CONSUMER BUYING BEHAVIOUR AND ADOPTION OF GREEN PRODUCTS
IN LARGE SUPERMARKETS IN NAIROBI CITY KENYA

BY

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A RESEARCH PROJECT PRESENTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENT FOR THE AWARD OF THE DEGREE OF MASTER OF
SCIENCE IN MARKETING, SCHOOL OF BUSINESS, UNIVERSITY OF
NAIROBI

NOVEMBER, 2017
DECLARATION

I, the undersigned hereby affirm that this research project is my original work and has not been previously presented in part or in totality to any other institution of learning for the award of any degree or examination.

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This research project has been submitted with my approval as the University supervisor.

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ACKNOWLEDGEMENTS

First, I would like to thank God for his grace that enables me to accomplish this project. I am gratefully acknowledging my supervisor Dr. Mary Kinoti who has walked with me through the entire distance of my academic through guidance, encouragement and giving me valuable advice. I would also like to appreciate my moderator Dr. Raymond Musyoka who showed me the right direction towards academic and provoked my intellectual curiosity.

I salute my family members- My father Richard, My mother Roselyne, my brother Rockefeller and my sister Hannah for their unfathomable support and bottomless aid over the entire period of my graduate studies. I also recognize the boundless efforts of my friends Festow Mango and Sammy Ongaya for their role in steering the ship when it seemed to deviate from the chosen course of the port.
DEDICATION

I dedicate this work to my parents Richard Imbambi and Roselyne Otwoma for their financial support and prayers for the entire period of the course.
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LIST OF ABBREVIATIONS

EPP-Environmental preferred products

NEMA-National environmental Management Authority
ABSTRACT

In the 21st century the behaviour of the consumer is changing towards being concerned about protecting the environment and changing his consumption pattern towards green products. Protecting the environment has become the necessity for every consumer since most consumers demand green products that are biodegradable, recyclable and have less impact on the environment. The objective of this study was to investigate consumer buying behaviour and adoption of green products in large supermarkets in Nairobi City Kenya. The study was able to answer to the following question, what consumer buying behaviour influence adoption of green products in major supermarkets in Nairobi City in Kenya? The study was anchored on the following theories, theory of buying behavior; theory of diffusion of innovation and resource dependency theory. Descriptive cross sectional survey design was used for the above study and the respondents were customers who visit the 6 large supermarkets on that particular day. Semi structured questionnaires were used to collect the data. A total of 181 respondents were targeted from the six large supermarkets but only 151 responded giving out a response rate of 85.56%. Descriptive statistics such as frequencies, percentages, means and standard deviations were used. Correlation and regression analysis was used to test on the relationship between the variables studied. In correlation analysis there existed a relationship between consumer buying behaviour and adoption of green products. Social-cultural factor, Psychological factor, marketing mix variables and types of consumer buyer decision behaviour have positive and significant effect on adoption of green products. Therefore there is a significant relationship between the consumer buying behaviour and adoption of green products. The study concluded customers in Nairobi occasionally have used green products for the last six months and it was influenced by socio-cultural factors, personal factors, psychological factors and marketing mix (4pc). Consumers need more time and high involvement when making decision to purchase green product that is expensive and has high risk. The study recommends that supermarkets and government have the responsibility to create awareness of green products through utilizing social media, print media, radio and outdoor publicity.
CHAPTER ONE: INTRODUCTION

1.1 Background of the Study

The consumer today has evolved in terms of the buying behavior from traditional buying behavior, online buying behavior to environmental consciousness buying behavior. Consumers today are concerned about the future world leading into preference of eco-friendly products, therefore resulting into high demand of green products (Boztepe, 2012). Environmental conscious consumers today think green and are prepared to pay a premium for green products. Consumers have different buying behavior and their behavior keep on changing due to varieties of products in the market place and space. According to Biswas & Roy, (2014), consumers are concerned on want they consume hence developing positive attitude towards the environment and changing their taste and preferences.

This study was guided by the following theories: theory of buying behavior; theory of diffusion of innovation and resource dependency theory. The theory of buying behavior explains how consumers make decision depending on their behavior which is developed from attitude toward the brand (Howard and Sheth, 1969). According to (Rogers et al 2006), the theory of diffusion of innovation explains how new ideas spreads in a population, through various levels of adopters which comprise of innovators, then among adopters there are first adopters, then we have first majority and late majority. Another category is laggards. According to Ajzen (2011), planned behaviour theory gives an explanation of attitude to behaviour, perceived control and subjective norms that affect
the intention of an individual hence it influences his outcome in terms of the behaviour (Ajzen, 2011).

Kenya is the second country after South Africa with the most advanced supermarkets in sub Saharan Africa with over 406 and 20 hypermarkets (Economic Survey, 2015). This has made retailers to have interest in Kenyan market for instance South African supermarket have stores in garden city, the hub mall in Karen and two rivers mall in Kiambu. Due to stiff competition supermarkets are thinking strategically on how to remain top of the game by being innovative so as to survive in the sector. Supermarkets are adopting green products so as to take care consumer need as a result of dynamic lifestyle, although most supermarkets are still facing a lot of challenges when implementing the green product concept (Maiywa, 2013).

1.1.1 Concept of Consumer Buying Behaviour.

Consumer buying behavior is the process consumers go through when selecting and purchasing products or service depending on the available resources they have so as to achieve their satisfaction (Schiffman & Kanuk 2014). Consumer buying behaviour is considered dynamic and complex making it difficult to be explained in simple terms making different researchers to define it differently (Blackwell et al., 2006). Consumer buying behaviour is set of activities where the consumer purchase and use the product that resulted from his emotional, mental need and behavioral responses (Mukherjee, 2012).It is the behaviour of the final consumer who purchases the product for either indirect or direct consumption (Kumar, 2017). From the various definitions consumer buying behavior is a complex behavior that is expressed when a consumer selects,
purchases and use the product that resulted from emotional, mental and behavioral response.

According to Kotler & Armstrong (2015), there exist for categories of consumer buying behaviour which is based on involvement as well as brand difference. The first one is complex buying behavior which consist of three steps that is consumer develop belief about the product after that develops attitude resulting into making thoughtful choice. The consumer is usually aware about different brands making him to be high involved in the purchase decision. Dissonance–reducing buying behaviour whereby the involvement of consumer is high but there is little observed difference among brands after purchasing the product the consumer tend to gather more information about the product purchased and validates the product purchase decision.

Habitual buying behavior on the other hand, occurs where the consumer buys the product on regular basis over time resulting to low involvement and little difference between brands, According to Tawlar (2013), consumers usually buy these product category without high involvement but marketers are trying to differentiate their brands to make consumers to be highly involved in them. Finally, variety seeking behavior occurs when the consumer is making low involvement purchase but see variety of brands differences. Consumers usually shift because they want to sample the different varieties. Most consumers change frequently not because of dissatisfaction but out of boredom (Kotler & Armstrong, 2015).
1.1.2 Concept of Consumer Adoption

According to Gould (2006) adoption is the intention to continue utilize an innovation of either product or service. Adoption is the process in which consumers go through before adopting a new product or service in the competitive environment involving variety of product choices. There are several models of product adoption,

One of the models is that customers moving from cognitive state to emotional state and lastly to behavioral state (Roberts, 2004; Bloom & Gundlach, 2008). In the other model, Rogers (2006), state that consumers go through five mental stages starting from learning the new product to all the way becoming loyal or rejecting the product.

The first stage is creating awareness to consumers through marketing communication channels and methods. It is then followed by consumer interest, evaluation stage, where the consumer determines if the product is beneficial, then trial stage, where the consumer determines whether the product meet the expectations. Finally the consumer may decide to adopt or reject the product (Kotler and Keller, 2012). Adoption is a critical stage that businesses need to understand to ensure customers loyalty.

1.1.3 Green Products

According to Sandu (2014), green product is defined as environmental friendly which its negative impact on the environment is minimal. Ecological product is defined as product that is designed to minimize its impact towards the environment during its whole life-cycle, minimize non-renewable resource, and avoid toxic materials (Albino et al., 2012). Chem (2015) further noted that green product development should be able to address environmental issues through product design and innovation. Companies manufacture
products without using any toxic ingredients, packaging is done with materials that are environmental friendly and they promote ecological concern (Morel and Kwakye, 2012). Green products are non-toxic, recyclable, bio-degradable, reusable, and the packaging materials are friendly to the environment with low impact towards the environment at all stages of their life-cycle.

Ranai et al (2012) concluded that green products have six characteristics. Namely, green process, which entails a production process which uses energy–efficient, recycled packaging materials and minimal generation of manufacturing waste, ensure sustenance; renewable product and utilize available resources efficiently. According Price water house report (2012) most companies define sustainability programs in terms of cost reduction through energy, material use and greenhouse emissions. A product that is recycled should be fabricated using post –industrial by products or post-consumer materials, for instance plastic woods product fabricated using recycled plastic bottles. Recyclable, where by the products should be re-used or reprocessed after use (Shabani et al, 2013), the product should also decompose and be able to disappear on the earth surface naturally and finally, green products in terms of toxicity should contain less content in comparison to conventional products that are serving the same purpose.

1.1.4 Supermarkets in Kenya

Supermarkets are grocery stores that have departments selling non-food items and are self-service with 3500-5000 square feet trading space (Chengappa, 2014). According to Oxford English Dictionary (2013), supermarket is departmental self-service store that has variety of food and household merchandise which is driven by marketing strategy under one roof since they stock wide range of merchandize for their customers. Supermarket is
a large scale retail operating under several departments on self-service basis (Kariuki, 2015). According to Price water house coopers report (2014), supermarket is a method of retailing and a type of institution. Supermarket is a self-service store that offers variety of products ranging from food stuff to non-food stuff which are grouped into departments under one roof and have wider selection than grocery store and it is smaller than a hypermarket.

During liberalization period in early 1990s there was momentum growth of supermarkets in various towns and cities in Kenya (Muchere, 2014), during the period various supermarkets emerged namely large supermarket, mini supermarket, mini shops. Most of these were owned by Asians and some family business. Large supermarkets are mainly found in cities and towns and recently expanding intermediate suburbs and estates around towns. On the other hand mini supermarkets and mini shops are more predominant in towns and cities.

1.1.5 Large Supermarkets in Kenya

Some of the large supermarkets include Uchumi, Nakumatt, Food plus (formerly Chandarana), Tuskys and Ukwala which are based in major cities (Nairobi, Mombasa, Kisumu Nakuru, and Eldoret. There are about 165 supermarkets and 13 hypermarkets in these cities (Economic Survey, 2010). The first supermarket to be established in Kenya was Westlands General Stores (1960), K & A (1962), Ebrahims (1970), Uchumi (1975), Nakumatt (1987). They started as self-service stores covering small areas but with time they expanded in terms of trading space and outlets (Gichungu 2012). Nairobi is experiencing rapid expansion of supermarkets everyday due to the rise of middle class and low income earners.
1.2 Research Problem

Consumer buying behavior involves activities that are related to purchasing, use and disposal of products, in which emotional behavior of the consumer result into response. When an organization is able to understand the buying habits of consumers, it becomes easier for them to identify the factors that can satisfy their needs depending on the resources they have. Depletion of natural resources is due to consumption of goods and services, this has necessitated to change their lifestyle (Goswami, 2013). The behaviour of the consumer towards green products is not only influenced by environmental concern but also brand name, convenience, durability, quality and packaging. Consumers today are changing their buying behaviour, whereby 54 percent are sensitive to their environment while 33 percent consider extra premium price for green products (Bonini, 2012).

The supermarket industry in Kenya assists manufacturing firms, small businesses enterprise to dispose and sell their products effectively for the benefit of both parties. It has revolutionised the distribution system making products to penetrate the rural areas enabling the low income earners to receive the products at affordable price depending on the quantity. Supermarkets are transforming the market industry by creating jobs for the youths and growth of the economy (Neven and Readorn, 2005). Supermarket are concerned about the environmental protection making them to adopt green products. When the minister of environment passed a law of banning plastic bags in Kenya, supermarkets are now adopting reusable, recyclable bags and paper bales to package their products. Some supermarkets are now doing a campaign of “going green” to encourage millions of shoppers to reduce the use of non-green products and adopt green products.
Several studies have been carried on green products internationally and locally. Internationally, (Muntaha and Marike (2014) established that individual attitude towards green product are influenced by Price, social influence and environmental awareness. In finding out how consumer buying decision impact on green marketing practices, Jeevarathna (2016) concluded that customers are motivated when they are aware of the environmental issues and they are influenced by green marketing practices. On the other hand Sen (2014) concluded paying more for eco-friendly products by consumers is not an issue provided there is extra value. Genoveva (2016) stated that Environmental Concern and Attitude, environmental Awareness, perceived effectiveness consumer, consumer perceived responsibility and environmental knowledge are simultaneously significant to green purchase behaviour.

Locally, Kinoti (2011) pointed out that it is work of marketers to redirect consumers towards consumption of ecological products. Ogunyo (2013) carried out a study of consumer’s perception of eco- labels within Nairobi and concluded that brand and pricing are highly valued by customers compared to the environmental impact of the content and packaging when purchasing deodorant. On other hand Ongisa (2013) established that consumers pay little attention on eco-advertising, eco-labeling and they rarely consider characteristics of the product such us recyclability and easy disposal when purchasing. Similarly Onditi (2016) revealed that for supermarkets to achieve competitive advantage they should come up with green marketing strategies that will influence consumers to purchase green products.

From various findings of these studies it is evident that most of studies were too broad, focusing on green marketing practice. This entails the study of general green marketing
variables by Kinoti (2011), Fonseca (2015), Ongisa (2013) and Onditi (2016) examined the four variables green pricing, green product, green promotion and green distribution. Muntaha & Marike (2014) and Genoveva (2016) specified on green product however there were international. This study will therefore explore consumer buying behaviour and adoption of green products in major supermarkets in Nairobi City County in Kenya. This study will therefore address the following research question. What consumer buying behaviour influence adoption of green products in major supermarkets in Nairobi City County in Kenya?

1.3 Objectives of the study

The general objective of the study was to investigate consumer buying behaviour and adoption of green products in major supermarkets in Nairobi City Kenya. The specific objectives of the study was to:

i Determine the factors influencing consumer behaviour adoption of green products.

ii Determine types of buyer decision behaviour that influence adoption of green products.

1.4 Value of the study

The study contributed to the theory of consumer behaviour by determining the factors that influence the adoption of green products in large supermarkets in Nairobi County. It also contributed to resource dependency theory by ensuring the natural resources which are scarce are well utilized to achieve economic benefit. The findings enriched the theory of buying behaviour by determining the type of buying behaviour that influences green products adoption. The theory of diffusion the study provided information on the various
stages green products adoption. It contributes to source of literature for academicians and researchers who used the data for their academic assignments and research projects, researchers also used the information to determine topics for further research.

This study provided hint to the government to understand the emerging new trends of consumer behaviour shifting from conventional product consumption to green product consumption since most customers are changing their lifestyle diet. Therefore this information was relevant to the government to be used in developing strategies that encourage the consumption of green products enhance leading to environmental protection and economic growth. The above study also assisted the government to come up with rules and regulations governing production of green products.

Finally, the study assisted supermarkets managers in decision making and strategic plan in terms of meeting the consumers’ needs and ensuring competitive edge in the market. Sales and marketing practitioners were able to understand the type of buying behaviour that influences adoption of selected green products in supermarkets. Going green can be used by supermarket as one of their corporate identity.
CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

This chapter highlighted the theoretical foundation of the study, types of consumer buying behaviour, factors influencing consumer behaviour, types of green products, adoption of green products and empirical review.

2.2 Theoretical Foundation of the study.

The following theories were discussed, the theory of buying behavior, theory of diffusion of innovations, theory of planned behavior.

2.2.1 Buyer Behaviour Theory

In 1993, Howard proposed the consumer decision model (Kardes et al, 2011). Howard and Sheth developed it further in 1969 to “theory of buying behaviour” (Howard & Sheth, 1969). This theory borrows from various discipline such as economics, anthropology, psychology, sociology and social. This theory can be explained by four sets of construct that is input variable (stimuli), hypothetical constructs, exogenous and output variables. Input variable are environmental stimuli in which various consumers are subjected and communicated too from various sources such as quality, price and distinctiveness. Hypothetical variables are into two categories learning construct and perceptual construct. Learning construct consist of brand comprehension, choice criteria, attitude, confidence and satisfaction while perceptual construct include perceptual bias, stimulus ambiguity, and overt search. Exogenous variables influence the decision of the consumers depending on the number of external variables (Munyoki, 2013).
The theory will be applicable to the study because it will be able to explain behaviour of the consumer when purchasing green products and how stimuli is communicated through mass media to create awareness of green products. Input stimuli will assist the consumer when making decision in terms of how quality is green product, how available in supermarket and why extra premium. The consumer will also be influenced by social class, family members and references groups. The consumer will be hypothesized to learn more, develop positive attitude and eventually purchase the green product.

2.2.2 Diffusion of Innovations Theory

In 1969, Rogers developed theory of diffusion, where he defined diffusion of innovation as the spread of new idea to the entire population (Rogers et al 2006). The theory originated from the works of French sociologist Gabriel Tarde (1903). Rogers grouped various adopters into five categories that are innovators, early adopters, early majority, late majority, laggards (Schiffman et al 2011).

Innovators are the first one to adopt the innovation and are prepared to cope up within profitable, unsuccessful and ready to face any uncertainty of the innovation. As individuals they are very social and young in age. Early adopters on the other hand are opinion leaders, have positive attitude towards innovation and are risk takers. Early majority adopt innovation after interacting with peers and move slowly to adopt, mostly after watching opinion leaders (Mukherjee, 2012). The late majority will adopt the innovation due to peer pressure and after majority of the society have adopted the innovation. Finally, laggards tend to adopt the innovation after the innovation is no longer relevant.
2.2.3 Theory of Planned behaviour

In the late 1970s, a scholar by the name of Icek Ajzen proposed planned behaviour theory. The scholar came up with the idea after borrowing some concepts from the discipline of and psychology, economics and sociology (Ajzen, 2011). The theory provides an explanation perceived control, attitude to behaviour and subjective norms affect the intention of an individual hence it influences his outcome in terms of the behaviour. The theory is the improvement of reasoned action in which it included perceived behavioral control. The theory of planned behaviour is important for this study because it will be able to explain why consumers should shift their buying behaviour from convectional products to green products due to their concern about the environmental.

2.3 Types of Consumer Buying Behaviour

According to (Kotler and Keller, 2012) consumer buying behaviour has four types of buying behaviour that consumers consider when making purchase decision in terms of interest, product difference, situation and level of involvement of the buyer. The first one is complex buying behaviour entails high involvement of the customer in purchase process with full awareness of brand differentiation. The consumer is highly involved when the product is expensive, not purchased frequently, has high risk, self-expressive and the consumer does not known much about the product category resulting into the learning process of the product. It is very important for the consumer to collect information, features, performance and quality of the product before purchase. Therefore the marketer has to understand learning process of the consumer by coming up with approaches that will aid the buyer learn about the production functions and features
(Aaker 2013). Using print media, marketers are able to differentiate their brand features so as to describe brand benefit and at the same time sales personnel are motivated so that last brand choice is influenced by them.

Dissonance-reducing buying behaviour occur when there is high involvement of consumers in purchasing the product but there is limited differential observable features among the brands. The buyer will shop around to find out what is available and make fairly quick purchase because the brand differences are not pronounced. By doing this the customer reduces dissonance or losses that are involved in the purchase. The consumer will be alert to get more information, resulting into acquiring new belief and attitude towards the brand (Jobber, 2013). To avoid dissonance, marketers come up with after sales communications that offers support and evidence so that customers have positive attitude towards the brand.

Presence of significant minimal perceived difference in brand and consumer low involvement leads to habitual buying behavior.

Consumers don’t go through the process of information search, comparing available products, building up belief or having attitude towards the products. Marketers use effectively sales promotion and pricing so as to invoke product tryout as consumers are found not to be brand loyal. The choice of brand by consumers is based on familiarity but not strong attitude attached towards brand (Kotler & Armstrong, 2015). In advertising products that have low involvement only few elements are emphasized, Visual symbols and imagery are the most important items that consumer can remember easily and associate them with brands.
Variety seeking behaviour has low involvement but significant perceived brand differences. Consumers usually switch from one brand to another. Consumer might choose brand because of beliefs, without making much evaluation and evaluate it after consumption. When the consumer reaches boredom of the product, brand switching is done to variety of brands rather than dissatisfaction. In habitual buying marketers encourage consumers to purchase products by advertising frequently to remind consumers, stocking products on the shelves space to be dominating (Talwar, 2013).

2.4 Factors influencing Consumer Behaviour

Consumer behaviour is a complex and dynamic issue which is influenced by many factors. These factors include psychological, cultural-social, personal, and marketing mix. Cultural factors include the subculture, social class, and the buyer culture. Every society has its own culture and they are different from each other, marketer should be very careful when analyzing culture of different regions, groups and countries (Kotler & Armstrong, 2015). Social factors such as, reference groups, family, role and status also influence the purchasing behaviour of consumer. Reference group can influence it either directly or indirectly by persuading the group members to purchase the product depending on the person’s attitude while family members including children and wife play big role by determining what the family consumes.

Psychological factors comprise of motivation, beliefs, attitudes and learning. Every individual consumer has different motive that drives him towards making decision to purchase a particular product. When a need is more pressing then it results to a motive thereby requiring a consumer to be satisfied by it. Consumers have different perception
towards a product or services in which they develop it from surrounding of the environment they are in (Brown 2006). Perception of brands and firms have great impact on the purchasing behaviour of the consumer and it takes time to change the perception from negative to positive (Kanuk 2009). Belief and attitude is possessed by consumers from the learning process. Personal factors such as economic situation, personality, lifestyle and occupation influence the purchasing behaviour of the consumer.

Marketing mix consist of the four Ps that include product, place, price and promotion which are controllable variables. The first P is product that contains features such as components, appearances that influence the consumer to but the product and leave the other products (Kotler, 2003). Price is an important factor that consumers usually consider when making decision to purchase product, some consumers will price sensitive while some will not be price sensitive. The third variable is place, where and when do the consumer get the product can also influence their purchasing behaviour. Lastly promotion is to create awareness of the product and how promotion is done on the product also influence whether the consumer will buy the product hence affecting their buying behaviour.

2.5 Types of Green Products.

According general service administration (2016) there are six types of green products. The first one is recycled content products; these products are produced from recovered materials. Customers who are interested in promoting sustainability usually consider buying recycled products not for only for the benefit of environment but also for positive image to be created about the organization. These minimizes the waste generated from
varies products by recovering and reprocessing it into another product (Catlin and Wang 2013). Second is energy efficient products, Consumers are becoming concern about environmental protection most of them are shifting towards buying products that are energy efficient since it is saves on cost. Consumers are embracing on energy efficient in everything starting from light bulbs, flashlights, cell phone and as they adopt sustainable technology they must be able to observe the energy star when purchasing the products to avoid green washing.

Water efficient products, the rate of water consumption per person is highly increasing due to high standard of living, increase in population in the world and the mushrooming of industries thus resulting to shortage of water in our water source areas (Shamdasani et al 1993). It is time we protect the future of our nation water supply by encouraging water efficiency and ensure water efficient products, and practices. Customers should purchase water efficiently products with water sense labels that indicate the products are able to minimize the amount of water used up.

Environmentally Preferred Products (EPP), these are products that have limited negative impact on human health and environment in comparison to conventional products. Whole process is usually environmental friendly starting from the manufacturing, packaging, distribution, use and disposal. Non-ozone Depleting products, do not deplete the earth’s protective ozone layer. Bio based products, are industrial or commercial products that are composed as whole or part of renewable domestic agricultural materials that include marine, plants and animal materials. According to Agricultural department of the United States (2012) most of bio based materials are environmental friendly and are safer and healthier in workplaces.
2.6 Adoption of Green Products.

For green products to be adopted by consumers the following have to be considered; price, level of awareness, social compliance, product use convenience, environment and climate protection, long-term savings and perceived health benefits. Price is an important determinant that most consumers consider before adopting green products. According to Partlow et al, (2013), customers are unwilling to pay much more for the practice of green but they have the willingness to pay additional premium up to 1 percent more and the extra premium should bear for the practices to be implemented.

Previous studies done on green marketing practices concluded that customers are willing to pay extra cash so long as the environment is protected and green products features are genuinely communicated.

Level of awareness also contribute towards adoption of green products, depending on the benefits driven from the product and the how long it has existed in the market. In the 21st century consumers are now aware how their consumption pattern is directly related environment either affecting it in positive or negative manner. Some of the environmental problems caused by human consumption include land degradation, water and air pollution, chemical contamination. Consumers use word-of-mouth to influence each other on the consumption of green products and it is four times effective than using sales representative (Hoyer & AcInnis 2004). It is important for marketers to use green product attributes when creating awareness such as price, performance, value, and quality to show the benefit of using green product. Similarly, consumers adopt green products due to laws enforced by regulating bodies, to avoid getting into legal problems.
Consumers who are environmental conscious are more willing for green product adoption than consumers who are less concerned. Therefore consumers who adopt green products will be able to protect the environment and reduce the level of climate change (Baker et al. 2008). Similarly, environmental protection ensures sustainable consumption which result into achieving sustainable development goal number seven. When consumers purchase green products they will be able to achieve long term saving than purchasing non green products for instance green electronic equipment’s are expensive but cheap in the long run since they use less power and are durable. Lastly green products are healthier and safety in which most consumers are concerned about their health.

2.7 Consumer Buying Behaviour and Green Products

According to Genoveva (2016) customer Awareness, Environment Concern & Attitude, Perceived consumers, customer’s knowledge, Perceived Environment Responsibility, Effectiveness, have significant influence on green purchase behaviour. On the other hand consumers are not influenced by green marketing practices when making purchase decision. However, the willingness of consumers to pay additional premium products which are associated with green when they only offer an additional value to them. Organizations can request for more price from green products when only the product meets the needs of the consumers by providing extra value to them. One hundred respondents were interviewed using semi structured questionnaires and exploratory research design was used (Sen 2014)

A study by (Muntaha and Marike 2014) established that individual attitude towards green product are influenced by Price, social influence and environmental awareness and
females have positive attitude and are more likely to buy green products compared to males. In another study by Fonseca (2015), established that customers are motivated when they are aware of the environmental issues and they are influenced by green marketing practices. Green colour is associated with environment which means protection to the natural resources by consumers. Consumer is able to associate colors and symbols of green products making them happy purchase the brands.

Maiywa (2013) study objective focused on how green marketing has impact towards buying behavior by consumers in major supermarkets in Nairobi. This study included 10 supermarkets and it was observed that for supermarkets to achieve competitive edge they have to adopt Green marketing strategy. The study recommends that supermarkets should establish policies on environmental conservation so that to gain competitive advantage in the market. Ogunyo (2013) stated that brand and price are highly prioritized compared to environmental impact of the content and packaging when consumers buy deodorant. It is recommended that companies and Non-Governmental Organizations (NGO) should implement eco certification on their products so as to avoid green washing. Companies should also come up with eco-friendly packaging green advertisement.

Oburu and Kinoti (2012) established that mobile service providers in Kenya adopt green marketing practices by use of biodegradable paper to make scratch cards, virtual airtime, use of recycled office furniture, taking part in environmental clean-ups, use of solar energy and use of local manufactured goods to reduce emission of carbon dioxide. Onditi (2016), states that green products use less materials, less wastage, save energy and companies that come with environmental innovation enjoy competitive edge. Green products are able to offer the consumer healthier lifestyle and make sure the world is
better place to live in by the next generation. When companies implement green market strategy it results in creating a better environment in terms of less pollution, no depletion of natural resources, reduces the rate of global warming and landfills. The price of green product is not a concern to the consumer but the benefit it has to the environment is what concerns more to them.

From the study of literature review, it’s evident that most studies entailed the four green marketing mix variables on how it influence consumer buying behaviour with only one study focusing on green product by Muntaha and Marike (2014) in South Africa studied green products purchase behaviour in relation to attitude. This therefore represent research gap which this study will address in terms of Kenyan context in major supermarket.
CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction

This chapter covered the following areas; design that guided study on sampling, data collection and analysis, study population, sampling design, data collection methods and lastly analysis of data.

3.2 Research Design

Descriptive cross sectional survey design was utilized by this study. This type of design entails finding out who, where, what how and when of observable fact. This design was adopted for the above study as it enabled the researcher to describe the relationship between consumers buying behaviour and adoption of green products. Survey approach was important for the above study since it was able to minimize bias and maximize reliability by obtaining complete and accurate information from different respondents (Kothari 2014).

3.3 Population of the Study

According to smith and Ablum (2012), a population consists of all customers that researcher’s base their study on. The population of the study was all customers in Nairobi who visit the six large supermarkets in that particular day, listed by Nairobi City Council Department of Licensing 2017. According to Maiywa (2016) it is estimated that 120 customers purchase green products daily in large supermarkets in Kenya.
3. 4 Sample Size and Sampling Design

Due to large population of costumers who visit supermarket every day, non-probability sampling technique was adopted. The respondents were selected using judgmental sample. The method is appropriate because it enabled the researcher to get respondents who were willing to participate and easy to access. To obtain an adequate sample size relative to the objective of the study, the researcher adopted the formula proposed by Yamane (1973) as follows:-

\[ n = \frac{N}{1 + N (e^2)} \]

Where;

\( n \) = Required Sample Size;

\( N \) = Study population;

\( e \) = Margin error which in this study was at 0.05%

Given the total population of 326 registered members, the sample size was as follows:

\[ n = \frac{326}{1 + 326 (0.05)^2} \]

\[ = \frac{326}{1.27} \]

\[ = 181 \]

3.5 Data Collection Methods

Semi-structured questionnaire was employed for primary data collection. The respondents were all the customers who visit the large supermarkets that particular day. The questionnaires had three parts: Section A background information, Section B adoption of green products while Section C factors influencing consumer behavior and green products.
3.6 Data Analysis

Analysis of data entail inspection of data collected, doing some cleanups, transformation as well modeling of the cleaned and inspected data into information and coming up with conclusions hence supporting the decision made (Creswell 2014). Quantitative data collected from closed ended questions was analyzed descriptively using standard deviation, frequency, mean and percentages. Application of correlation analysis aid in investigating the relationship between Independent variables (Consumer buying behavior) and dependent variable (Green product adoption) using Pearson (R) of Coefficient. Coefficient of determination (R²) was obtained using multiple regression analysis that was used to determine what percentage change in adoption of green product is explained by consumer buying behaviour. The analyses were performed at 95.0% confidence level. Multiple regression analysis model presented below was used.

\[ Y = B_0 + B_1 X_1 + B_2 X_2 + B_3 X_3 + B_4 X_4 + B_5 X_5 + \varepsilon \]

Where: Y is Green products;

\( B_0 \) = model’s constant

\( B_1 \) to \( B_4 \) = regression coefficients

\( X_1 \) = Cultural –social factor

\( X_2 \) = personal factor

\( X_3 \) = Psychological factor

\( X_4 \) = marketing mix variables

\( X_5 \) = Types of consumer buyer decision behaviour

\( \varepsilon \) = Error term
CHAPTER FOUR: DATA ANALYSIS, FINDINGS AND DISCUSSION OF RESULTS

4.1 Introduction

This chapter presents the analysis of the data collected and discusses the research findings on the effect consumer buying behaviour on adoption of green products in large supermarkets in Nairobi City-Kenya. All completed questionnaires were edited for accuracy, consistency and completeness.

4.1.1 Response Rate

One hundred and fifty one questionnaires were return out of 181 which were issued to the sampled respondents. This translated to a response rate of 84%. This percentage was within more than 50.0% which is considered adequate while it was also excellent as it was more than 70.0% (Mugenda and Mugenda, 2003).

4.2 Demographic information of the respondents.

Demographic characteristics such as marital status, age, gender, income and religion have been associated with purchase intention of green products. The findings and interpretation is represented in the following subsections.

4.2.1 Gender of Respondents

Respondent’s gender was obtained by asking sampled respondents to state their gender and presented in Table 4.2.1
Table 4.2.1 Gender of Respondents

<table>
<thead>
<tr>
<th>Gender</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>83</td>
<td>55.0</td>
</tr>
<tr>
<td>Male</td>
<td>68</td>
<td>45.0</td>
</tr>
<tr>
<td>Total</td>
<td>151</td>
<td>100.0</td>
</tr>
</tbody>
</table>

The findings revealed that most respondents were female by 55% followed by male who were 45% as illustrated on table 4.2.1. This infers that female like shopping compared to male. This study is consistent to Shweta et al. (2014), who found out that more females shop in retail outlet compared to male.

4.2.2 Education Level of Respondents

Education of the respondents was obtained by asking sampled respondents to state their highest level of education and presented in Table 4.2.2

Table 4.2.2 Education Level of Respondents

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Secondary</td>
<td>8</td>
<td>5.3</td>
</tr>
<tr>
<td>Diploma</td>
<td>27</td>
<td>17.9</td>
</tr>
<tr>
<td>Degree</td>
<td>78</td>
<td>51.7</td>
</tr>
<tr>
<td>Masters</td>
<td>26</td>
<td>17.2</td>
</tr>
<tr>
<td>PhD</td>
<td>12</td>
<td>7.9</td>
</tr>
<tr>
<td>Total</td>
<td>151</td>
<td>100.0</td>
</tr>
</tbody>
</table>

The findings revealed that 51.7% of the of the respondents were degree holders, followed by 17.9% diploma holders, Masters holders 17.2%, PhD holders 7.9% and secondary level.
5.3% respectively. This study is consistent with the findings of Di-Pietro, Partlow, and Cao (2013), who found out that the more one is educated the more informed and knowledgeable about green products.

### 4.2.3 Age of Respondents

Age of the respondents was obtained by asking sampled respondents to state their age bracket and presented in Table 4.2.3

**Table 4.2.3 Age of Respondents**

<table>
<thead>
<tr>
<th>Age</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>20-30</td>
<td>92</td>
<td>60.9</td>
</tr>
<tr>
<td>31-40</td>
<td>24</td>
<td>15.9</td>
</tr>
<tr>
<td>41-50</td>
<td>23</td>
<td>15.2</td>
</tr>
<tr>
<td>older than 61</td>
<td>12</td>
<td>7.9</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>151</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

Majority of the respondents were found to be between 20 to 30 years with 60.9% followed by 31 and 40 years and 41 to 50 years with 15.9%. The respondents over 61 year’s respondents were 7.9%. This implied that the study covered wide spectrum of the respondents with difference perception on green products. According to Sen (2014) most of the respondents were green products consumers are between age 16-30 years and this indicates that the youth are more informed.

### 4.2.4 Marital status of the Respondents

Marital status of the respondents was obtained by asking sampled respondents to state their marital status and presented in Table 4.2.4
Table 4.2.4: Marital status

<table>
<thead>
<tr>
<th>Marital status</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unmarried</td>
<td>69</td>
<td>45.7</td>
</tr>
<tr>
<td>Married</td>
<td>76</td>
<td>50.3</td>
</tr>
<tr>
<td>Living with partner</td>
<td>6</td>
<td>4.0</td>
</tr>
<tr>
<td>Total</td>
<td>151</td>
<td>100.0</td>
</tr>
</tbody>
</table>

The results identified that 50.3% of respondents were married while 45.7% were unmarried and 4.0% were living with a partner. This is inconsistent to Gichuhi (2014) who stated that families with no children are likely to adopt green products due to price insensitive.

4.2.5 Monthly income of Respondents

Monthly income of the respondents was obtained by asking sampled respondents to state their average monthly income and presented in Table 4.2.5

Table 4.2.5 Monthly incomes of Respondents

<table>
<thead>
<tr>
<th>Monthly Gross income</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 to 40,000</td>
<td>62</td>
<td>41.1</td>
</tr>
<tr>
<td>40,001 to 80,000</td>
<td>37</td>
<td>24.5</td>
</tr>
<tr>
<td>80,001 to 120,000</td>
<td>29</td>
<td>19.2</td>
</tr>
<tr>
<td>120,001 to 160,000</td>
<td>5</td>
<td>3.3</td>
</tr>
<tr>
<td>160,001 to 200,000</td>
<td>6</td>
<td>4.0</td>
</tr>
<tr>
<td>&gt; 200,001 to 240,000</td>
<td>6</td>
<td>4.0</td>
</tr>
<tr>
<td>240,000 and above</td>
<td>6</td>
<td>4.0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>151</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>
The findings show that majority of respondents earned up to Ksh. 80,000 with 65.6%. This finding is in line to Hartono (2008), who found out that the level of income is positively related to environmental concern, and customers with high income tend to purchase green products.

### 4.2.6 Religion of Respondents

Religion of the respondents was obtained by asking sampled respondents to state their religion and presented in Table 4.2.6

<table>
<thead>
<tr>
<th>Religion</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Christianity</td>
<td>105</td>
<td>69.5</td>
</tr>
<tr>
<td>Muslim</td>
<td>23</td>
<td>15.2</td>
</tr>
<tr>
<td>Hinduism</td>
<td>17</td>
<td>11.3</td>
</tr>
<tr>
<td>No religion</td>
<td>6</td>
<td>4.0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>151</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

The findings indicated that Christians were majority with 69.5% while 15.2% were Muslims. Hindus were 11.3% while those with no religion were 4.0%. This indicates that all religion participated in this study and their contributions were useful in achieving the objectives of the study.

### 4.3 Adoption of Green Products

This section was aimed at findings out whether the respondents’ adopted or not. Green products have been defined as environmental friendly products with minimal negative
impact on the environment. Therefore, the study sought to find out extent of green products adoption. The results are presented here below.

4.3.1 Frequency of Green Product Utilization

The respondents were required to state within the last six months how often they have used green product. The results are as shown in Table 4.3.1

Table 4.3.1 Frequency of Green Product Utilization

<table>
<thead>
<tr>
<th>Last six months</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not at all</td>
<td>5</td>
<td>3.3</td>
</tr>
<tr>
<td>Rarely</td>
<td>24</td>
<td>15.9</td>
</tr>
<tr>
<td>Unsure</td>
<td>43</td>
<td>28.5</td>
</tr>
<tr>
<td>Occasionally</td>
<td>73</td>
<td>48.3</td>
</tr>
<tr>
<td>Frequently</td>
<td>6</td>
<td>4.0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>151</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

Table 4.1.5, shows that 48.1% respondents used green products occasionally, 28.5% were unsure while 15.9% use it rarely and 4.0% use it frequently. This indicates that the frequency of purchase of green products amongst the consumers is occasional among the consumers visiting supermarkets in Nairobi City. This is consistent to Maiywa (2012) who found out that customer purchase green products in supermarkets after three months.

4.3.2 Extent of Green Products Adoption

The study sought to find out the extent of adoption of green products. Table 4.3.2 presents responses from the sampled respondents.

Table 4.3.2 Extent of Green Products Adoption
The findings show that 82.8% adopted green products to a moderate extent as they purchase between 6 to 10 green products, followed 13.2% who had a low level of green product adoption. Only 4% of respondent’s adoption was high. It means that majority of supermarkets shoppers are at moderate level of adoption. This study agree with kinoti (2012) who found out that mobile service providers adopt green marketing practices by use of biodegradable paper to make scratch cards, virtual air time, use of recycled office furniture.

### 4.4 Factors Influencing Consumer Behaviour and Adoption of Green Products

This section was based on the factors influencing consumer behaviour and adoption of green products.

#### 4.4.1 Influence of Social- Cultural on adoption of green product

To determine the influence of social –cultural factor on adoption of green products, respondents were given different statements and the extent of agreement was sought in a range of one to five with 5 indicates very great extent while 1 reveals absence of extent. Standard deviation and means were calculated and presented in Table 4.4.1

<table>
<thead>
<tr>
<th>Social- Cultural factor</th>
<th>N</th>
<th>Mean</th>
<th>Standard deviation</th>
</tr>
</thead>
</table>

Table 4.4.1: Influence of Social- Cultural on adoption of green product
I buy green product due to the people i respect. & 151 & 2.47 & 1.267 
Recommendations from my social groups. & 151 & 2.00 & 1.057 
My culture does not allow me to use green products & 151 & 3.01 & 0.910 
I got purchase green product due to my social class & 151 & 3.21 & 1.350 
**Average** & & **2.6623** & 

According to the findings, the majority of the respondents indicated to a moderate extent that social class influence adoption of green products with a mean score of 3.21; culture influence (Mean=3.01) on the other hand reason for adopting green product had mean score of 2.4 and 2.0 respectively. The findings imply that social cultural factor influence adoption of green products due to consumer’s social class and also the environment they are in. Family members, social group, belief, environment exposure and norms have great impact on adoption of green products. This study is in line with Jeevarathna (2016) who found out that customers are motivated when they are aware of the environmental issues and they are influenced by green marketing practices. Oliver and Lee (2010), social class influence customers to purchase green products due to information they get when they interact.

### 4.4.2 Influence of Personal factor on adoption of green product

To determine the influence of personal factor on adoption of green products, respondents were given five different statements and the extent of agreement was sought in a range of one to five with 5 indicates very great extent while 1 reveals absence of extent. Standard deviation and means were calculated and presented in Table 4.4.2
Table 4.4.2: Influence of Personal factor on adoption of green product.

<table>
<thead>
<tr>
<th>Personal factor</th>
<th>N</th>
<th>Mean</th>
<th>Standard deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>My occupation determine if I buy green products</td>
<td>151</td>
<td>2.53</td>
<td>1.241</td>
</tr>
<tr>
<td>Person with low income not purchase green products</td>
<td>151</td>
<td>2.20</td>
<td>1.064</td>
</tr>
<tr>
<td>Due to the current economic situation I will not buy green products</td>
<td>151</td>
<td>3.143</td>
<td>1.188</td>
</tr>
<tr>
<td>Green products are basic need that one cannot live without it</td>
<td>151</td>
<td>3.143</td>
<td>1.190</td>
</tr>
<tr>
<td>Change of lifestyle makes me to adopt green products</td>
<td>151</td>
<td>3.23</td>
<td>.930</td>
</tr>
<tr>
<td><strong>Average</strong></td>
<td></td>
<td><strong>2.8494</strong></td>
<td></td>
</tr>
</tbody>
</table>

From Table 4.4.2 respondents agreed to a that change of lifestyle make them to adopt green products (Mean=3.23). The respondents to a moderate extent further agreed with the statements that green product is basic and due to economic situation to moderate extent they will not purchase green product (Mean 3.142). Respondents agreed to a little extent that occupation influence adoption of green products (Mean 2.53) and to small extent consumers with low income will not purchase green products (Mean 2.53). The study indicate that personal factor influence adoption of green products to a moderate extent. Personal factor is an important element in influencing consumer behaviour and companies should be able to understand the level of income and economic situation of customers when producing green products in terms of pricing.
4.4.3 Influence of Psychological factor on adoption of green product

To determine the influence of psychological factor on adoption of green products, respondents were given four different statements and the extent of agreement was sought in a range of one to five with 5 indicates very great extent while 1 reveals absence of extent. Standard deviation and means were calculated and presented in Table 4.4.3

<table>
<thead>
<tr>
<th>Psychological factors</th>
<th>N</th>
<th>Mean</th>
<th>Standard deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>I have strong perception towards green products.</td>
<td>151</td>
<td>3.69</td>
<td>1.103</td>
</tr>
<tr>
<td>I have strong belief towards green products.</td>
<td>151</td>
<td>3.44</td>
<td>1.153</td>
</tr>
<tr>
<td>I have positive attitude towards green products</td>
<td>151</td>
<td>3.83</td>
<td>0.938</td>
</tr>
<tr>
<td>Green products is a basic need that motives me to purchase.</td>
<td>151</td>
<td>3.71</td>
<td>0.890</td>
</tr>
<tr>
<td><strong>Average</strong></td>
<td></td>
<td><strong>3.7</strong></td>
<td></td>
</tr>
</tbody>
</table>

From Table 4.4.3, I have positive attitude towards green products (Mean= 3.83). The study revealed that respondent agreed with the statement that green products is a basic need that motives me to purchase. (Mean=3.71), I have strong perception towards green products was considered at great extent (Mean=3.69) and I have strong belief towards green products (Mean =3.44). These shows that psychological factor influence adoption of green products to a great extent with aggregate mean of 3.7.
This study is in agreement with Shweta et al. (2014) who argued that individual attitude towards green products is influenced by Price, social influence and environmental awareness. Fonseca (2015), customers are motivated when they are aware of the environmental issues and they are influenced by green marketing practices. Green colour is associated with environment which means protection to the natural resources by consumers.

### 4.4.4 Influence of marketing mix on adoption of green product

To determine the influence of marketing mix influence on adoption of green products, respondents were given four different statements and the extent of agreement was sought in a range of one to five with 5 indicates very great extent while 1 reveals absence of extent. Standard deviation and means were calculated and presented in Table 4.4.4

<table>
<thead>
<tr>
<th>Marketing mix (4ps)</th>
<th>N</th>
<th>Mean</th>
<th>Standard Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>I don’t mind high premium price</td>
<td>151</td>
<td>3.29</td>
<td>1.050</td>
</tr>
<tr>
<td>I have seen environmental green advert that made me to adopt green.</td>
<td>151</td>
<td>3.57</td>
<td>1.044</td>
</tr>
<tr>
<td>I like green products because they are recyclable and reuse.</td>
<td>151</td>
<td>3.77</td>
<td>1.010</td>
</tr>
<tr>
<td>I prefer products that are safe for disposal</td>
<td>151</td>
<td>3.65</td>
<td>1.110</td>
</tr>
<tr>
<td><strong>Average</strong></td>
<td></td>
<td>3.5682</td>
<td></td>
</tr>
</tbody>
</table>
The findings on Table 4.4.4 show that respondents are likely to purchase green products because they are recyclable (Mean=3.77). The findings revealed that most supermarket shoppers agreed to great extent that they prefer green products since they are safe for disposal (Mean=3.65), environmental green advertisement influence consumers to purchase green products (3.57) however, agreed to a moderate extent that consumers purchase green products without minding high premium (3.29). From the findings it can be seen that marketing mix influence the adoption of green products to a great extent. When companies advocates for marketing mix to be implemented on green products it will intensely make consumers to change their buying behaviour.

These findings are in line with Genoveva (2016) who pointed out that consumers are willing to pay the extra premium products if only it provides extra value to them. Companies can demand high price from green products if only the product meets the needs of the consumers by providing extra value to them. On other hand it agrees with Partlow, Di-Pietro and Cao (2013) found out that word of mouth can easily influence consumers to purchase green products.

4.4.5 Influence of types of consumer buyer decision behaviour on adoption of green product.

To determine the influence of types of consumer buyer decision behaviour on adoption of green products, respondents were given four different statements and the extent of agreement was sought in a range of one to five with 5 indicates very great extent while 1 reveals absence of extent. Standard deviation and means were calculated and presented in Table 4.4.5:
Table 4.4.5 Influence of types of consumer buyer decision behaviour on adoption of green products.

<table>
<thead>
<tr>
<th>Consumer buyer decision behavior</th>
<th>N</th>
<th>Mean</th>
<th>Standard Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>There is little information and low involvement.</td>
<td>151</td>
<td>2.79</td>
<td>1.056</td>
</tr>
<tr>
<td>I need moderate time to search for information green product category.</td>
<td>151</td>
<td>3.039</td>
<td>0.834</td>
</tr>
<tr>
<td>I need more time and high involvement</td>
<td>151</td>
<td>3.16</td>
<td>1.077</td>
</tr>
<tr>
<td>Prefer impulse buying</td>
<td>151</td>
<td>2.87</td>
<td>1.331</td>
</tr>
<tr>
<td><strong>Average</strong></td>
<td></td>
<td><strong>2.9643</strong></td>
<td></td>
</tr>
</tbody>
</table>

From Table 4.4.4, respondents agreed to moderate extent with the statement that they need for high involvement when making decision to purchase green products little information and low involvement needed when making decision to green products. The study also found out that customers need moderate time when searching for information for green products they are unfamiliar (Mean= 3.04) and also a moderate extent prefer impulse buying (Mean 2.87).

Consumer buyer decision behaviour influence adoption of green products however complex and dissonance buying behaviour makes consumers to be highly involved when purchasing green products while habitual and variety buying behaviour consumers are less involved when purchasing green products.
4.5 Correlation analysis

Correlation analysis was used to test the strength of the relationship between consumer buying behaviour and adoption of green products. Correlation analysis is the used to identify the relationship between two continuous numeric variables which gives a result of correlation coefficient (Crossman, 2013). The values of correlation coefficient ranges from -1 to +1 in which +1 indicate that the variable is perfectly related in a positive linear while -1 there is no linear relationship between the variables (Wond, 2012).

4.5.1 Correlation Analysis

<table>
<thead>
<tr>
<th></th>
<th>Social cultural</th>
<th>Personal</th>
<th>Psychological</th>
<th>Marketing mix</th>
<th>Consumer buying decision behaviour</th>
<th>Green product</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social cultural</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Personal</td>
<td>.301**</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Psychological</td>
<td>.199*</td>
<td>.340**</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marketing mix</td>
<td>.267**</td>
<td>.612**</td>
<td>.533**</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Consumer buying decision behaviour</td>
<td>.253**</td>
<td>.110</td>
<td>.270**</td>
<td>.447**</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Green product</td>
<td>.260**</td>
<td>.157</td>
<td>.285**</td>
<td>.225**</td>
<td>.200*</td>
<td>1</td>
</tr>
</tbody>
</table>

From the above Table 4.5.1, there is positive correlation between psychological factor and adoption of green products at Pearson’s correlation coefficient of $r=0.285$ and
significance level of 0.000. On the other hand, social-cultural factor has positive relationship between social-cultural factor and adoption of green products at r=0.260 and significance level of 0.000. Similarly, marketing mix has positive relationship with adoption of green products at Pearson’s correlation coefficient of 0.225 and level of coefficient being 0.000. Consumer buying decision behaviour has positive relationship with adoption of green products at a Pearson’s correlation coefficient of 0.200 and level of coefficient of 0.000. Finally, personal factor has no relationship with green products at a Pearson’s correlation p-value of 0.054 hence not significant.

4.6 Regression Analysis of consumer buying behaviour and adoption of green products.

A regression analysis was conducted on effect of consumer buying behaviour on adoption of green products. This was done to establish the numeric relationship between consumer buying behaviour and adoption of green products in form of a regression model. The regression equation was as follows:

\[ Y = B0 + B_1X1 + B_2X2 + B_3X3 + B_4X4 + B_5X5 + \varepsilon \]

Where:

\( Y \) = Green products

\( B0 \) = model’s constant

\( B_1 \) to \( B_4 \) = regression coefficients

\( X1 \) = Cultural-social factor

\( X2 \) = Personal factor
X3 = Psychological factor

X4 = Marketing mix variables

X5 = Marketing mix variables

ε = Error term

From the Table 4.6.1, it can be observed that R square was 0.364 and R = 0.132 at 0.005 level of significance. It is indicated that 13.2% of variation in adoption of green products is explained by the predictors in the model, while 86.8% variation is unexplained due to other factors that are not in the model. There is a moderate positive relationship between the variables as shown by R = 0.364.

**Table 4.6.2 Model Summary**

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.364a</td>
<td>.132</td>
<td>.102</td>
<td>.86068</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Cultural –social, Personal, Psychological, marketing mix variables, consumer buyer decision behaviour.

Further analysis of ANOVA as shown in Table 4.6.2 showed that F statistic of 4.418 was significant at 5% level of confidence. This indicates that the model used was fit to explain the relationship between the consumer buying behaviour and adoption of green products. Significance F explains the importance of regression model at 5% level of confidence in which p-value of the F test is less than alpha (0 < .05) hence it was concluded that there was a significant relationship between the consumer buying behaviour and adoption of green products.

**Table 4.6.3: ANOVA**
Table 4.6.4 presents the beta coefficients of all independent variables versus the dependent variable.

**Table 4.6.4 Coefficients**

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>T</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Constant)</td>
<td>1.260</td>
<td>.495</td>
<td></td>
</tr>
<tr>
<td></td>
<td>SCF</td>
<td>.233</td>
<td>.103</td>
<td>.189</td>
</tr>
<tr>
<td></td>
<td>PF</td>
<td>.008</td>
<td>.124</td>
<td>.007</td>
</tr>
<tr>
<td></td>
<td>PSF</td>
<td>.241</td>
<td>.104</td>
<td>.212</td>
</tr>
<tr>
<td></td>
<td>MM</td>
<td>.023</td>
<td>.147</td>
<td>.019</td>
</tr>
<tr>
<td></td>
<td>CBDB</td>
<td>.139</td>
<td>.147</td>
<td>.086</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Green products.

The results also show that Psychological factor had a positive and no significant effect on adoption of green products ($\beta = 0.241$, $p < .05$). From above equation it meant that when Psychological factor increases by one unit, adoption of green products increases by 0.241
units. Followed by social cultural factor had a positive and significant effect on adoption of green products ($\beta = 0.233, p < .05$). From above equation when social cultural factor increases by one unit, adoption of green products increases by 0.233 units. Further, consumer buying decision behaviour had a positive and no significant effect on adoption of green products ($\beta = 0.348, p > .05$). From above equation it meant that when consumer buying decision behaviour increases by one unit, adoption of green products increases by 0.139 units. Marketing mix had a positive and no significant effect on adoption of green products ($\beta = 0.023, p > .05$). From above equation it meant that when marketing mix increases by one unit, adoption of green products increases by 0.023 units. Lastly, Personal factor had a positive and no significant effect on adoption of green products ($\beta = 0.008, p > .05$). From above equation it meant that when Personal factor increases by one unit, adoption of green products increases by 0.008 units.

The overall model show that consumer buying behaviour influence adoption of green products with a p-value of 0.001, however when looking at each variable differently only social cultural and Psychological factor were significant, hence they play a greater role on adoption of green product. Consumer buying decision behaviour, marketing mix and personal factor are not significant hence play smaller role on adoption of green product.

4.7 Discussion of Findings

In general the study was to investigate consumer buying behaviour and adoption of green products in major supermarkets in Nairobi County. From the general objective, the following two specific objectives were derived; determine the factors influencing
consumer behaviour adoption of green products and determine types of buyer decision behaviour that influence adoption of green products

The finding revealed that adoption of green product by supermarket consumers in Nairobi was moderate and the frequency of green product utilization was found to be occasional. According to Mungeria (2014) and Maiywa (2013) indicated that supermarkets in Nairobi did not apply green marketing practices due to high costs associated as they applied green marketing for social responsibility issues. The study examined socio-demographic characteristic of the sampled consumers such as gender, education, age, marital status, religion and gross income. Shweta et al. (2014) found out that there are significant differences in gender and age; therefore more women tend to be associated with eco-friendly products than men. It was also discovered that there was significance difference in status and level of income.

In regard to marketing mix (4ps) it was revealed that it has influenced on adoption of green products. Promotion, price, products and place which constitute marketing mixing are very important when it comes to production of eco-friendly products since consumers are concern about the environment. Consumers are willing to purchase green products regardless the premium price of green products. Shweta et al. (2014) there is positive attitude that consumers have towards green products and they are willing to pay purchase regardless the extra price for green products while some consumers view eco-friendly products to be expensive than convectional product (Chang, 2011).

The study further established that Social- Cultural factor influenced adoption of green products by consumers of major supermarket in Nairobi County. The purchase of the
green products was influenced by social class, respect from other people and their culture. Oliver and Lee (2010) consumers understand the importance of green products when they gather information from social groups in which they share opinions and comment hence evaluate the product.

Psychological factors were found to influence consumer adoption of green products in supermarkets in Nairobi County. It was noted that consumers bought green products because it fulfilled their need and there are more positive about environmental protection. In Indonesia, Irawan and Darmayanti (2012) established that student purchase behaviour of green products is heavily influenced with the environmental concerns. In another study conducted by Aman et al. (2012), environmental concerns such using raw materials which are in tandem with environmental conversation influenced the intention of purchase of green products. Similar results were obtained by Albayrak et al. (2013) revealed that environmental concern determines the behavioural intention of the consumer but there is negative impact on it.

The view by most sampled respondents surveyed that consumer buying behaviour significantly influence adoption of green products agrees with theory of buyer behaviour, theory of diffusion of innovations and resource dependency theory. For green products to be adopted by consumers the following have to considered; price, level of awareness, social compliance, product use convenience, environment and climate protection, long-term savings and perceived health benefits. Consumers use word-of-mouth to influence each other on the consumption of green products and it is four times effective than using sales representative (Hoyer & AcInnis 2004).
According to Genoveva (2016) customer Awareness, Environment Concern & Attitude, Perceived consumers, customer’s knowledge, Perceived Environment Responsibility, Effectiveness, have significant influence on green purchase behaviour. On the other hand consumers are not influenced by green marketing practices when making purchase decision. A study by (Muntaha and Marike 2014) established that individual attitude towards green product are influenced by Price, social influence and environmental awareness and females have positive attitude and re more likely to buy green products compared to males.

CHAPTER FIVE: SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

The chapter presents summary of findings, conclusions from the findings, recommendations for the study, limitations of the study and recommendation for further studies.

5.2 Summary of the Finding

From the data collected it was observed that consumers used green product occasional in the last six months and the extent of adoption was medium indicating that they are using between 6 and 10 green products. The extent of social-cultural factors influence on the selection of green products was found to be moderate. This was manifested through
purchasing green product due to social class. The extent to personal factor influence selection of green products was also found to be moderate. This was evident through occupation of the consumers, current economic situation necessitating purchase of green products. Green products meet basic need and Change of lifestyle makes me to adopt green products influencing adoption of green products to a moderate extent.

The extent of psychological factor influence selection of green products was found to be at great extent. This was manifested through Learning about green products from the social media, recommendations from my social groups and been more positive about environmental protection. Similarly, the extent of marketing mix (4ps) influence selection of green products was found to be at great extent. This was shown through consuming preference of products that are safe for disposal, liking green products because they are recyclable and reuse and presence of environmental green advert that made me to adopt green. Lastly, the extent of the types of consumer buyer decision behaviour influence selection of green products was found to be at moderate extent. This was manifested through little information and low involvement needed when making decision to green products and preference of impulse buying.

A positive relationship existed between consumer buying behaviour constructs and adoption of green products as depicted by Pearson correlation coefficient r. Social-Cultural factor had the highest relationship coefficient with adoption of green product and it was followed by Psychological factors, Types of consumer buyer decision behaviour, Marketing mix (4ps) and lastly Personal factor. These result therefore indicated that consumer buying behaviour significantly influence adoption of green
products in major supermarkets in Nairobi County and any increase in any of isolated factors would result in an increase in the adoption of green products.

Consumer buying behaviour was to account up to 68.9% variation green products adoption by customers in Nairobi County. This postulates that buying behaviour of consumers which was conceptualized as socio-cultural factors, personal factors, psychological factors as well as marketing mix and consumer buying decision behaviour influence adoption of green products. Therefore, consumer buying behaviour is a significant predictor of adoption of green products in major supermarkets in Nairobi County.

5.3 Conclusion of the Study

Consumers in Nairobi County who visited large supermarket occasionally use green products. Majority of them were found to purchase between 6 and 10 green products for the last six months. Various consumer buying behaviour factors were found to influence adoption of green products. This included socio-cultural factors, personal factors, psychological factors and marketing mix (4pc). It is concluded that increase in socio-cultural factors would result in increase in adoption of green products by supermarket consumers in Nairobi County. The consumers bought green product due to their social class and their culture was not found to influence their utilization of green products.

It was also concluded that personal factors of consumers influenced adoption of green products in major supermarkets in Nairobi County. The occupation of the consumers would determine the purchase of green products as consumers with higher income would likely to buy green products. Even though green products are considered basic need as a
result of change in lifestyle, current economic situations such as inflation makes the products to be expensive for common shoppers thereby considering non-green products

The result further revealed that consumer’s psychological factors have significant relationship with adoption of green products. There it can be concluded that consumer’s psychological factors influence adoption of green products. The need to protect environment as well as green products fulfilling consumers need made them to adopt green products.

The study also concluded that marketing mix (4p) had significant influence on consumer adoption of green products in Nairobi County. It was found that adoption of green products amongst consumers would increase their capability to be safe for disposal, recyclable as well as reusable even though the supermarket charge premium prices. Lastly, the study concluded that consumers need more time and high involvement when making decision to purchase green product that is expensive and has high risk.

5.4 Recommendation of the study.

The results revealed that green products were adapted to moderate extent by supermarket customers on Nairobi County. Therefore, the study recommends that supermarkets as well as government have the responsibility to create sufficient awareness of green products. This can be achieved by utilizing outdoor publicity, social media, radio and print media.

The frequency of green product usage was found to occasional due to cost associated with green products and current economic situation as it is associated with extra cost to consumers. Therefore, the study recommends that both County and National governments
use necessary measures by relevant authorities such as NEMA to ensure supermarket use packaging which are environmental friend at reasonable cost.

The study revealed that consumers prefer products that are safe for disposal. Therefore, it is recommended that government and other stakeholders both internationally as well as locally should undertake research and development so as to come with various packaging materials in the supermarket that are biogradable and disposal.

The study find out that consumers need more time and high involvement when making decision to purchase green product that is expensive and has high risk. It is recommended that should provide subsidies to company that manufacture green products as well as regulate tax on green products and imposing high tax on non-green product. This would reduce consumer buyer decision behaviour duration to adopt green products.

5.5 Limitations of the study.

Supermarket customers are usually busy and getting to respond to questionnaire was challenging. The respondents convince them to spare their time for the purpose of data collection by informing them the questionnaire was short and they were required to selected choices and not open ended questions which usually requires some time. Some of the respondents were unwilling to disclose their information such as monthly income and other personal information. The researcher assured them any information collected from the would be treated with utmost confidentiality and the respondents were not allowed to indicate their name or any other kind of identification.

Secondly, the study was done within the city of Nairobi making the results not to be applicable across the country where most of the large supermarkets are found. Finally,
due to time the sample size was 90 respondents only in which it resulted into biases on which a small sample size was represented.

5.6 Recommendations for Further Research

Similar study should be extended to other supermarkets in the country and particularly in the rural set up for comparative purpose as the consumer behaviour differs depending on social class and level of income. The unique challenges facing consumer adoption of green products should also be examined as this may unearth some of the reasons why many organizations are not incorporating green marketing in their corporate strategies.
REFERENCES


www.knbs.co.ke


APPENDICES

Appendix I: Questionnaire

This questionnaire is for a research that aims to establish Consumer buying behaviour and adoption of green products.

SECTION A: BACKGROUND INFORMATION

Please tick against the most appropriate answer

1. Tick your gender?

Male [ ] Female [ ]

2. Indicate your highest level of Education.

Secondary [ ] Diploma [ ] Degree [ ] Masters [ ] PhD [ ]

3. Please indicate your age bracket?

Less than 20 [ ] 20-30 [ ] 31-40 [ ] 41-50 [ ] 51-60 [ ] older than 61 [ ]

4. Indicate your marital status

Unmarried [ ] Married [ ] Living with partner [ ] Separated [ ] Divorced [ ]

5. Tick your monthly gross income range (In Ksh)
6. Tick your religion.

Christianity [ ] Islam [ ] Hinduism [ ] No religion [ ] others [ ]

SECTION B: ADOPTION OF GREEN PRODUCTS

10. Within the last six months how often have you used green product.

Not at all [ ] rarely [ ] Unsure [ ] occasionally [ ] frequently [ ]

11. Indicate the extent level in which you adopt green products.

Low [ ] medium [ ] High [ ]

Means

Low- purchases less than 5 green products.

Medium- purchase between 6-10 green products.

High- purchases above 10 green products.

SECTION 3: FACTORS INFLUENCING CONSUMER BUYING BEHAVIOUR AND ADOPTION OF GREEN PRODUCTS.
12. To what extent do the following factors influence selection of green products? Tick as appropriate using the following Likert scale of 1-5 where: 1= No Extent; 2= Little Extent; 3= Moderate Extent; 4= Great Extent; 5=Very Great Extent.

<table>
<thead>
<tr>
<th>Social- Cultural factor</th>
<th>Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I purchase green product due to my social class</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>2. If people I respect buy green product I will purchase</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>3. My culture does not allow me to use green products</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>4. I got recommendations from social groups to buy green product</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>5. I buy green product due to my status</td>
<td>1 2 3 4 5</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Personal factor</th>
<th>Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. My occupation makes me to buy green products</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>2. I purchase green products due to my marital status.</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>3. My age influences me to buy green products.</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>4. My basic income allows me to buy green products.</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>5. Change of lifestyle makes me to adopt green products</td>
<td>1 2 3 4 5</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Psychological factors</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I have strong perception towards green products.</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>2. I have strong belief towards green products.</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>3. I have positive attitude towards green products</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>4. Green products is a basic need that motives me to purchase.</td>
<td>1 2 3 4 5</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Marketing mix (4ps)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I don’t mind high premium price</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>2. I have seen environmental green advert that made me to adopt</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>3. I like green products because they are recyclable and reuse.</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>4. Prefer local products to reduce transportation.</td>
<td>1 2 3 4 5</td>
</tr>
</tbody>
</table>

<p>| Types of consumer buyer decision behaviour                                             |             |</p>
<table>
<thead>
<tr>
<th></th>
<th>There is little information and low involvement needed when making decision to green products.</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>I need moderate time to search for information for unfamiliar green brand that is in the familiar green product category</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>I need more time and high involvement when making decision to purchase green product that is expensive and has high risk.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Prefer impulse buying</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Thank you for taking your time to fill this questionnaire
Appendix II: List of Large Supermarkets in Nairobi, Kenya

1. Uchumi supermarket

2. Food plus (formerly Chandarana) supermarket

3. Tuskys supermarket

4. Ukwala supermarket

5. Naivas Supermarket

6. Nakumatt Supermarket

Source: Nairobi Supermarket Directory (2017)