitions. They look for specific variables and constructs comparable across all cultures to explore how those cultures compare to one another. This approach according to Geertz (1973) is typical to cross-cultural psychology and other comparative studies in social sciences.

Geertz (1973) further explains that an alternative approach to cross-cultural studies is the emic methodology. The approach focuses on understanding issues being studied from the view point of the subjects being (Kedia and Willigen, 2005). According to Geertz (1973), culture is defined emically as the lens from which all phenomena are seen. It determines the way in which these phenomena are apprehended and assimilated by the members of a group. Second, culture is looked at by Geertz (1973) as a blueprint of human activity. It centers the

determination of the coordinates of social action and productive activity in the group, specifying the behaviours and objects that issue from both (London and Della, 1998 p.92). Emic approaches on culture have been presented as those promoting a bigger understanding of cultural studies through a thick description of culture (Geertz, 1973).

2.2.2 Interaction of culture and consumer behaviour

According to McCracken (1988), an individual's behaviour results from the cultural value system through which that individual lives or originates from. The cultural value systems are developed over time through socialization. The societal, religious and family values have a great influence in the formulation of everyone's values and norms or the value system. Thus, cultural value system comprises the elements of a culture that individuals share and idiosyncratic values which are unique on each person (Giddens, 1984).

Culture affects consumer behaviour, which according to Peter and Olson (1998) may reinforce its manifestations. The behaviour of each individual during the consumption process may be imitated or rejected by others. If imitated, it can become the group's norm and essentially identified as being part a culture to a given population. Marketers' role is to convert consumption behaviour into imitated social norms which are culturally made as acceptable world of consumer goods (McCracken, 1988), thus, marketers' communications are represented as models of effective imitations of socio-cultural practice onto consumer behaviour. At the same time, marketing communications may also affect a culture's manifestation through brand awareness. For instance, stationary and footwear makers Calvin Klein created unique advertisement which reinforces the American culture through its ``thinness'' value (Calvin, 1997).

Marketing communications on the other hand can impact consumer behaviour regardless of culture. According to Geert (1980), emic observers see this model as a construct towards behavioural change. Additionally, they view culture as inseparable from the individual, as an inherent quality (Geert, 1980). Cross-cultural consumer behaviour scholars depict a culture as an itemized influencer on consumer behaviour. The influence is different across different groups. The differences brought out are used as a framework for marketing managers to create and implement brand's marketing strategies.

According to Hofstede (2011), values, heroes, rituals and symbol can act as true cultural manifestations. These in consumer behaviour reveal ways in which the knowledge generated by culture is stored and expressed during the marketing process (Sojka and Tansuhaj 1995). Values drive individual behaviour outwardly and inwardly. These are looked at by consumer researchers as centrally held beliefs that guide judgements and actions towards consuming brands or products (Sojka and Tansuhaj 1995). Examples of values as lists Rokeach (1973) are freedom, pleasure, inner harmony and jolliness. Rokeach's (1968) further creates two main taxonomies of values; terminal and instrumental values.

Those termed as terminal values according to Rokeach (1968) is the state of being while instrumental values are preferred modes. In his view, Hofstede (2011) defines values into desirable and desired states of human beings. Desirability if the intended while desired is owned. Other scholars such as Vinson et al. (1977) classifies values into global and domain specific values. Global values are social norms guiding individuals in each society such as laws and rules governing product quality while domain specific applied to certain criteria or context such as products designed for specific audience and population.

Studies of consumer values can also be approached emically and etically. For instance, Hofstede's (1997) study of consumer dimensions is an etic approach. The study clearly describes values as the centre of culture and defines them using Rokeach's (1968) definition. The definition states that values preferred by a group distinguish them from other groups. In his study, Hofstede (1997) states that there are four dimensions of culture linked to values: the power distance, avoidance of the uncertainties, masculinity and individualism.

Emic researchers such as McCracken (1988) focus on consumption and object meanings in individuals. According to Geert (1997), the value theory can be applied in the explanation of how information in our consumer environment can be organized. There are cultural principles which organize, evaluate and construct ideas (McCracken, 1988). Examples of these cultural principles include refinement, strength and naturalism. These principles help consumers to assign meanings to the consumption trends around them. Consumer’s behaviour embodies and expresses these principles. McCracken's (1988) reflections on the cultural principles are similar to Rokeach's (1968) values. Other emic researchers have found out that cultural values are at the root of certain consumer behaviour processes such as the diffusion of innovations (Arnould, 1989).

In relation to the Coca-Cola Company products, values linked to packaging, variant and product loyalty have been brought out clearly by the Company. Marketing strategies should use cultural values in each locality to ascertain: who consumes, how it is consumed and the significance behind the consumption. The universal creation of PICOS should factor in strong cultural values in each market (Brinker 2012).

Cultural heroes have also been found to be a characteristic that influences consumer behaviours (Arnould 1989). Heroes are personalized beings which are either living human

beings or those who died. Heroes can also be referred to mythological creatures or lives fully worship in the society. Heroes are valued highly in the society and are looked upon by the living generations (Hofstede, 1997: 8). Heroes may influence consumer behaviour through their imitations of company brands. For example, the endorsement of Michael Jordan as Nike brand ambassador made many basketball players to buy the brand. Michael Jordan who was a basketball hero created massive influence on the basketball behaviours including the outfit and his moves. Heroes in marketing therefore provide a platform where consumer behaviour is shaped to increase the ultimate consumption process.

Rook's (1985:252) states that ritual concept in consumer behaviour study is sometimes given wrong interpretation to mean religious significance. Whereas religious rituals are also important, Rook's (1985:252) looks at rituals in a much broader perspective. It means the expression of the symbolic activity constructed from multiple behaviours that which recurs frequently over a long period. Rituals are dramatically expressed or acted out with seriousness, formality and strong obsession. Geert (2001:84) adds by stating that a ritual is a socially constructed action which manipulates socio-cultural reflections for purposes of individual and collective categorization and communication. A Ritual if acted on can evoke, affirm, assign or reverse the existing symbols and cultural meanings. Looking at both Rook's (1985) and Geert's (2001) definitions, we can deduce that Rook highlights the expression of symbolic activities while Geert emphasizes the goal of ritual behaviour.

Additionally, symbols are a broad category of phenomena or systems that portray meaningful messages to a generation of people (Geertz, 1973: 89). Hence, a symbol in society A may be different or may not exist in society B. A good example of a symbol is language. It is a signed to a set of different gestures, objects, pictures and meanings which are different from

one society to another. Language and some religious monuments are some of the symbols most studied by consumer researchers (Sherry and Camargo 1987).

According to Andreasen (1990:58), Symbols express values that perceive some realities in the society. Successful brands transfer these symbols into their consumer outreach vehicles through advertisements and brand packaging (Andreasen, 1990). These products then become charged with cultural meanings. For example, a cold soda can be elevated to a cultural symbol of refreshment by Ads that show an athlete drinking. Finally, these transferred symbols always cause some brand loyalty or increase the consumption process of a product or service if they are selected with exclusive society reflections (Durgee, 1986).

2.2.3 Consumer behaviour and marketing strategy

Brinker (2012:46) defines consumer behaviour as a flexible outlying of cognitive process, effect and behaviourism. Alternatively, consumer behaviour can be looked at as the feeling, thoughts and actions through which the consumption process occurs. Brinker adds on that marketing strategy is the brand created phenomena acting on consumer behaviour to influence consumption of that specific brand. Marketing strategy includes analysis of consumer comments, creating influential advertisement, price information, brand packaging and the overall creation of brand growth diameters (Stephens, 1996).

According to Peter and Olson (1998), Consumer behaviour reflects dynamisms based on the feeling, thinking and individual actions targeting consumers and the society at large. For instant, the Internet has changed how we interact with products and services. This highlights current trends associated with consumers. It is hence vital for marketers to learn on how be dynamic and create modern marketing tips to suite into the consumer's world (Brinker, 2012 p.99).

According to Inkeles (1998 p.11), the dynamic nature of consumer behaviour makes the development of marketing strategies an exciting yet a complicated process. Not all strategies work in different markets. Some can work in specific market environment and fail in other market environments. Many companies have to also change frequently and be innovative to come up with highly competitive products in the universe. The change process may include the rebranding, repackaging, introduction of new products and different market exploration. For example, Coca-Cola has developed more complete juices and carbonated beverages, including diet sodas like diet Coke to try to reach more consumers (Coca-Cola Company, 2014b).

Consequently, consumer behaviour creates a superior consumer environment reflected in people's thinking, feelings, actions and the environment (Kotler et al., 2008). It is hence imperative that marketers should understand how brands mean and are understood by consumers. According to Peter and Melody (2001), the modern era of consumers is categorized by the increasing number of high-income and low-income consumers causing the numbers of middle-income consumers to shrink. The marketing strategies are now focused more on the increasing number of consumers to attract more sales.

A marketing strategy, as Peter and Olson (1998) argue, is the design creation, design implementation and the creation of a control of plan to influence the exchanges of the organizational goals. The consumer behaviour model elaborates that setting up a workable marketing process should consider the feelings, choices and thoughts of consumers towards a product and services being designed. The end process is to make consumers repeatedly purchase those products or services (Kotler et al., 2008). Also, involvement of the sector players like retailers and distributors in designing a suitable marketing strategy creates an

enabling environment where thoughts and feelings of consumers are factored in the purchase process (Peter and Olson, 1998 p.346).

In addition, Coca-Cola and other beverage making companies like Pepsi develop strategies to increase the chances that consumers will use their services through localized bottlers' initiatives. Good Marketing decisions entail creating and presenting some stimuli directed at key markets to influence the thinking and feeling of consumers. Marketers always faces an uphill task in developing better strategies to woe consumers across different companies such as planning for multi-country organizations like Coca-Cola down to planning for small local company like a retail store across the street(Thomas et al., 1991). Although consumer behaviour study is useful in creating and analysing strategies, it can work well when applied at the brand, store and community levels.

Finally, it is worth noting marketing strategies, regardless of the level of the organization building them should have a powerful force on consumers and society at large. Echoing Yakup (2011), marketing strategies change the perceptions held by consumers in addition to having an influencing consumption trends on the consumers. This does not mean that marketing is an unethical or forceful to the society. However, what marketing holds in relation to the consumption trends is a powerful instinct that should be analysed professionally and not misused (Peter and Melody, 2001).

2.2.4 Consumer affect and cognition

Sherry and Camargo (1987) stress that consumer's affect and cognition is applicable in two levels of mental responses exhibited by consumers towards stimuli and events in their environments. Consumer feelings and reaction towards a stimulus such as their indication to liking or disliking a product is purely because of effect. On the other hand, their thinking's

and believe about a particular brand is referred to as cognition. Consumers can react favourably or unfavourably towards a specific product or brand (Vinson et al., 1977). For example, some intense emotions can be demonstrated when consumers value a specific product. This emotion can be termed as love, anger, satisfaction, frustrations, boredom, relaxing and many more. In application to soda intake, some consumers feel that soda is relaxing, cold, refreshing and generally brings the mood of happiness. Marketing scholars typically develop positive emotional strategies to create some positive impact on their brands to increase sales and consumption patterns (Sherry and Camargo 1987).

Cognition may as well refer to the mental processes in the creation and review of stimuli or events (Sherry and Camargo, 1987). Product meanings, knowledge and consumer beliefs reorganize it. When a person makes purchase decision, cognition drives them to understand the stimuli and events leading them to the purchase process. Per Vinson et al. (1977), cognition is driven by the thinking process which subdues a consumer to go for specific product. Marketers always think for ways in which they can change the thinking process of consumers to make their products sell. For instance, Volvo advertisements always show class and security standards of the car to convince consumers to buy it despite of being expensive than other brands in the market (Vinson et al., 1977).

2.2.5 Consumer environment

The consumer environment refers to all the external forces applied to individuals in the society to alter their thinking, feeling and action process when it comes to the consumption behaviour (Sojka and Tansuhaj, 1995). It entails stimuli in social setups such as how other people react in their unique cultural and sub cultural settings. It also highlights external pressure that influences consumers into consuming or disliking a specific product or service.

External pressure as Sojka and Tansuhaj (1995) explains include family relations, advertisements and media influences, peer group influence or any other external influence that causes a consumer to have a different or an informed decision about the overall consumption process.

Peter and Olson (1998) argues that consumer environment is the main determinant of the consumption variables in the human population. Marketers should study the environmental variable before setting up any marketing strategy on any product. These variables include: urban environments, rural environments, religious environments, economic environments and other variable affecting consumer's minds (Peter and Olson, 1998).In their quest to increase more sales according to SABCO (2014), Coca-Cola have been keen on studying their consumer environment. This is mostly looked at as young college or sporting population. Their marketing strategies have been centred along this young and sporting environment.

2.2.6 Relationship between affect, cognition and behaviour

The three elements are connected. They work in unison signifying that any of them can change the consumption process when the other is present in the elements being changed (Peter and Olson, 1998). For example, the consumer might have a different opinion about a laundry detergent when they see an advertisement promising super cleaning of the garments. The end process in most cases results into the actual purchase of the laundry detergent or convincing other persons such as their parents to buy for them. This means that the advert acts like consumer effect on the consumer environment.

The perception of the advert and reasons behind deciding to consumer the product is looked at as the cognition process (Peter and Olson, 1998). The purchasing and convincing other to purchase the product is a change in consumer behaviour (the consumer bought the new

brand). A change in the laundry detergent purchase and use could come about in other ways (McCracken, 1988). For example, a free sample of a laundry detergent is given to the consumer. When the consumer tries the sample, she/he notices that the detergent is better than her/his usual detergent. The consumer goes ahead to purchase and use it more often. In this scenario, the environmental change is the free sample given to the consumer. The trail that causes the consumer liking the detergent is effect while the comparison with the usual brand and the decision to purchase is cognition. Despite the fact that changes in consumer behaviour can be demonstrated in different ways, the examples serve to illustrate our views on the consumer processes (McCracken, 1988).

Merton (1957) argues that in a system involving the reciprocal process relies mostly on the capability of any of the process with the power to manipulate the other. For example, effect manipulates cognition just as cognition manipulates effects. Collectively, effect and cognition manipulates behaviour and environment (Merton, 1957:33). Behaviour can change the affect, cognition and environments of consumers. On the other hand, environments can change the affect, cognition and behaviour of consumers. When we view the consumption processes using the reciprocal approach, that entails affect and cognition, behaviour and the environment there are five implications out of it. The first implication highlights that; all comprehensive consumer analysis must put into consideration all the three elements and the underlying relationships among them (Peter and Olson 1998).

According to Taylor et al., (2006), analysis given on any one or two of the three elements is considered as incomplete. For example, any assumptions made that cognition and effect alone causes the change in consumption behaviour ignoring the impact of the environment is looked at as underestimating the actual consumption process. Similarly, assuming that

environment alone controls the consumption process without considering effect and cognition if theoretically wrong. Peter and Olson (1998) further argue that to come up with better marketing strategies, you must include all the three in the consumption process.

Second, either of the three can act as the starting point in analysis of consumer behaviours. According to Peter and Olson (1998) marketing strategies should start with the predominant among the three to create a finer analysis point. However, even starting with a lowly displayed point can also result into the comprehensive analysis. For example, some brands might have a very strong effect due to rigorous advertisements which aligns with the audience targeted for. In this case, there is no harm in starting with the effect in analysis of the final consumption process. Alternatively, the analysis could start with the environment since the person seeing the advert may be forced to do so through his surrounding environment (Peter and Olson, 1998). However, three elements could be analysed regardless of how you started your analysis.

Third, based on the dynamic view processed during the analysis process, consumption process can change at any time. Peter and Olson (1998) argue that a slight change in the consumer behaviour is seen as a drastic change due to the reciprocal existence of the three elements. Thus, keeping abreast of consumers involves a continuous research on consumer trends or the general factors affecting those trends (Merton, 1958).

Fourth, analysis of consumer behaviour should not be made on a single consumption level rather it should be applied to several levels of the consumption process (Peter and Olson, 1998). This can be in form of a group of consumers that make up a market such as a group of specific industry consumers like those consuming carbonated beverages. Looking at the example of the detergent advertisement, we can analysis the elements in terms of the whole

detergent market. This approach is considered as appropriate for all the marketing strategies. According to London et al., (1993), research on consumer analysis should be termed as priority before developing marketing strategies.

Research on consumers involves many forms of the study types such as price experimental studies, test marketing studies, market share study, shopping pattern surveys, consumer behaviour studies, product testing study, shopping patterns survey, sales promotion studies, traffic count, advertisement tasting and pretesting, sales promotion effect studies and many more. The Logic and sequence study is sometimes put as the first research on consumers because it analyses the perceptions and reasons against those perceptions in relation to any product in the market (Peter and Olson, 1998). In addition, an analysis of the consumer environment is sometimes included in the research to check for the current factors that influence consumers into their consumption process. Setting specific research objectives, creating a good market mix consisting of the appropriate price, effective promotion materials and other strategies and going for specific target market all requires proper consumer research (Peter and Olson, 1998).

Consumer research and analysis should not end with the implementation of baseline consumer findings or strategy evaluation. It should be carried on even when the products have been launched and consumers have singled them out (Peter and Olson, 1998). Thus, a developing a better marketing strategy must have a continuous research process of analysing consumers, creating and developing improvement strategies continuously. Proper marketing strategies should act like an active stimulus in the environments of consumers and is designed to influence their affect, cognition and behaviour (Peter and Olson, 1998 p.127). Active stimulus should include things like credit cards, lowered prices, coupons, promotion

materials, nice perfumes, music, packaging, rebranding, after sales service and many more that excite customers and makes them buy more.

2.2.7 Cultural market excitement

Hofstede (2011) defines culture as a set of joint programming of people's minds that makes them act and behave with similar patterns. This definition may raise some concerns as culture is obviously not something that we have from birth and is unchangeable. Many factors influence culture, especially nowadays in times of globalization. For instance, what culture would children who are born and grow in up in families with parents from different cultures have? We may raise many questions behind this logical way of reasoning as based on Hofstede's definition. However, the underlying fact is that people in one culture can be singled out through their shared social traits including communication patterns.

The definition of Lustig and Koester (1999:30) gives a very good characteristic and looks at culture in terms of the patterns of learning comprising some shared meanings in social practices such as norms, beliefs, values and general practices in the society. The definition has been adopted by this study as it helps to understand the connections between culture and communication in market excitement. If communication and cultural logics are combined, it is obvious that they cover all human beings but from different perspectives. Communication as defined by culture takes place in mixed environmental and contextual settings where personal cultural backgrounds play an essential role in production, perception and understanding of information. We can say that communication is impossible without cultural issues as culture is communication (Han and Shavitt, 1994 p.67)

This study observes that the purchase decision process (PDP) for consumers involved in crowd consumption during cultural ceremonies or events, is influenced by the cultural norms

and values observed. The individual consumer decides to engage in crowd consumption but it is the post-purchase evaluation stage, which differs for crowd activities. Evaluation of the product depends not only on product performance, but also on the behaviour of other consumers perhaps since or because the product is mutually shared (Parson 1951).

Finally, all the individuals within social institutions involved typically share excitements aroused by consuming certain products. Parson (1951) states that the dominant factor affecting subgroup consumption is the necessity of achieving group consensus. Subgroup consumption is dependent upon agreement. A fruitful research stream would be the study of the various negotiation techniques utilized by the subgroup to achieve consensus. One social institution, which has been well researched, is the family. In his thorough review of family studies, Durgee (1986) discusses various hypotheses explaining family decision-making. Such hypotheses as relative contribution might be applied to other social institutions as well.

According to Parson (1951), the occurrence of social change requires mixed social opinions. Social change can begin at either the crowd (information flow) or the individual (behaviour) level; but regardless, subgroups of support for change must emerge. At the subgroup level also emerges roles and role relationships. As membership and momentum increase, the impetus for change becomes embodied in a social institution. Once the activity has been institutionalized, it can move either up to the traditional level (having gained high social consensus) or down to the deviant level (having created social animosity) (Parson, 1951).

2.3 Theoretical framework

2.3.1 Consumer behaviour theory

This study will be guided by consumer behaviour theory. According to Foxall (1990 p.88), consumer behaviour theory is an explanation of the inclusive factors that influence the conduct of people's consumption trends. The study of decision making in the consumer's life has had different approaches all drawing on differing traditions of psychology. Foxall (1990) summarizes a number of these typological classifications into five emerging approaches: the study of an economic man, psychodynamic studies, behaviourist approaches, the study of cognition and humanistic designs. Each of these five approaches posits alternate models of man and emphasizes the importance of examining various variables associated with them (Foxall, 1990 p. 477).

The consumer behaviour theory suggests that for individuals to behave rationally with some economic sense, they need to be aware of all consumption options available. They also need to be capable of rating them correctly and select the most appropriate point of action to take (Schiffman and Kanuk, 2007:52). However, the steps have been discredited with modern day consumer scholars for not being realistic in accounting for consumer's decision making process. They are also seen as lucking adequate information and motivations or time to make such perfect decisions (Peter and Olson, 1998). Individuals in consumption environment are also described as satisfactory seekers rather than seekers of best consumption choices as highlights Simon through the satisfying theory (Simon, 1997). The theory states that individuals will always search through the available options to get their most satisfying moments in life (Simon, 1997).

In the most appropriate typical ways as Simon (1997) states, consumer behaviourism is a collection of philosophies which states that behaviours are always explained through external events. Further all things that consumers do including thoughts, actions and consumption feelings are regarded as consumer behaviours. The cause of these consumer behaviours is attributed to both internal and external forces. Proponents with most influential behavioural approach were: Pavlov (1933) who explored the classical conditioning approach which is a form of learning that occurs when a stimulus conditioned through the environment is paired with the unconditioned ones, Watson (1950) who disputed the introspective approach that was defined as the ways of examining one's own conscious thoughts and feelings and Skinner (1988) who developed operant conditions applied in psychology to mean rein-forcers and punishers in life that make human beings behave in a certain way.

Each of these developments based its tenets on logical positivism which states that scientific methods applied in the physical sciences could be adopted in consumer behaviour study (Eysenck and Keane, 2000). Research on the prescribed inner behavioural processes of human beings rapidly expanded each year from the initial years of study leading to more expounded studies called cognitive behaviourism. Those who came up with these models like Simons (1997) are of the idea that an individual causes intrapersonal logics overt behaviour (Eysenck and Keane, 2000: 07).

While behavioural research creates some knowledge on our studies of human behaviour, it is now widely recognized as being only part of any possible full explanation (Ward, 1994). However, behaviourism does not comprehensively address the diversity of responses which are generated through a population exposed to similar or nearly identical stimuli. In complete contrast to the foundations of classical behaviourism, some cognitive approaches links

observed actions (behaviour) to the intrapersonal cognition process. The individual is viewed as an information processor (Eysenck and Keane, 2000; 107). This intrapersonal cognition differs from the explicative environmental powers proposed by the behavioural approaches. However, an influential impact that environment exerts on social experiences should be appreciated especially if the consumers are actively in search environmental and social systems for the information about their individual decision making (Ward, 1994: 74).

According to Eysenck and Keane (2000) the stimulus-organism-response approach gives a linear inter-relation with the three stages of environmental and social stimuli which acts as external antecedents to the consumer. This approach assumes that stimuli acts upon an inactive and unprepared organism (Eysenck and Keane, 2000). Modern day theorists, however, acknowledge the fact that processing consumer information is conducted by an active mechanism whose past encounters are influenced not only by such information but what the information entails when received and sorted. This acts as a stimulus and concept driven process. This development has resulted in more recent viewing of the consumer as being circular in their decisions leading to the consumption of a product (Peter and Olson, 2008).

Furthermore, cognitivism can be used to give explanations to sophisticated consumer behaviours and deficiency of the competing behavioural perspectives where it is unable to give contingencies to control active responses (Foxall 1990). However, the cognitive approach in the study of consumer behaviours also faces some criticism on some accounts. According to Foxall (1990: 96) cognitive approach is only known for relying on the use of unobservable and abstract explanations of its tenets which do not prove to be scientific.

Additionally, cognitivism assumes that consumer uses their logical minds to make consumption decisions. This is an assumption that has been questioned by several writers (Schiffman and Kanuk 2007). Despite some observed criticisms, the cognitive approach according to Eysenck and Keane (2000) is more appropriate in examining the ethical behaviour of purchasing than any other approach. Firstly, the purchasing behaviour and their underlying complexity surrounding the consumer environment are scarcely discussed with behavioural models. Secondly, true reflections of the acceptable ethical principles underlying consumption behaviours are in most cased discussed as they appear in their environment without many exaggerations (Schiffman and Kanuk, 2007).

2.3.2 Critique of the theory

Neman (1972), Hunt and Pappas (1972) and Farley and Ring (1970) criticizes consumer behaviour theory for being simply the result of a Baconian induction of the influences on the consumer. They argue that the theory gives a descriptive account of the discrete variables leading to consumer influences. It lacks the empirical approach in the examination of the organization of the models and the inclusion of individual constructs (Han and Shavitta 1994).

Further, due to the unobservable nature of many of the intervening variables explicit measurement is difficult (Foxall 1990, Loudon *et al.* 1993). Studies that have attempted to empirically test the theory have not explicitly examined the developmental linkages that have been identified to be so important (Farley and Ring 1970, Hunt and Pappas 1972). Neman (1972) in his evaluation of the model, questions the notion of all such linear models of consumer behaviour, suggesting that non-linear relationships may prove more valid in exploring behavioural actions. Non-linear models of consumer behavior have been proposed,

most notably by Peter and Olson (2008) and Farley and Ring (1970), however, these present only a conceptual approach and have little explanatory use.

While Howard (2003) attempted to create a generalized theory, Loudon *et al.* (1993) have commented on its unsuitability in explaining joint decision-making. This limitation has probably grown in significance since the initial publication of the model in 1969 due to changes in consumer practices and highlights the possibility of further issues arising from the original theory. Within the model, Howard (2003) has identified specific influences of the exogenous variables upon various hypothetical constructs. While it is commendable that an effort has been made to understand the specific influence of these exogenous factors, this has led to some curious suggestions. For example, the personality of the buyer is said to influence non-specific motives, but not specific motives or perceptual bias. It is suggested in the conceptual model adopted in this research that exogenous variables act holistically upon decision-making and exert at least some influence on every part of this process.

Despite these criticisms, the consumer behaviour approach is more appropriate in the examination of ethical purchasing behaviour. Firstly, the complexity of such actions cannot be accommodated through behavioural models and, secondly, the benefits of ethical consumption are largely vicarious in nature, requiring extensive intrapersonal evaluation. Key existing studies into ethical purchasing have all accepted the role of intrapersonal examination brought out through consumer behaviour theory (Schiffman and Kanuk, 2007)

2.3.3 Relevance of the theory to the study

As outlined by the proponents of the theory such as Foxall (1990) and Simon (1997), consumer behaviours are influenced by cultural market excitements and socio-cultural considerations, which play a key role in the productivity of the marketing strategy. Dominant

cultural roles leading to the observed market trends have been given a major focus by anthropology (Bodley 2012). This study borrows heavily from the proponents of consumer behaviour theory that explains inclusive factors influencing the conduct of people's consumption trends. The inclusive factors were the basis of socio-cultural factors influencing the consumption of soft drink beverages in Trans Nzoia County.

CHAPTER THREE

METHODOLOGY

2.0 Introduction

This chapter describes the research site, research design, study population, sample population, data collection and analysis methods and the ethical considerations of the study.

2.1 Research site

The study was conducted in Trans Nzoia County, a Rift Valley Bottler's territory .The county lies on the western side of Mount Elgon in the Rift Valley region, some 380 kilometres north-west of Nairobi. The county borders Bungoma County to the west, Uasin Gishu and Kakamega counties to the south, Keiyo-Marakwet County to the east, West Pokot County to the north and the Republic of Uganda to the north-west (Figure 3.1).

The population of Trans Nzoia County, based on the 2009 housing census, was 818,757 persons of which 407,172 were males while 411,585 were females (Kenya National Bureau of Statistics 2015). The census results also indicate that there were 170,117 households in Trans Nzoia County. The county has a land area of 2,495.5 square kilometres with a population density of 328 individuals per square kilometre and a household density of 68 households per square kilometre. It has seven administrative divisions, namely, Central, Cherangani, Endebess, Kaplamai, Kiminini, Kwanza and Saboti (Figure 3.2).

Map of Trans Nzoia and neighbours

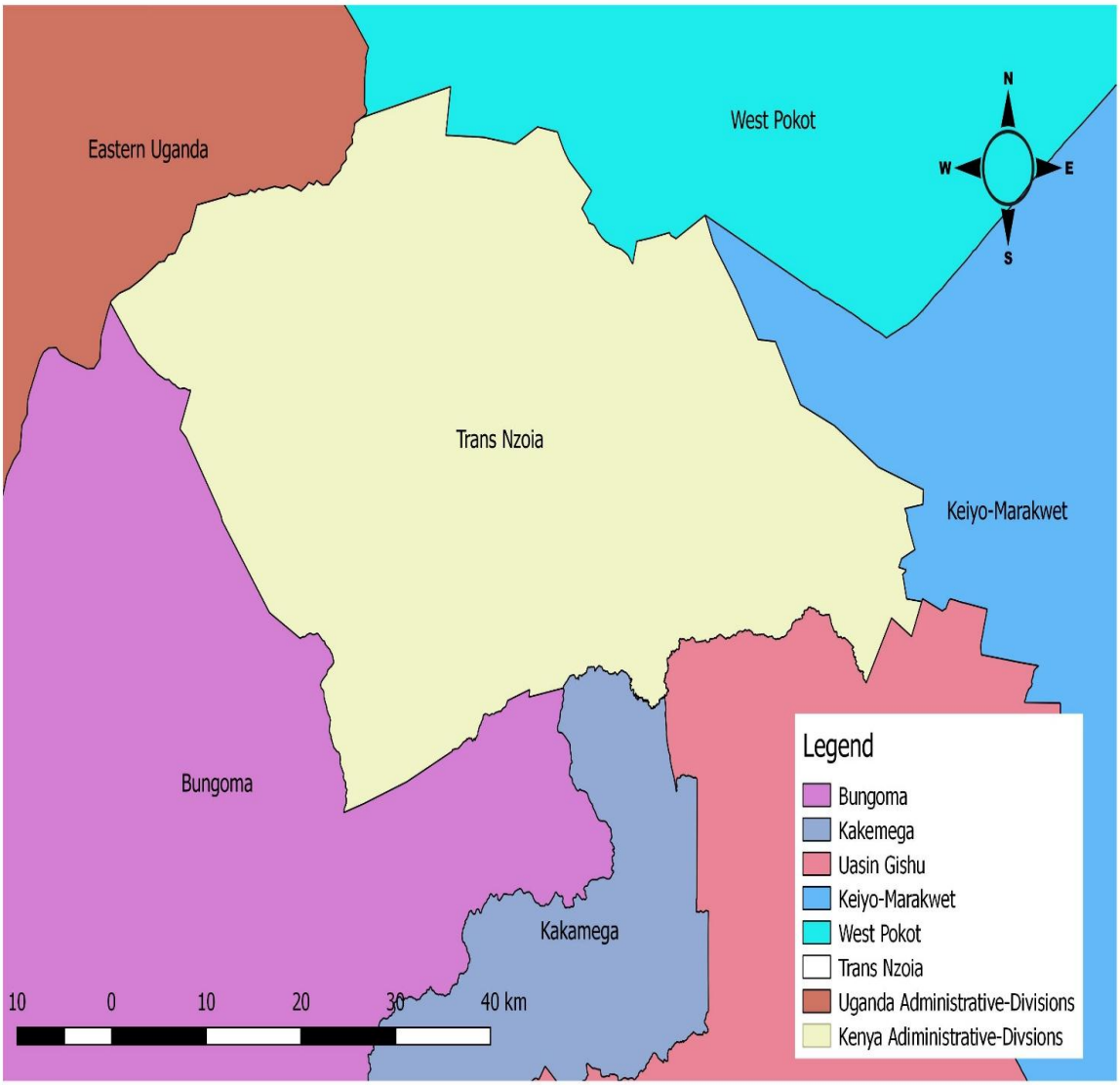

Figure 3.1: Study site

Source: Kenya Roads Board (2013)

Trans Nzoia County and administrative boundaries

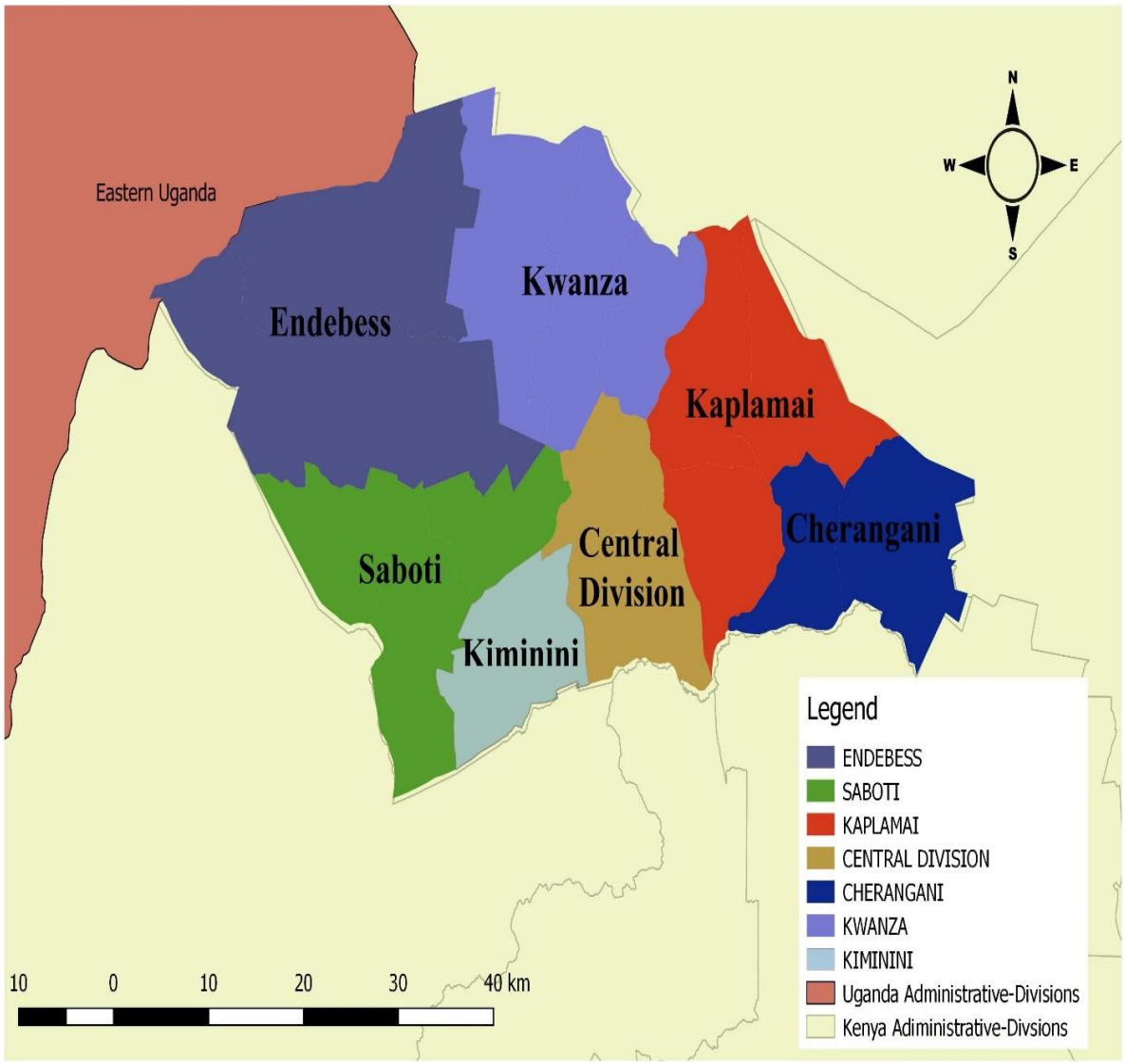

Figure 3.2: Divisions in Trans Nzoia County.

Source: http://siteresources.worldbank.org/INTAFRICA/Resources/257994-1335471959878/Kenya_County_Fact_Sheets_Dec2011.pdf.

2.2 Research design

This study was an exploratory case study where both qualitative and quantitative methods of data collection were utilized. The piloting and pre-testing of instruments were done before embarking on actual data collection. Fieldwork in all the seven divisions of the county was first carried out between the months of June and September 2015. However, the study rephrased the study questions and a repeat exercise was done between March and April 2016.The exercise was conducted in two phases: The first phase had a pre-field preparation that included the testing of a survey tool through piloting. Quantitative data collection was also done in phase one through a semi-structured questionnaire administered face-to-face to a total of 140 outlet owners. The second phase involved conducting one focus group discussion in each of the seven divisions with native outlet owners who have operated their businesses in the area for over 10 years.

2.3 Study population and unit of analysis

The study population consisted of native retail business persons aged above 18 years and are familiar with socio-cultural influences on soft drinks consumption in Trans Nzoia County. The unit of analysis was the native retail store owner.

2.4 Sample population and sampling procedure

The sample population for this study consisted of 175 retail shop owners trading in carbonated beverages. They were selected based on being at least 18 years old, belong to the dominant native community within the Sub-County (Division), had lived and operated retail businesses stocking carbonated soft drinks within Trans Nzoia County for over 10 years prior to the research. A Purposive sampling process was used to draw samples from the 7 divisions

of the County. Outlet owners belonging to dominant ethnic communities in each division were purposively sampled. Each division had a target population of 25 retail storeowners who were equally distributed across each outlet types as follows: 5 kiosks, 5 *dukas*, 5 supermarkets, 5 restaurants and 5 convenient stores. Additionally, one focus group discussion with between 8 to 12 participants was conducted in each division with participants being local elderly outlet owners, aged above 50 years and belongs to a dominant ethnic group within the County.

2.5 Methods of data collection

2.5.1 Semi-structured questionnaire

This method of data collection was central to this research and it involved conducting one-on-one interviews with retail storeowners. The semi-structured questionnaire mainly with closed-ended and a few open-ended questions was administered to the respondents (Appendix 1). Most of the interviews were conducted in Kiswahili and recorded in English given that a large number of the sample were illiterate and did not understand English. However, the answers in the Kiswahili language were interpreted and translated into English using key terms and phrases without losing their meanings or contexts.

2.5.2 Focus group discussion

One focus group discussion with between 8 to 12 participants was held in each of the seven divisions of the study region. The groups comprised of elderly outlet owners who were above 50 years in age and belong to a dominant ethnic group in each division. Kwanza, Kiminini, Saboti, Central and Kaplamai divisions had discussants from Bugusu origin while Endebess and Cherangani divisions had discussants from Kalenjin origin. The discussants were

screened and purposively recruited after meeting the criteria of being above 50 years in age, ethnically belonging to a dominant ethnic group and owns a retail business stocking soft drink beverages. A focus group discussion guide was used (Appendix 2).

2.5.3 Secondary data

Documentary sources helped the researcher to formulate the research problem. These sources include; information from dissertations, theses, internet, books, journal articles and reports on the factors influencing the consumption of sodas in the study region. The arguments generated from the research design and findings were also shaped through secondary data sources. Data from secondary sources was accessed through browsing from open sources and visiting University Libraries.

2.6 Data processing and analysis

The Statistical Package for the Social Sciences (SPSS) version 21 was used in the analysis of the quantitative data. A data entry metrics was created where all the formatted variables and other closed-ended items spelled out as 1-5 were punched in. Multiple datasets were subjected to cross analysis using the SPSS software detailing the correlation factors. This produced tables and frequencies in the overall analysis. Descriptive tools such as charts and tables were used for data presentation and aggregation. Qualitative analysis was based on themes because it was content analysis as opposed to quantitative analysis.

3.7 Ethical considerations

Before going to the field, a research permit was duly sought from the National Commission for Science, Technology and Innovation in the Ministry of Higher Education, Science and Technology. In addition, a letter of introduction from the Institute of Anthropology, Gender

and African Studies, University of Nairobi was obtained. In addition, comprehensive introductions clearly indicating the purpose of the study were made to the potential respondents and they were asked for their consent and permission to go ahead and participate in the interviews and focus group discussions. The other aspect of ethical considerations for this research was confidentiality and anonymity. Participants were assured that the information given was to remain confidential and it will not be used for other purposes than the stated ones. Concerning anonymity, the participants were assured that their identities would never be disclosed. In conforming to the above, individual names have not been disclosed anywhere in the study.

CHAPTER FOUR

SODA CONSUMPTION TRENDS IN A MODERN BEVERAGE MARKET

4.1 Introduction

This chapter presents the research findings. The chapter starts by outlining the socio-demographic profiles of the respondents. It then discusses the findings about the following: customers' buying patterns related to Coca-Cola products, cultural factors that influence consumers' choice of soft drink brands in Trans Nzoia County and the consumers' perceptions about the tastes, prices, advertisements and cultural symbols related to Coca-Cola brands

4.2 Socio-demographic illustrations of the respondents

The study first sought to establish the demographic information of the respondents. This was based on their genders, ages, marital statuses and the levels of education. Data are presented in the following sections.

4.2.1 Genders and ages of the respondents

Eighty female and sixty male outlet owners were interviewed in this study. The ages of the respondents fell in the 18 to 50+-age bracket. At the time of the survey, most of the respondents were in the 30-39 and 50 and above age bracket at 54% and 35%, respectively. A cross-tabulation was carried to get the gender dimensions of the respondents. The results show that female respondents were more in all the age brackets. Figure 4.1 below illustrates the genders and ages of the respondents.

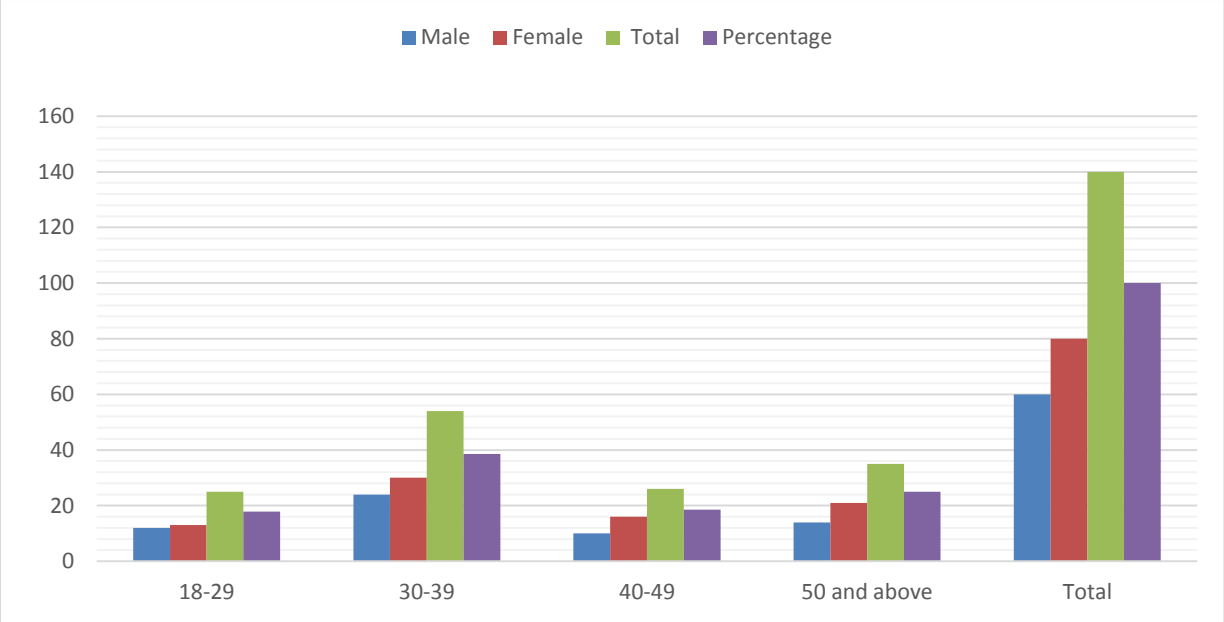

Figure 4.1: Gender and age of the respondents

4.2.2 Marital status

A majority of the outlet owners interviewed were married. In particular, 72.0% (N=101) outlet owners were married, 12.86% (N=18) were single, 7.86% (N=11) were widowed, 6.43% (N=9) were separated and 0.71% (N=1) were divorced. The study found that most retail business operating in Trans Nzoia County are owned by married people. On the other hand, the few single respondents running the business reported that they receive financial support from their families to start and operate the businesses. Figure 4.2 shows the marital status of the respondents.

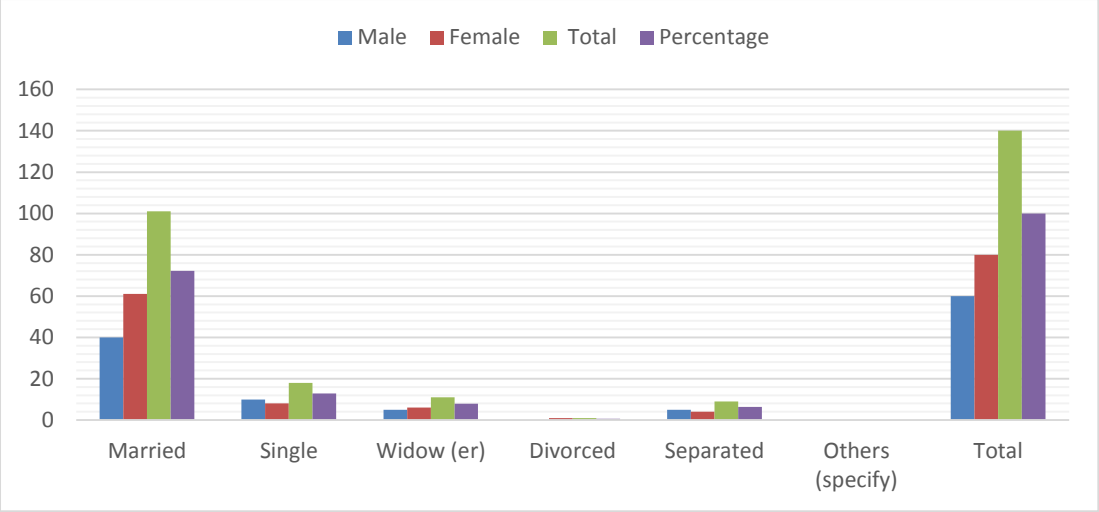

Figure 4.2: Marital status of the respondents

Further cross-tabulation of marital status indicates that all the respondents interviewed sell Coca-Cola brand in their stores. The study also found that Miranda is the least stocked brand across the different marital statuses of the respondents interviewed. Table 4.1 below shows the marital status of the respondents and brands of soda sold.

Table 4.1 Marital status and the brands of sodas sold

Marital status	Coca-Cola	Fanta Orange	Fanta Pineapple	Fanta Blackcurrant	Stoney	Krest	Sprite	Club soda	Miranda	Total
Married	101	78	66	67	62	72	100	54	33	633
Single	18	14	12	13	8	10	15	6	2	98
Widow(er)	11	10	6	7	8	6	8	2	2	60
Divorced	1	1	0	1	0	0	1	0	0	4
Separated	9	4	4	2	6	0	6	0	0	31
Total	140	107	88	90	84	88	130	62	37	826

4.2.3 Level of education of the respondents

Concerning the level of education of the respondents, a majority (37.86%) had attained secondary education. The data further indicated that 28.57% of the respondents had

completed primary education, 17.86% had tertiary education, 8.57% had no formal education, 6.43% had undergraduate university education and a mere 0.71% had post-graduate university education. Further calibration of educational levels across different gender indicates that male outlet owners have more education levels compared to female outlet owners. Out of the 12 outlet owners with no education, 6.67% (N=4) are males while 10.0% (N=8) are females. Additionally, 8.33% (N=5) males compared to 5.0% (N=4) females undergraduate university education and 1.67% (N=1) males with 0.0% (N=0) females have post-graduate university education (Table 4.2).

Table 4.2 Highest level of education

Education level	Male Frequency	percentage	Female Frequency	percentage	Total(F)	Average percentage
None	4	6.67	8	10.00	12	8.57
Primary education	12	20.00	28	35.00	40	28.57
Secondary education	24	40.00	29	36.25	53	37.86
Tertiary education	14	23.33	11	13.75	25	17.86
University Undergraduate	5	8.33	4	5.00	9	6.43
University post-graduate	1	1.67	0	0.00	1	0.71
Others (specify)	0	0.00	0	0.00	0	0.00
Total	60	100	80	100	140	100.00

Further cross-tabulation of the education levels against the brands of soda sold indicates that Post-graduate outlet owner stock all the soda brands while those with primary education have the least range of products stocked. This observation cannot however form the conclusions,

as the frequency of post-graduate outlet owners is only one. Table 4.3 below shows the cross tabulation of the education levels against the sodas sold.

Table 4.3 Levels of education against the type of soda brands sold.

Education level	Coca-Cola	Fanta Orange	Fanta Pineapple	Fanta Blackcurrant	Stoney	Krest	Sprite	Club soda	Miranda	Total
None	12	12	9	8	8	6	12	5	3	75
Primary education	29	24	24	20	26	22	36	24	14	223
Secondary education	52	46	44	41	33	27	52	22	25	342
Tertiary education	22	21	20	18	14	12	24	11	4	146
University Undergraduate	9	5	6	8	8	9	9	5	4	63
University post-graduate	1	1	1	1	1	1	1	1	1	9
Total	129	109	104	96	90	77	134	68	51	858

4.3 Customers buying patterns related to Coca-Cola products

To establish the customers buying patterns related to Coca-Cola products, the study posed items to the residents on the same. Data are presented in the following sections.

4.3.1 Most preferred soda brands

Most respondents reported that they prefer specific brands mainly because their peers, relatives and/or neighbours also prefer similar brands. The respondents reported that what they term as their top preference does not, however, affect their soda consumption trends. According to such respondents, they will always consume any available soda brand if their most preferred soda is missing in stock. One of the elderly females had this to say:

Mimi hupenda sana Sprite. Lakini hiyo haimaanishi Sprite ikikosa siwezi kunywa soda. Huwa nachukua yeyote iliiko kwenye shelf.

(I like Sprite. However, this does not mean that when Sprite is missing from the shelves' I do not take a soda. I will always take any brand that is available on the shelf).

The data (Table 4.4) show that a majority of the respondents (17.28%) reported that they prefer Sprite followed by Fanta Orange (16.05%) while 11.57% preferred other brands of soda. Conversely, 9.57% of respondents preferred Coca-Cola, 8.02% Fanta Blackcurrant while 8.49% of residents preferred Stoney. The findings further shows that 6.48% of the residents preferred Club Soda while a significant 5.71% preferred Miranda brand.

Table 4.4 Most preferred soda brands

Brand name	Male	Female	Percentage	Total
Coca-Cola	52	10	9.57	62
Fanta Orange	30	74	16.05	104
Fanta Pineapple	26	48	11.42	74
Fanta Blackcurrant	22	30	8.02	52
Stoney	31	24	8.49	55
Krest	20	15	5.40	35
Sprite	44	68	17.28	112
Club Soda	22	20	6.48	42
Miranda	18	19	5.71	37
Other brands	34	41	11.57	75
Total	299	349	100	648

From the focus group discussions, the residents revealed that Sprite and Fanta are the most preferred brands of many of the residents of Trans Nzoia County. Females who fall in the age group of between 18 years to 29 years frequently buy these brands. These females buy sodas regularly on weekends as these are the days when friends and relatives are available.

A soda is also consumed habitually during the holiday months of April, August and December. The residents revealed that relatives and friends gather during these periods for family and society events. It was also noted that during these month, the youth are out of school and they enjoy drinking sodas.

4.3.2 Reasons for the favourite soda brands

The study findings indicate varied reasons as to why the people of Trans Nzoia County prefer certain soda brands. For instance, majority of those interviewed (19.48%) indicated that their preferred soda brands have less carbon compared to other soda brands. Other outstanding reasons for the favourite soda brands are: Quenches thirst better than others (16.53%), sweet than others (16.69%), it is liked by many in my community (15.71%) and has less sugar (12.77%). Contrary, a few of those interviewed (3.60%) reported that the reason for their favourite soda brand is that they can mix it with other drinks like alcohol while 9.0% indicated that their brand is always available. The data for the reasons for the favourite soda brands is shown in Table 4.5 below.

Table 4.5 Reasons for the favorite soda brands

Brand name	Male	Female	Percentage	Total
Quenches my thirst better than others	43	58	16.53	101
Has less sugar	36	42	12.77	78
Always available	22	33	9.00	55
Sweeter than others	48	54	16.69	102
I can mix with other drinks like alcohol	20	2	3.60	22
Its liked by many people in my community	32	64	15.71	96
Has less carbon	53	66	19.48	119
Do not know/refused to answer	10	28	6.22	38
Total	264	347	100	611

Further calibration in terms of gender shows that many male respondents (N=20) can mix a soda with other drinks like alcohol compared to a female (N=2) respondents. This implies that few female respondents take alcohol compared to their male counterparts. Many female respondents were also indecisive as to the reasons for their favourite soda brands compared to males. This can be linked to females being unselective about the soda brands in the market.

4.4 Cultural factors influencing consumers' choice of soft drinks

4.4.1 The influences of soda consumption in Trans Nzoia County

In general, many of the respondents (16.64%) reported that they drink sodas as an offer from friends and relatives. A cross-tabulation of data based on the genders of the respondents indicates that the highest percentage of men (15.2%) felt that they take a soda because it is tasty. Contrary, more female respondents (18.9%) reported that they drink sodas as an offer from friends and relatives. Table 4.6 depicts outstanding reasons as to what influences Trans-Nzoia residents to take sodas.

Table 4.6 The influences of soda consumption in Trans Nzoia County.

Reasons for taking soda	Male Frequency	Percentage	Female Frequency	Percentage	Average percentage	Total Frequency
Feels refreshing/quenches my thirst	28	8.2	42	11.1	9.7	70
Recommended by friends	25	7.3	28	7.4	7.4	53
Coerced by advertisements	44	12.9	56	14.7	13.9	100
It is a nutritional drink	6	1.8	4	1.1	1.4	10
Its tasty	52	15.2	60	15.8	15.5	112
A habit learned since I was a child	38	11.1	42	11.1	11.1	80
Served in ceremonies	40	11.7	27	7.1	9.3	67
Because many people buy and drink it	22	6.5	11	2.9	4.6	33
For pride	8	2.3	4	1.1	1.7	12
An offer from friends and relatives	48	14.1	72	18.9	16.6	120
Others (caffeine addition, its cheap, convenience)	30	8.8	34	8.9	8.9	64
Total	341	100	380	100	100	721

Focus group discussions also confirmed that a soda is mostly taken as an offer from friends or relatives. Therefore, focus group discussants felt that a soda enhances social cohesion among the residents of Trans Nzoia. This is because people take it as a celebratory drink and it is essential in creating a happy mood within friends when they are together. A 38-year-old respondent in Kiminini Division explained:

> *Soda ni kiburudisho kwa marafiki na jamii. Mara kwa mara mimi na marafiki zangu huwa tunakutana kunwya soda pamoja tukifurahia urafiki wetu*.
>
> *(A Soda is a drink for celebration with friends. Most of the time we meet as friends to drink sodas together as we celebrate our friendship).*

4.4.2.1 Types of cultural influences on the soda consumption habits

Data were sought on what the residents of Trans Nzoia thought were the types of cultural influences on their soda consumption habits. According to the study finding, 36.6% percent confirmed that cultural ceremonies like circumcision, naming, dowry and traditional wedding ceremonies are the main influences on their soda consumption habits2. The findings also indicates that 26.9% feels that festive seasons and family gatherings influence their soda consumption habits while 21.9% were of the opinion that grieving occasions such as funerals bear an influence on their soda consumption habits. Additionally, 9.5% of the respondents felt that there are beliefs that Krest cure cold and flu infections while 10.2% confirmed that there is no cultural influence on soda consumption trends. Table 4.7 summarizes the study findings on the types of cultural influences on soda consumption habits.

Table 4.7 Types of cultural influences on soda consumption habits

Cultural factors affecting soda consumption habits.	**Male**	**Female**	**Percentage**	**Total**
Cultural ceremonies like circumcision, naming, dowry and weddings	52	75	36.6	127
Beliefs that Krest soda treats old and flu infections	16	22	9.5	38
Festive seasons and family gatherings	46	62	26.9	108
Grieving occasions such as funerals	48	40	21.9	88
There is no cultural influence on soda consumption trends	24	17	10.2	41
Total	72	57	100	402

Focus group discussants similarly revealed that traditional ceremonies like circumcision, naming, dowry negotiations and commemoration events greatly affect normal soda consumption trends. According to the discussants, consumption increases when these events occur as most of them serve sodas as part of the drinks. A 50-year-old discussant stated the following:

> *Sherehe sa siku hizi bila soda sio sherehee kamili, ata ziwe za kidamaduni kama za tohara watu hupewa soda. Watu wengi wenye hizi sherehe huona soda kuwa kinywaji kisicho na mambo mengi ya kuandaa.*
>
> *(Current celebrations without soda are not much valued even if they are traditional ceremonies like circumcision. Many organizers of these events prefer a soda as a less involving drink to serve.*

4.4.2.2 The frequency of soda consumption during cultural events

The study findings indicate that most people frequently drink sodas during cultural events. Specifically, 30% of the respondents slightly agree that they drink sodas in all cultural events, 22.9% completely agree with a low of 12.1% completely disagreeing. A majority of the respondents, representing 47.9%, completely agree that a soda is mainly served to very important people during cultural events while 16.4% slightly agree. Additionally, 35.0%

disagree completely that everyone is served sodas during cultural events whereas only 9.3% completely agree with the statement. Table 4.8 shows soda consumption frequency in cultural events.

Table 4.8 Soda consumption frequency in cultural events

Individual opinions on soda consumption trends	Attributes	**Male**	**Female**	**Percentage**	**Total**
I drink a soda in all cultural events	Disagree completely	6	11	12.1	17
	Slightly disagree	12	12	17.1	24
	Neither agree nor disagree	18	7	17.9	25
	Slightly agree	14	28	30.0	42
	Completely agree	10	22	22.9	32
	Total	**60**	**80**	**100**	**140**
A Soda is mainly served to very important people in our cultural events	Disagree completely	12	8	14.3	20
	Slightly disagree	9	14	16.4	23
	Neither agree nor disagree	8	4	8.6	12
	Slightly agree	7	11	12.9	18
	Completely agree	24	43	47.9	67
	Total	**60**	**80**	**100**	**140**
Everyone is served a soda in cultural events	Disagree completely	29	20	35.0	49
	Slightly disagree	7	30	26.4	37
	Neither agree nor disagree	10	12	15.7	22
	Slightly agree	6	13	13.6	19
	Completely agree	8	5	9.3	13
	Total	**60**	**80**	**100**	**140**

Data from focus group discussions indicate that most cultural events serve sodas as part of the drinks. A priority as who takes a soda first is, however, given to whoever is considered as a very important person before it is served to other members of the society. These were individuals leading the function and community elders. Culturally, serving sodas to very

important persons implies a show of respect to those individuals. The discussants also revealed that in some cases not all members of the society are served sodas. For example, children are less considered compared to other participants during cultural events. It was also discovered during the study that unlike other traditional drinks like *busaa* beer among Babukusu with cultural restrictions on who is served the drinks, sodas can be served to anyone including children. One elderly male discussant had this to say about sodas being served to any person in the community:

Kila mtu bila kubagua eti watoto, wa mama ama wa baba anakunywa.

(Anybody without the discrimination of children, women or men drinks).

4.5 Consumer perceptions about the tastes, prices, advertisements and cultural symbols related to Coca-Cola brands

To establish the consumer perceptions about the tastes, prices, advertisements and cultural symbols related to Coca-Cola brands, the study posed items to the residents on the same. For example, the focus group discussion required the residents to indicate their perceptions about the tastes of their favourite soda drinks. Some of the residents described the tastes as being cool and sweet. The male residents revealed that their brands had a sweet taste of natural sugar. The consumers further indicated that Coca-Cola advertisements allowed the company to advertise its products through the artful use of visual, print, sound and imagery. This allows the company to build up a long-term image of a soda brand.

The data also show that a majority (26.43%) of the residents perceived their favourite soda brands as having a sweet taste of natural sugar and 15.00% indicated that their brand are smooth on the throats and tongues. The findings also show that 12.86% of the residents were

of the views that the taste of their drinks resemble raisins with a hint of vanilla while 11.43% indicated that the taste of their brands resemble citrus fruit, a majority of whom being female consumers. The data are tabulated in Table 4.9.

Table 4.9 Residents responses on their perception on taste of their favorite soda brands

Statement on taste perception	Male	Female	percentage	Total
My drink has a sweet taste of natural sugar	23	14	26.43	37
My drink resembles raisins with a hint of vanilla	4	14	12.86	18
It resembles citrus fruit	4	12	11.43	16
It is smooth on the throat and tongue	9	12	15.00	21
It is fizzy with a strong feel of carbonation	8	5	9.29	13
It is less sweet making me to drink more quantities	7	4	7.86	11
It has less carbon	3	3	4.29	6
I do not know	2	16	12.86	18
Total	60	80	100	140

4.5.1 Perceptions on prices of sodas in Trans-Nzoia County

The study revealed that the Coca-Cola Company has universal marketing strategies, standardised pricing and advertisement channels. The discussants revealed that Coca-Cola Company was focusing on the current profit maximization regardless of the perceptions of the locals on the pricing of each soda product. It was also noted that the company has embarked on personal selling which allows individuals to order products from distributors at a distributor price regardless of whether they have outlets or not. This is, however, dependent on high volume purchases. The data from focus group discussion indicated that the prices of the favourite soda drinks of the residents were favourable.

Table 4.10 shows that 20.71% of residents were very satisfied with the prices and 19.29% were slightly dissatisfied, a majority of whom were female consumers. The findings further show that 16.43% of residents were slightly satisfied.

Table 4.10. Satisfaction level on price of soda

Satisfaction	Male	Female	Percentage	Total
Very dissatisfied	5	17	15.71	22
Slightly dissatisfied	13	14	19.29	27
Dissatisfied	10	4	10.00	14
Slightly satisfied	12	11	16.43	23
Satisfied	4	7	7.86	11
Very satisfied	14	15	20.71	29
I do not know	2	12	10.00	14
Total	60	80	100	140

4.5.2 Perceptions on advertisements of sodas

The study sought to establish how Coca-Cola advertisements have been influential in the consumption of sodas by the residents. The data indicate that a majority of the residents (25.00%) stated that the advertisements have been influential to their consumption. The findings further show that 22.14% of the residents indicated that the Coca-Cola advertisements have been very influential especially to the female residents. The responses also show that 11.43% of the residents feel that the advertisements have been slightly influential while 10.00% of the residents indicate that the advertisements have been slightly uninfluential. Table 4.11 below shows the perceptions of Trans-Nzoia residents about Coca-Cola advertisements.

Table 4.11 Perceptions of the residents about advertisements

Responses	Male	Female	Percentage	Total
Very influential	13	18	22.14	31
Slightly influential	8	8	11.43	16
Influential	10	25	25.00	35
Slightly uninfluential	3	11	10.00	14
Uninfluential	6	4	7.14	10
Very uninfluential	6	5	7.86	11
I do not know	14	9	16.43	23
Total	**60**	**80**	**100**	**140**

4.5.3 Cultural reflections in Coca-Cola advertisements.

To establish the cultural reflections in Coca-Cola advertisements, the study asked the residents to indicate the same. The data show that a majority (89.29%) of the respondents indicated that cultural reflections are not found in the Coca-Cola advertisements. A significant number (10.71%) of residents revealed that cultural reflections are contained in the Coca-Cola advertisements. According to the residents of Trans Nzoia County, therefore culture is not reflected in the advertisements.

4.5.3.1 Examples of cultural reflections in Coca-Cola advertisements.

The study further sought to establish the cultural reflections and symbols brought up by Coca-Cola advertisements. The residents revealed that most of the advertisements of Coca-Cola emphasized refreshments and tried to show sodas as the perfect accompaniment to food, fun, and leisure. The consumers also see the romantic pursuits of others both young and old in the advertisements. The message is that Coca-Cola Company helps pave the way for consumers to enjoy the product.

From the focus group discussions, the study also noted that there was an advert that the residents of Trans Nzoia County liked, which said “Have a Coke and a Smile.” A 54-year-old- respondent from Kwanza Division noted that:

> *Mtoto wangu hufurahi sana ile advert ya Coca-Cola ikichezwa kwa TV. Hii pia humfanya akinywa soda anasmile akicheza kama yule mwanafunzi wa advert venye husmile akicheza*
>
> *(My child always feel excited when the Coca-Cola advert is played on the television. This has also made him to smile and dance when drinking a soda like the pupil on the advert who smiles and dances).*

Despite noting by a majority of the respondents (95.6%) that there are no examples of cultural reflections in Coca-Cola advertisements, a sizeable 4.4% of the residents indicated

that traditional drumming dances seen in TV adverts resembles the *Isikuti* dance of Abaluyia community while a significant number of the residents (3.7%) indicated that *Vuvuzela* flute on Fanta Orange *pambuja* resembles Kalenjin horns. Table 4.15 below shows the responses on cultural reflections in Coca-Cola advertisements.

Based on the findings it is therefore evidence that there are socio-cultural influences on the soda consumption trends in Trans Nzoia County. Coca-Cola Company should carefully study these influences to address the dilemmas affecting its product volume sales.

CHAPTER FIVE

DISCUSSION AND CONCLUSIONS

5.1 Introduction

This chapter discusses the findings of the study and then draws conclusions in line with the objectives of the study.

5.2 Discussion

The purpose of this study was to examine the factors influencing soda consumption trends in a modern beverage market of Trans Nzoia County, North Rift Valley, Kenya. The study was guided by three specific research objectives. Research objective one sought to determine customers' buying patterns related to Coca-Cola products in Trans Nzoia County, research objective two sought to investigate cultural factors that influence consumers' choice of soft drink brands in Trans Nzoia County while research objective three sought to establish consumers' perceptions on the tastes, prices, advertisements and cultural symbols related to Coca-Cola.

The findings indicate that there are some cultural factors though not explicit that affect soda consumption trends among the residents of Trans Nzoia County. These factors include cultural ceremonies like circumcisions, naming, weddings and dowry negotiations, traditional festive seasons as well as Christmas and grieving occasions. These cultural factors influence soda consumption trends in such a way that the residents of Trans Nzoia County take more sodas than usual. This is because a soda is served during most of those cultural ceremonies and events in addition to other foods and drinks.

Social norms and cohesion practices such as drink sharing among friends and relatives were also found out to be cultural factors affecting the consumers' choice of soft drinks among the

residents of Trans Nzoia County. The study findings indicate that a soda is considered as a commodity for excitement and recognition of visitors. In addition, friends and relatives enjoy soda together when their friendship and happiness on most occasions. Even though the depiction of the cultural factors that influence soda consumption trends is not explicit, the study can relate the influences from cultural events, friends and relatives as part of the cultural factors influencing soda consumption trends in Trans Nzoia County.

The findings on the user buying patterns related to Coca-Cola products in Trans Nzoia County indicates that as much as individual cognisance towards soda consumption dominates group influences, we cannot rule out the fact that group influences insert some significant impacts on the soda consumption trends. The influences from parents on their children on the choice of the soda brands they consume and the influences of peers and Coca-Cola advertisements were reported to be key in what influences Trans Nzoia residents to take sodas.

As seen in consumer behaviour theory, specific preference for certain products may be attributed to different causes, key among them being the environment (Peter and Olson, 1998). For example, if a child is brought up by parents who like specific brands of soda, chances are that the child will always give a consideration to the brands in future. The findings of the study confirm this notion. The residents of Trans Nzoia County revealed that they prefer specific brands mainly because their peers, relatives, or neighbours also prefer similar brands. For example, while providing the reasons as to why the residents of Trans Nzoia County preferred their favourite soda brands, there was an indication from some that it is because their favourite brands are liked by many people in their community.

Despite an indication of specific preference about certain soda brands, most respondents reported that what they term as their top preference does not affect their soda consumption trends. The study found out that Sprite and Fanta were the most preferred brand by most of the residents of Trans Nzoia County. However, these brands were in most cases bought by females.

In relation to consumer's perceptions on the tastes, prices, advertisements and cultural symbols of Coca-Cola brands, the study revealed that the perceived coolness and sweetness of soda brands as well as less carbonates in some brands initiates them to buy those brands. Additionally, the dramatic adverts of Coca-Cola products through the artful use of visual, print, sound and colourful images creates a sizeable influence on the soda consumption trends.

Coca-Cola advertisements also emphasizes refreshment in the brands and show sodas to be perfect accompaniment drink when taking food and is a drink mainly taken when friends are having fan. The main message targeted by Coca-Cola is that sodas are to be used to bring happiness or to be used as part of happiness. This is seen in the romantic pursuit of others, both young and old in the soda advertisements.

This study was guided by consumer behaviour theory to draw conclusions on the inclusive factors that influence the conduct of people's consumption trends. According to Foxall (1990), inclusive factors such as social habits and norms on the conduct of people's consumption trends are tied to individual reasons that trigger daily consumptions. A preference for specific soda brands based on peer group and relatives influence are such social habits which play a key role in the soda consumption patterns in Trans Nzoia County.

5.3 Conclusion

Based on the above discussion, the following conclusions can be deduced: One, the family is an important component in the modern retail sector of the beverage market in Trans Nzoia County. The most outstanding role of the family is to provide financial support for the start and operation of the businesses. Married individuals mostly receive support from spouses while single persons receive support from parents and other family members. It can thus be concluded that the modern retail sector of the beverage market in Trans Nzoia County depends on family support.

Two, male outlet owners in Trans Nzoia County have higher levels of education compared to female outlet owners.

Three, even though the depiction of the cultural factors influencing soda consumption trends is not explicit, influences from friends, relatives and the society at large cannot be ruled out when discussing the cultural influences of soda consumption trends in Trans Nzoia County. A soda taken as a commodity for excitement through offers given by friends and a soda served in cultural events indicates that it is a valuable commodity appreciated by the residents of Trans Nzoia County. This study, thus, concludes that a soda is both a communal as well as an individual commodity.

Four, individual cognisance towards soda consumption dominates group influences. However, this cannot rule out the fact that group influences play a major role in the soda buying patterns of the residents of Trans Nzoia County. This confirms Parson's (1951:25) arguments in the consumer behaviour theory that states, "Excitements aroused by consuming certain products are typically shared by all the individuals within the social institutions involved." From this study, individuals would go for specific soda brands because parents or

peers are consuming similar brands. The study concludes that soda buying patterns are influenced by both individual and environmental forces.

Five, the dramatic adverts of Coca-Cola products through the artful use of visual, print, sound and colourful images create a sizeable influence on the soda consumption trends. Just as Peter and Olson (1998:130) state that a marketing strategy is treated as the hub of the wheel because it is a central activity and is designed by organizations to influence the consumer's decision-making process, Coca-Coca Company has created influential adverts that are well interpreted by the residents of Trans Nzoia County. The adverts, however, bear little reflections of the cultural practices of the residents of Trans Nzoia County.

Six, the driving force towards the manufacturing of sodas by Coca-Cola Company is to refresh and bring fun to the community. Most advertisements as revealed by the residents of Trans Nzoia County show sodas as a perfect accompaniment to food, fun and leisure. Consumption of soda based on Coca-Cola advertisements is supposed to be enjoyable and with much happiness. From the study, Coca-Cola has achieved this objective as the residents of Trans Nzoia confirmed that they drink soda with friends and in events as part of enjoying their friendship or the events in general.

5.4 Recommendations from the study.

The following are the recommendations based on the findings and conclusions of the study:

With the indication that group influences bear some significant impacts on soda buying patterns such as drinking soda as an offer from friends, Coca-Cola Company should come up with the best multichannel marketing strategy targeting individual friendship and group coexistence in Trans Nzoia County. The study appreciates that Coca-Cola's "share the goodness" (Perreau 2015) advert is a good example of such marketing strategy already adopted. However, individual naming through this initiative does not reflect specific community names in the study region. Therefore, Coca-Cola Company should put on solid bottles local community names such as "Wekesa," "Nafula," "Koech," "Wanyonyi," "Kirui" and others unlike the current universal names such as "John," "Joan" and "Boniface" found on plastic bottles of Coca-Cola's soda.

With a majority of the respondents reporting that there are no cultural reflections in Coca-Cola company advertisements, the study recommends that Company through its marketing operations in Trans Nzoia County should structure local advertisements through Billboards and posters to bear some cultural symbols and other cultural reflections. For instance, it should brand its image on traditional attires such as hats, which are worn during traditional ceremony events. According to this study, Coca-Cola Company should understand ceremonial/eventful seasons and increase its marketing through in-home supplies and brandings.

Finally, similar studies should be commissioned by Coca-Cola Company in different regions and cultures in Kenya in order to benchmark on the recommendations and other cultural influences that affect soda consumption trends.

5.5 Suggestions for further research

i. A study on how selected consumer factors influence the marketing strategies should be conducted to provide future predictions on what is needed to be done by the companies.

ii. Various variables highlighted by the study such as perceptions on prices and advertisements can also form a basis for further studies.

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APPENDICES

Appendix 1: Structured questionnaire on the factors influencing soda consumption trends in a modern beverage market of Trans Nzoia County.

My name is Joseph Watila Wanyonyi and I am a Masters student at the Institute of Anthropology, Gender and African Studies of the University of Nairobi. The purpose of this questionnaire is to collect information on the factors influencing soda consumption trends in a modern beverage market of Trans Nzoia County. You have been selected to participate in the study. The information given here will be confidential and will only be used for the purpose of this study.

Are you willing to participate?	Single response
	Yes
	No

Section A: Respondent information

A1	Division of the respondent	Single response
	Central	1
	Cherangani	2
	Endebess	3
	Kaplamai	4
	Kiminini	5
	Kwanza	6
	Saboti	7

A2 Village name …….

A3 Describe location …….

A4 Respondent's name ……..……..……

A5 Respondent's Contact Cell number …….

Refused to answer….99

Section B Demographics

Gender	Is the respondent a male or a female?	Observe the gender of the respondent and record (Do not ask; single response)
	Male	1
	Female	2

Age	Please indicate your age group	(Read out. Single answer.)
	18-29 years	1
	30-39 years	2
	40-49 years	3
	50 years and above	4

Marital status	What is your marital status?	(Read out. Single answer.)
	Married	1
	Single	2
	Widow(er)	3
	Divorced	4
	Separated	5
	Other(specify)	6

Education level	What is your highest level of education?	(Read out. Single answer.)
	Primary school	1
	Secondary school	2
	Tertiary college	3
	University Undergraduate	4
	University Post Graduate	5
	Other	6

Section C: Cultural factors influencing consumers' choice of soft drink brands in Trans Nzoia County

Now I would like to ask you some questions about the cultural factors you know of that influence consumers' choice of soft drink brands in Trans Nzoia County:

C1. Influences for soda intake.	What makes you take soda?	(Probe. Multiple answer.)
	Feels refreshing/quenches my thirst	1
	Recommended by friends	2
	Its tasty	3
	Coerced by advertisements	4
	It's a nutritional drink	5
	A habit learned since I was a child	6
	Served in ceremonies	7
	Because many people buy and drink it	8
	For pride	9
	As an offer from friends and relatives	10
	Other reasons(specify)	11

C.2. Cultural influences on soda consumption habits	If there are beliefs, community practices, myths, ideology or social event that influence your soda consumption habits?	If "Yes-1", ask C6. if "No-2" go to C8.
	Yes	1
	No	2

C.2.1. Name any three of the above (C.3) influences on your soda consumption habits and explain how they influence you.	
1.	
2.	
3.	

C.2.2. Nature of cultural influences on soda consumption habits	How will you describe the nature of those influences (C.3.) on your soda consumption habits?	Single response
	Very influential	1
	Influential	2
	Slightly influential	3

C.3. Individual opinion on soda consumption frequency in cultural event	Based on your experience with the cultural events in your community, how agreeable or disagreeable are you with the below statements?				
	Disagree completely	Slightly disagree	Neither agree or disagree	Slightly agree	Completely agree
I drink soda in all cultural events	01	02	03	04	05

Soda is mainly served to very important persons in our cultural events.	01	02	03	04	05
Everyone is served soda in the cultural events	01	02	03	04	05

Section D: Customers buying patterns related to Coca-Cola products in Trans Nzoia County

D.1. Most preferred soda brands	Rank your three most preferred soda brands	(Put rank order 1 to 3.)
	Coca-Cola	1
	Fanta-Orange	2
	Fanta-pineapple	3
	Fanta-Blackcurrant	4
	Stoney	5
	Krest	6
	Sprite	7
	Club soda	8
	Miranda	9
	Other soda brands(specify)	10

D.2. Reasons for the favourite soda drink	What makes you like your favourite soda drink?	(Choose a brand ranked 1 in c3. probe. Multiple answer.)
	Quenches my thirst better than others	1
	Has less sugar	2
	Always available	3
	Sweeter than others	4
	I can mix with other drinks like alcohol	5
	Its liked by many people in my community	6
	Has less carbon	7
	Don’t know/refused to answer	99

D.3. Soda buying patterns across age groups	Based on your observation, which age group buys soda most often?	Single response
	18-29 years	1
	30-39 years	2
	40-49 years	3
	50 years and above	4
	Don’t know	99

D.4. Soda buying patterns across gender	Which gender buys soda most often?	Single response
	female	1
	male	2
	Don’t know	99

D.5. Soda buying patterns during different week days	Which days of the week is soda mostly bought?	Single answer
	weekdays	1
	weekends	2

D.5.1 Reasons for most sales on specific days of the week.	Why do you think soda is mostly bought during these specific days of the week?	Multiple answers
	Most families are at home	1
	Most social events like weddings and funerals happen on this days	2
	For school events	3
	People are working and they buy during lunch hours	4
	Friends visit during this times of the week	5
	Other reasons (specify)	6

D.6. Time of the year when soda buying trends changes	Is there a time of the year when the soda buying trend changes from the usual patterns	Single answer
	Yes	1
	No	2

D.7. Seasons when soda buying trends changes	Please specify the season of the year when the soda buying trend changes and state the changes seen?	Nature of changes. Does consumption increase or decrease?
1.		
2.		

3.		
4.		
5.		
6.	Don't know	

Section E. Consumer perceptions on the taste, price, advertisement and cultural symbols related to Coca-Cola brands

E.1. Perception on taste.	Which statement best describes your perception on the taste of your favourite soda drink?	(Probe. single answer.)
	My drink has a sweet taste of a really sugar	1
	My drink resembles raisins with a hint of vanilla	2
	It resembles citrus fruit	3
	It is smooth on the throat and tongue	4
	Its fizzy with a strong feel of carbonation	5
	Its less sweet making me to drink more quantities	6
	It has less carbon reducing my choking instances	7
	Other description	8
	I don't know	9

E.2. Perception on price.	How satisfied or dissatisfied are you with the current prices paid on your favourite soda drink?	(Probe. single answer.)
	Very dissatisfied	1
	Slightly dissatisfied	2
	Dissatisfied	3
	Slightly satisfied	4
	Satisfied	5

	Very satisfied	6
	I don’t know	7

E.3. Perception on advertisements.	How influential or uninfluential has the Coca-Cola advertisements contributed to your consumption of Coca-Cola products in general?	(Probe. single answer.)
	Very influential	1
	Slightly influential	2
	Influential	3
	Slightly uninfluential	4
	Uninfluential	5
	Very uninfluential	6
	I don’t know	7

E.4. Cultural reflections in advertisements.	Do you think Coca-Cola advertisements have an aspect of your community cultural reflections?	Single answer
	Yes	1
	No	2

E.5. Examples of the cultural reflections and symbols	Please narrate any cultural reflection or symbols seen in Coca-Cola advertisements?
1.	
2.	
3.	
4.	
5.	
6.	Don’t know

Appendix 2: Focus group discussion guide.

1. Let's do a quick round of introductions. Can each of you tell the group your name, nature of your retail store establishment, how long have you operated the business and the exact place where your business is located?

2. What do you think are the main reasons why residents of Trans Nzoia take soda?

3. Let's talk about the beliefs, community practices, myths, ideology, or social events that influence residents of Trans Nzoia to take Soda. Please list some few examples and state how they influence soda consumption.

4. Based on your experience with the cultural events in your community, what is your opinion on:

    a. Who drinks soda in cultural events?

    b. Who serves soda in cultural events?

    c. Which cultural events serve soda?

5. Which soda brands do you think are preferred most by the residents of Trans Nzoia County?

6. Which age group buys soda most often and why?

7. Which gender buys soda most often and why?

8. Which days of the week is soda bought most often and why?

9. Which seasons of the year is soda bought most often and why?

10. What is your perception on the taste of your favourite soda drink?

11. What is your opinion on the price of your favourite soda drink?

12. Is Coca-Cola doing enough on the advertisements of its products?

    a. Do you think those advertisements are influential? How influential or uninfluential are they?

13. Give any example if any of the cultural reflections and symbols brought up by Coca-Cola advertisements.

Thank you so much for your time