

**EFFECT OF CONSUMER SOCIALIZATION AND BUYER
BEHAVIOUR ON BRAND AWARENESS AND LOYALTY OF KEY
WASHING DETERGENTS AMONG STUDENTS OF UNIVERSITIES
IN NAIROBI CENTRAL BUSINESS DISTRICT**

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DECLARATION

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

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DEDICATION

I dedicate this project to my husband Christopher Shitote for his support both financially and emotionally and for motivating me even when it looked impossible.

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LIST OF ACCRONYMS AND ABBREVIATIONS

CBD: CENTRAL BUSINESS DISTRICT

CUE: COMMISSION for UNINERSITY EDUCATION

CUEA: CATHOLIC UNIVERSITY of EAST AFRICA

EBM: ENGEL BLACKWELL MINIARD

EKB: ENGEL KOLLET BLACKWELL

HELB: HIGHER EDUCATION LOANS BOARD

JKUAT: JOMO KENYATTA UNIVERSITY of AGRICULTURE and TECHNOLOGY

KCA: KENYA COLLEGE OF ACCOUNTANCY

KEMU: KENYA METHODIST UNIVERSITY

KUCCPS: KENYA UNIVERSITIES and COLLEGES CENTRAL PLACEMENT SERVICES

LIA: LETTER of INTERIM AUTHORITY

MKU: MOUNT KENYA UNIVERSITY

MMUST: MASINDE MULIRO UNIVERSITY of SCIENCE and TECHNOLOGY

OMO: OLD MOTHER OWL

P&G: PROCTER & GAMBLE

TUK: TECHNICAL UNIVERSITY of KENYA

USA: UNITED STATES of AMERICA

ABSTRACT

Consumer socialization is the process through which potential consumers acquire the skills, knowledge and attitude to function in the market place. Different agents of consumer socialization affect brand awareness and loyalty towards different products. These agents include family, peer, mass media and electronic platforms mostly social media. Different consumers exhibit different purchase behavior depending on their needs and wants and is influenced by different factors that include economic, personal socio-cultural and psychological factors. Brand loyalty is the consumer's devotion to continually purchase a company's products irrespective of changes in the external marketing environment. Price, perceived quality, performance, availability, brand name and packaging are factors that contribute to brand loyalty. This study seeks to determine the effects of consumer socialization and buyer behavior on brand awareness and loyalty of key washing detergents among students of universities in Nairobi CBD. The study is supported by three theories; the Engell, Kollet Blackwell Model, the Buyer Behavior theory and the theory of Cognitive Dissonance. It adopted a descriptive cross sectional research design. Structured questionnaires were adopted to collect primary data from 600 respondent's selected using random sampling method. The findings show that all agents of consumer socialization influenced brand awareness and loyalty though to various degrees with E-platforms being the most influential. Purchase behavior was greatly influenced by Economic factors, E-platforms were the major sources of brand awareness and price, quality, performance, availability and brand name were the factors that led to brand loyalty. The study recommends that since social media and E-platforms are the major agents of consumer socialization and awareness, companies should invest in those platforms and especially E-marketing since most of their customers spend a lot of time online. They should also incorporate factors or qualities that enhance brand loyalty into their products to encourage loyalty from their customers.

CHAPTER ONE: INTRODUCTION

1.1 Background of the Study

Socialization of family members is one of the key roles of a family. Consumer socialization is the process by which potential consumers acquire the skills, knowledge and attitudes required by them to function in the marketplace as consumers. (Ward 1974). Various agents including mass media, peers , Parents and cultural context together make up the social environment in which potential consumers learn to become consumers (John 1999). Interaction with one or all of the agents of socialization affects the way potential consumers interact with others in the market place. However, Gunter and Furnham (1998) suggest that the main agents of socialization who influence the consumption patterns of their children most are the parents. Consumer socialization often happens when children observe their parents consumption behavior while shopping. In addition, parents also transfer to their children their brand preferences since they act as role models to them.

Consumer behavior is the process in which individuals or groups choose, buy, put them to use and dispose off goods, services, experiences or ideas with the goal of satisfying their needs and wants (Solomon, Bennete & Previte, 2013). Different consumers exhibit different consumption behaviors depending on their needs and wants. Different factors including, personal, social, psychological and marketing factors influence the way consumers make purchase decisions. Different purchases are made from different

extensive search for information while others like impulse purchases, are made almost instantly with little or no effort or time used in searching for information (Belch, Belch, Kerr & Powell 2012). Consumers also go through different stages before making a purchase decision. This process starts with problem recognition, proceeds to search for information, then assessment of alternatives, then to the actual purchase and lastly to post purchase evaluation (Kotler, 2006).

According to So, Andrew and Yap (2013), brand loyalty is the consumer's bond, dedication, and commitment to continually use and repurchase a brand over time, irrespective of changes in pricing by competitors or changes in the external marketing. Loyalty to a brand echoes a consumer's dedication to stay in a long term relationship with a brand (So, et al., 2013). Many firms desire loyalty from their customers because it's less costly to retain existing ones than to obtain new customers (Melnik & Bijmolt, 2015).

The study is anchored on three theories: the Engell, Kollet, Blackwell (EKB) model, the buyer behavior theory and the theory of cognitive dissonance. The Engel, Kollet, Blackwell Model (1968), explains consumer behavior by expounding on the process that consumer undergo before making a purchase and the factors affecting this process. The theory of buyer behavior (Sheth & Howard, 1969), explain the repetitive nature of consumer purchases which leads to loyalty. The theory of cognitive dissonance (Festinger, 1957), suggests that a customer becomes loyal to a brand when he or she achieves cognitive consonance in a product. Cognitive dissonance is a state of cognitive imbalance. A product that reduces dissonance makes the individual loyal to it.

Nairobi CBD has 20 universities that comprise both public and private universities. Apart from The University of Nairobi, which has its main campus in the CBD, the other universities have their main campuses outside of Nairobi CBD but with branches in the CBD. These are, Moi University, St Paul's University, Kenya Methodist University (KEMU), KCA University, Egerton University, Great Lakes University of Kisumu, Jomo Kenyatta University of Agriculture and Technology (JKUAT), Kabarak University, Kenyatta University, Masinde Muliro University of Science and Technology (MMUST), Mount Kenya University (MKU), The Catholic University of Eastern Africa, Zetech University and Technical University of Kenya. Most of the students are housed in private hostels within and around Nairobi CBD.

1.1.1 Consumer Socialization

Ward (1974), defines consumer socialization as the process by which potential consumers attain the knowledge, skills and attitudes required by them to function as consumers in the marketplace. It is a subset of consumer behavior whose main focus is on how potential consumer's interactions with various agents of socialization influence their experiences in developing customer behavior. These agents include parents, peers and mass media. Together with the cultural context in which these potential consumers grow up in, these agents provide external influences that initiate them into their roles as consumers. The potential consumers do not gain these skills, knowledge and attitudes independently or in solitary but through socialization. Socialization involves all of the tendencies to start and uphold relations with other societal members, to become an accepted member of the society and to behave in accordance with the standards and codes of behavior of the society (Handel, 2006).

1.1.2 Buyer Behavior

Buyer behavior is the continuous process and decision making activities involved in assessing, choosing, consuming and disposing of services, goods, experiences and ideas by individuals, organizations or so as to meet their wants and needs (Kotler &Keller, 2006).The study of consumer behavior looks at what consumers buy, why , how, when, where and how often they buy. It is also concerned with what happens to a consumer after they make a purchase: satisfaction or dissatisfaction.

Several factors influence the purchase decisions of consumers. Key factors include marketing factors such as, price, packaging, promotion, product design, position and distribution, personal factors like gender, age level of income and education. Psychological factors which include motives, perception and attitudes. Social factors like status, family, reference groups and cultural factors, such as social class, religion, caste, and sub-castes also influence buyer behavior. Consumer behavior is not static but keeps on changing as the buying characteristics of consumers change due to changes of their needs and wants. It is therefore important for marketers and companies to continually study and keep up with these changes so that they can be able to offer the right goods and services to their customers reflecting their wants and needs efficiently.

1.1.3 Brand loyalty

Brands are different from products. Brands are what customers physically purchase while products are what companies make (Kotler et al., 2013). A brand is a name, symbol, term, or a combination of all these meant to distinguish the goods or services of a given company to those of others. It is a set of emotional, rational and functional associations and benefits which are in the mind of your target consumers or market. Brand loyalty is the consumer's

bond, commitment and devotion to continually use and repurchase a product, service or brand, irrespective of changes in pricing or in the external marketing environment (Douglas, 2006). Brand loyalty mirrors a consumer's promise to stay in a long term relationship with a brand (So et al., 2013).

Brand loyalty involves more than often repurchasing. Consumers may repurchase a product due to situational limitations like convenience, lack of worthwhile alternatives or pricing. Real brand loyalty occurs when consumers have a positive attitude toward the product or brand which is then shown by repurchase behavior. Customer loyalty founded on honest and continuous gratification is one of the greatest assets than an organization can have. There are several advantages of brand loyalty to an organization like reduced costs of marketing, trade leverage, ability to attract new customers, and ample time to respond to threats from competitors (Aaker 1991).

1.1.4 The Detergents/Washing Powder Industry in Kenya

The laundry detergent market in Kenya is a mature, highly product differentiated and competitive. The industry is divided into two sectors: the consumer sector which produces detergents for use in the households and the commercial sector which produces industrial detergents for use in factories, hotels, hospitals and other institutions. Multinational companies dominate the local detergents market, with local manufacturers taking up a small share of the market (Ngotha, 2008).

In Kenya, the main players in the consumer sector include Procter and Gamble, Unilever, Kapa Oil Refineries and Bidco Ltd. The commercial sector is dominated by a few players like Ecolab, Diversy East African and Odex chemicals. Consumer Insight's Africa survey

(2013) shows that detergents by Unilever and Procter and Gamble command a large percent of the market, while products by local firms like Kapa Oils and Bidco have marginal market shares. The main laundry detergent brands in Kenyan market are OMO, Toss, Ariel, Persil and Sunlight. However, new entrants have also entered the market and are achieving some marginal share of the market. Some of these new entrants are: Gental, and Power Boy (Consumer insight, 2013).

Procter & Gamble is in the lead with its Ariel washing powder with 37% of the market share. Its positioning strategy is “one wash” stain remover. Unilever holds the second and third portions of the market with its OMO and Sunlight detergents respectively. OMO is positioned on its functional benefit of stain removal and gentleness on hands and controls 28% of the market share while sunlight is positioned on natural color retention and has 21% of market shares. Bidco Africa was ranked third with 8% of the market share. Bidco produces Power Boy and Gental washing powders. Kapa Oil Refineries was ranked fourth with 6% value shares of its TOSS detergent. Toss is positioned on gentleness on hands.

1.1.5 University Establishments in Nairobi CBD

The establishment of universities in Kenya is governed by the institutional Acts of Parliament under the Universities Act, 2012 which provide for the establishment, accreditation, and governance of universities and development of University education. The Commission for University Education (CUE) is the body mandated with ensuring that Universities operate in ways and standards that they are supposed to. In Kenya, there are a total of 63 universities 22 of which are public, 14 are private and 13 have Letters of Interim Authority (LIA).(Commission for University Education [CUE], 2016).

Almost all the universities in Kenya have satellite campuses in Nairobi CBD. Apart From The University of Nairobi which has its main campus in Nairobi CBD, others universities also have campuses here. They include, Moi University, St Paul's University, Kenya Methodist University (KEMU), KCA university, Egerton University, Great Lakes University of Kisumu, Jomo Kenyatta University of Agriculture and Technology (JKUAT), Kabarak University, Kenyatta University, Masinde Muliro University of Science and Technology (MMUST), Mount Kenya University (MKU), The Catholic University of Eastern Africa, Zetech University, Technical University of Kenya, Kisii University, Dedan Kimathi University of Technology, South Eastern Kenya University ,Africa Nazareen University, Multi Media University, Cooperative University of Kenya and Karatina University (CUE, 2016).

1.2 Research Problem

According to Hetherington (1983), socialization is the process through which people obtain the social skills, language, knowledge and values to conform to the roles and norms needed for incorporation into a particular community or group. One of the ways that individuals

are socialized is through consumer socialization whereby potential consumers learn the knowledge, skills and attitudes pertinent to their operating in the market places consumers (Ward 1974). Cognitive and socio-cultural factors like parents, siblings, peers, mass media, school and shopping experiences affect this process thus helping them to mature as consumers (Carlson & Grossbart, 1988; Peracchio, 1992).

Different consumer's exhibit different consumption behaviors depending on various factors that are both internal and external to them. Schiffman and Kanuk (2007), defines consumer behavior as the behavior that customers exhibit while looking for, buying, using, examining and disposing of goods and services that they expect will gratify their wants and needs. According to Armstrong (1991), it's difficult to predict consumer behavior. This is because it keeps on changing depending on the needs and wants of the consumer and also due to changes in different factors that influence consumption behaviors. It's therefore paramount for marketers to comprehend the different consumption behaviors of their consumers so that they can deliver appropriate goods and services to them. Continuous delivery of desired goods and services leads to continuous buying of the same goods and services hence brand loyalty.

According to Aaker (2004), a brand is a total offering of a product or service including assets and liabilities associated with the name and symbol of an organization that enhances or reduces from the value delivered by the product, brand or service to an individual or organizational consumer. True loyalty is achieved when consumers get value for their money and have a positive attitude towards said goods and services as opposed to mere simple repurchasing. Such true loyal customers are a great asset to an organization and they

should always strive to maintain them by satisfying their needs and wants completely (Kim & Yu, 2016).

There are a total of 15 universities in the CBD comprising of both public and private. The rise in number of universities being established in Nairobi and Kenya as a whole is due to the increased competition in the job market with most jobs requiring degree holders' candidates. Most universities prefer Nairobi CBD because of its convenience to students who live in Nairobi and its environs. Also most of these universities offer part time and evening classes. These classes are very popular with the working class since they go to work during the day and attend classes in the evening or during weekends.

Several studies have been done on consumer socialization, buyer behavior and brand loyalty, both internationally and locally. Shobri, Wahab, Ahmad and Nqsa (2012), carried out a survey on influence of consumer socialization on brand loyalty of Malaysian fast foods and came to the conclusion that TV advertising was the major agent of consumer socialization and loyalty among fast food eaters in Malaysia. Acebron, Mangin and Dopico (2000) conducted a study on the impact of previous experiences on buying behavior on fresh foods, particularly mussels, in the USA, and concluded that previous experience has a direct influence on consumers purchase decision of mussels in USA. Ogachi (2014) conducted a study on the buying behavior of lower and middle class women towards clothing and concluded that class is still a firm factor to consider in purchasing behavior. Baraza (2012) studied Brand loyalty programs and competitiveness of Five Star Hotels in Nairobi. His finding was that brand loyalty programs have the ability of offering a competitive edge to Five Star Hotels. Nyaosi (2012) found out that satisfied customers acted as good ambassadors of the firm's products thus leading to loyalty and retention of

customers. Wasonga (2011) studied factors affecting consumer perception of Kenyan manufactured fast moving consumer goods, a case on laundry detergents and found out that positive perception towards a brand is very paramount in ensuring loyalty.

None of the studies have been able to address the link between consumer socialization, buyer behavior and brand loyalty in the detergents industry. The proposed study is an attempt to address the knowledge gaps by seeking to address the following research question: what is the effect of consumer socialization and buyer behavior on brand awareness and loyalty of key washing detergents used by University students in Nairobi CBD?

1.3 Research Objective

The research objective of this study was to establish the effects of consumer socialization and buyer behavior on brand awareness and loyalty of key washing detergents used by University students in Nairobi CBD.

1.4 Value of the Study

The findings of this study will be of great help and significance to the detergents industry. With increased and cut throat competition among players in this industry, the players will be able to know what role consumer socialization and buyer behavior plays in creating brand loyalty and therefore helps them in positioning, segmentation and in planning their marketing campaigns. Consumers become loyal to different brands depending on various factors that are both internal and external to them. To the consumers, understanding the different factors that influence buyer behavior and brand loyalty will help them in making better purchase choices and in return get value for their money.

To the academia this study will serve as a model for future studies of the same nature, and it will provide future researchers and academicians with information required to compare their study during their own time and usability. It also extends the knowledge base that currently exists in the area of consumer socialization, buyer behavior and brand loyalty.

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

This chapter examines the works that other scholars and researchers have done on consumer socialization, buyer behavior and brand loyalty. It presents the theoretical foundation and review of literature on consumer socialization, agents of consumer socialization, buyer behavior, factors influencing buyer behavior, brand loyalty and factors influencing brand loyalty.

2.2 Theoretical Foundation

This section deals with the theories that guide the study. They include the Engel, Kollet, Blackwell (EKB) model, the buyer behavior theory and the theory of cognitive dissonance.

2.2.1 Engel, Kollet, Blackwell (EKB) Model

This model was first developed in 1968 by Engel, Kollet and Blackwell and outlines four steps that consumers go through when making a purchase decision. The first step, input, is where consumers are exposed to stimuli from both marketing and non-marketing sources and other related information regarding a product or service. Once the buyer gathers the data, he or she moves into the information processing stage, where he or she compares the input to past experiences and expectations. It involves a potential customer's purposeful exposure, attention, comprehension and retention of stimuli related to a product or brand. The next phase is making of the decision, where after a period of thought, he chooses to purchase or not purchase a product or service. Process variables and elements external to the process, including how the consumer visualizes themselves after making the purchase are some of the factors that influence this stage. Post purchase and post consumption

evaluation stage follows once the customer has made the purchase. If the consumer was satisfied, he'll buy the product or service again but if not, he will look for alternatives.

Under this model, there are two stages where marketers influence is crucial: first, in the preliminary information phase, where they must provide potential customers with relevant and adequate information regarding the product to motivate him or her to retain the company's goods under consideration for future purchase. Second, in the external influences phase, where they can directly or indirectly influence customers to buy their products. This model has however undergone revisions in 1986 and 1995 to become the Engel, Blackwell and Miniard (EBM) model. According to the EBM model, the customer decision-making process is shaped and influenced by various factors, namely individual factors, environmental effects and psychological processes.

2.2.2 The Theory of Buyer Behavior

This model was first developed by Howard (1963) and further developed by Howard and Sheth (1969) to become the theory of Buyer Behavior or Howard and Sheth Model. According to this theory, most of buying behavior is repetitive in nature. The consumer forms purchase cycles for different goods and services depending on the frequency of purchases. For some goods such as durables, this cycle is prolonged and purchase is not frequent. For day to day goods like food, the cycle is short and purchase is frequent. With repetitive choice of brand decisions to be made, the customer makes this task simple by keeping important information in his memory and creating a routine in his process of making decisions. According to Howard and Sheth (1969), there are three elements that influence decisions by consumers: a set of motives, alternative courses of action and decision mediators. Motives are specific to a class of products and echo the consumers'

needs. Alternatives are the different brands that have the ability to satisfy the customer's motives. The alternative brands are normally small in number and are called the "evoked set".

Decision mediators are the established guidelines used by the consumer to match his or her motives and the means to satisfy them. These mediators are affected by information from the consumer environment and by real experiences of buying and using the brand. When a customer is starting to buy a product, he does not have a set of decision mediators and thus searches for information from his social and commercial environment. He may also sometimes generalize from related past experience or due to the physical resemblance with an old product. After the purchase, if the product proves satisfactory, the likelihood of the product to gratify his motives for consequent purchase is increased and the chances of buying it again is equally increased. With recurrent satisfactory purchase of a brand, brand preference is created and thus brand loyalty.

2.2.1 Theory of Cognitive Dissonance

According to Festinger (1957), cognitive dissonance is the state of imbalance or conflict between one's existing behavior, beliefs and attitude. In consumer behavior, dissonance arises after one acquires information that is contrary to previous experience or that changes decision behavior. The process of decision making by consumers also arouse dissonance. Consumers are faced with alternatives that have both advantages and disadvantages. This kind of disharmony can be reduced by increasing the desirability of the preferred substitute or reducing the desirability of the rejected substitute. Dissonance can also arise when using

a product. If the brand does not perform as expected or performs beyond expectation, then dissonance is created (Raab, Ajimi, Gargeya & Goddard, 2008).

The assumption is that each person is pursuing cognitive consonance or harmony thus when they encounter dissonance they seek to reduce it by changing their cognitions, acquiring new information that outweighs the dissonance or by reducing the importance of the beliefs, behaviors and attitude. In order to ensure customer satisfaction, it is paramount to provide consonance-inducing information throughout the entire purchasing process. This in turn leads to (Raabet al., 2008).

2.3 Consumer Socialization

Socialization refers to the ways of interaction by which a person learns the values, attitudes, beliefs and habits, of the social group into which he through which potential consumers acquire the attitudes, skills and knowledge required by them to function in the marketplace as consumers (Ward, 1974). Potential consumers interact with different agents of socialization which helps in initiating them into their roles as consumers. These agents include parents, peers, mass and media (Moschis & Churchill 2000). Consumers undergo different stages of socialization. Piaget (1980) identified three stages namely: Pre-operational stage, concrete operational stage and formal operational stage.

The Pre-operational stage is between ages 3 years and 7 years, where children develop language skills and understanding. At this age, their consumption behavior is not fully developed since they rely mainly on their parents as consumers. The Concrete operational stage occurs at ages of 8 years to 11 years. At this stage, children develop a taste and acquire complex consumption abilities. They employ persuasive techniques to get what they want

and also apply reasoning power. The formal operational stage occurs between 12 years to 15 years of age. Children here have a good understanding of their settings and also possess power of argument. They develop their own values and perception. In advanced countries, children in this stage work part time and earn money thus they're capable of making their own purchase decisions (Piaget, 1980). According to Ward (1974), socialization is an ongoing process. It is not confined to childhood alone but extends throughout into adulthood.

2.4 Agents of Consumer Socialization

2.4.1 Family Structure

Socialization of family members is one of the key functions of the family unit. Consumer socialization is a key responsibility for parents and they are said to be the primary socialization since they provide the most significant and effective ways of inculcating consumer habits and beliefs (Gunter & Furnham 1998). They act as role models to their children and as important sources of cues for consumption learning. Various ways which include: observation, insight, training, discussions, promise or reward of material things and imitation are used to transfer the consumer knowledge and skills (Baumrind, 1980). According to Ward (1977), mothers tend to have the most influence in development of consumer habits.

Different parental styles also influence consumer socialization. Parental style refers to the ways in which parents bring up their children. (Christopher, 2005), (Baumrind, 1967; Maccoby & Martin, 1983) identified four styles of parenting namely: authoritative parenting, authoritarian parenting and permissive and neglectful parenting. According to a

study conducted by Mikeska, Harrison & Carlson (2016), these four styles have been linked to a variety of consumer socialization processes and outcomes. According to their findings Authoritative parenting does appear to be preferable compared to Indulgent and Neglecting parenting practices when positive consumer socialization outcomes in children are considered. Regarding raising children who successfully avoid negative marketplace interactions, authoritative parents perform better than their counterparts.

2.4.2 Peers and groups

Peers play a major role in the socialization process. As potential consumers develop greater independence from their parents and family, influence from peers and groups becomes more significant because of the large amounts of time they spend together and the substantial behavioral and attitudinal similarities between them (Powell & Segrin 2009). These friends and peers act as the main source of information on different brands and products and hence they influence preferences on the products to be consumed (Wang et al., 2012:200). In order to be seen to belong to a peer group, the consumer can buy similar brands being used by the others or avoid other brands not being used by the other peers (Luegand & Finney, 2007).

Conformity prompts rewards from the others, while a lack of it can lead to punishment like being excluded from the group. For this learning process, peers exercise influence through reviews both positive and negative, suggestions, comments, experiences and discussions (Wang et al 2012). Peer influence is stronger in more conspicuous consumption activities, though it differs depending on the type of goods. It's much stronger with regard to luxury goods than with goods consumed on a daily basis (Makgosa & Mohube 2007). Though it is largely related to material values, it is evident that the value of brands, as seen by peers, is

mostly determined by the enthusiasm it derives among a group of peers rather than its marketing value (Muratore, 2008).

2.4.3 Mass Media: Advertisement

Advertisement is a paid form of non-personal communication about a product, service or organization by an identified sponsor to influence targeted consumers (Haroon, Queshi, & Nisar, 2010). Organizations advertise about their goods and services for various reasons among them to educate, inform, to persuade consumers to prefer on company's products to those of competitors and to remind customers of their existence (Goldberg, Gorn, & Gibson, 1978). Interactions between potential consumers and mass media is significant to marketing managers who believe that what's conspicuous in the various media channels becomes salient in the mind of the consumer, and in turn brings about consumer related behaviors like shopping and purchasing (Sutherland & Galloway, 1981; Wartella, 1981).

Consumers interact with mass media for various reasons like entertainment and information search (Guest, 1955; McNeal, 1987). During their interactions with the media, they may sometimes let down their cognitive defense either consciously or unconsciously and allow messages from editorial and commercials to get through to them (Krugman, 1965; Moschis, 1987). Therefore, exposure to mass media can influence changes in behavior of consumers and ways of thinking like awareness and liking of a brand and consequently being able to identify it on the shelves when shopping. Moschis and Churchill (1978), Moschis and Moore (1982) and O'Guinn and Shrum (1997) agree that the extent of interaction with media is directly associated with consumer behavior learning. That is, the more potential consumers interact with the media, the more consumer socialization takes place.

2.5 Factors Influencing Consumer Behavior

Several factors influence the purchase choices that customers make and they include socio-cultural factors, personal, economic and psychological factors (Kotler, 2003).

2.5.1 Socio-Cultural factors

Human beings are social in nature and interact with each other on a daily basis. Due to these interactions, our behavior patterns, dislikes and likes are greatly influenced by those we come into contact with. We most of the time seek confirmation from those around us and rarely do we do things are not acceptable in the society. Social factors that affect consumption decisions include: family, reference groups and status and roles. Family members significantly affect the buying and consumption choices of each other. Different family members undertake different roles of consumption like influencers, gatekeepers, deciders, buyers, preparers, users, maintainers and disposers (Foxal, 2005).

The family life cycle also have substantial impact on the buying activities of customers in relation to the stage they're in the cycle. An individual's reference group comprises of all persons or groups that have an influence on their attitudes, behavior and values either directly or indirectly (Kotler, 2003). These groups serve as a frame of reference and have the power to persuade or convince their members to buy or not buy a certain product by encouraging conformity. A role is a set of activities that an individual is supposed to undertake in the society. Each role comes with a status and hence people choose brands that fit their role and status in the society.

Cultural factors include the customer's culture, subculture, and social class. Culture is a set of values and beliefs shared by a group of people and which significantly influences decision making and consumption patterns of members (Macionis & Linda,

2011). Different cultures value different things and hence consume different products accordingly. Different culture comprises of subcultures which give specific identification and socialization and include geographic regions, nationalities, religion and racial groups. Marketers can use these groups as market segments and provide goods and services specific to them. Every society is stratified into different social classes which have different consumption patterns and behaviors which is important to marketers in designing marketing strategies for the different classes.

2.5.2 Personal Factors

These factors include, age, income, occupation and lifestyle (Kotler, 2003). Changes in age present different needs, wants, tastes and preferences thus influencing the purchase behavior of buyers. An individual's income influences greatly their purchasing power. Different people have different consumption patterns and behaviors depending on their levels of income. Buying considerations and decisions differ greatly between different occupational groups thus also differences in their purchase behavior. Lifestyle also plays a big role in consumer behavior since different lifestyles call for different patterns of consumption. Marketers should understand the different personal factors that influence their customer's behaviors so that they can tailor-make products for their different customers.

2.5.3 Psychological Factors

These factors are internal to a customer and include: perception, motivation, learning, beliefs and attitudes (Brown, 2006). Motivation is the driving force within people that drives them to action (Kanuk, 2009). A need becomes a motive if it is adequately persistent to call for action. Needs can either be innate or acquired. According to Sharma (2006)

perception is the process through which a person selects, organizes, and interprets stimuli into a meaningful and comprehensible picture of the world. Perception is unique to an individual since every person acts as unique entity with unique wants, needs, experiences and expectations. Customers have particular beliefs and attitudes towards different goods and services, which determine whether they're favorably or unfavorably predisposed towards them. According to Schiffman and Kanuk (2004) consumer learning is the process through which potential consumers obtain purchase and consumption information and experience for future related use in consumption. Learning can be deliberate or accidental.

2.5.4 Economic Factors

Consumer behavior is also influenced by economic factors like, personal and family income, savings, and income expectations, availability of credit, inflation and business cycles. An increase in personal and family income leads to an increase in consumption especially of luxury goods and vice versa. An increase in savings leads to a reduction in expenditure while a decrease in savings, leads to increased expenditure. If a consumer expects a raise in his income, then he tends to spend more than if he expects a decrease in come, which prompts him to spend less. If credit is readily available to an individual, then he tends to consume more than when credit is hard to access. Inflation leads to rise in cost of goods and services and therefore prompts consumers to spend less especially on luxury goods and services.

2.6 Brand Loyalty

Aaker (2004) indicates brand loyalty as the customers' intentional or unintentional decision, shown through purpose or behavior to purchase a brand repeatedly and it happens because the customer has the perception that the brands offer the right brand features,

quality, and image or is sold at the right price. Brand loyalty is categorized into two: as a behavior and as an attitude (Sheth & Mittal, 2004). Behavioral brand loyalty is the action of buying a certain brand repeatedly. Behavioral brand loyalty however simply shows that the customer is loyal to a brand by the outward show of repeat purchase of the same brand. It does not give details of whether the customers actually like the brand more than other brands. The customer could be trapped by apathy, indifference or costs of switching and other circumstances (Reichheld, 2003). Attitudinal brand loyalty is the customer's consistent repurchase of a brand as a result of his or her preference of it (Saxena, 2009). This means that a customer is considered brand loyal when his or her attitude to a brand is more favorable than the attitude towards competing brands (Sheth&Mittal2004).

Customer satisfaction is the basis for true loyalty .Customers that experience high satisfaction levels are more likely to become loyal apostles of the firm. Dissatisfaction on the contrary drives customers away and is the main reason for switching behavior (Lovelock &Wirtz, 2007). There are many elements that affect brand loyalty. According to Peter and O'Donnelly (2009) factors that serve to increase the strength of a brand so that customers may identify with them or be aware of their existence include: product quality: when products perform as expected or beyond expectation, steady advertising and other marketing communications whereby products tell their story often and very well, brand personality: where a brand represents something and intensity of distribution: where consumers are able to see the brand everywhere they shop . According to Sheth and Mittal (2004) other factors include emotional and social identification with the brand, perceived brand-performance fit and routine combined with a long history of using the brand.

2.7 Summary of Literature Review and Knowledge Gaps

Socialization largely refers to the processes in which potential consumers learn to efficiently contribute in the social environment as members of a given society (Zigler & Child 1969). Consumer socialization on the hand is concerned with relevant consumption skills, knowledge and attitude. These skills can either be directly or indirectly related to consumption behavior. Direct skills are those skills that are necessary during the actual physical purchasing of goods and services like skills in pricing and budgeting. Indirect skills include the attitude and knowledge that motivates a purchase. It's vital to recognize that not all consumer learning takes place during ones early years. According to Ward (1964) consumer socialization is ongoing process and added learning, extinction of previous learning and the influence of new roles all work together to alter existing consumer behavior.

Anticipatory socialization refers to skills, attitude and knowledge learnt at a given time but used at a later time in the future. However, we cannot presume that what's learned in ones earlier years in relation to consumption remains the same throughout to adulthood. It's also not evident that what's learned in former years is essential to later behavior i.e. whether later behavior is an extension of earlier behavior and learning. In the case of this study, later behavior would mean buying or not buying the same detergent one has been using since childhood thus leading to brand loyalty or not. Its therefore the aim of this paper to determine how lasting the influence of the different agents of consumer socialization are on consumers, and what agents of consumer socialization have the most direct implications on consumer behavior and eventually awareness and loyalty on washing detergents among university students in Nairobi CBD.

Bakshi (2012) in his study to show how gender plays a key role in consumer decisions discovered that women tend to go for shopping more frequently than men. Further across the border, Coleman (2013) conducted a study to show that class is still a firm factor to consider in purchasing behavior. The end result was that the role assigned to social class by marketing professionals remains significant given the volumes moved for different products in given market place. Tanui (2007) do agree that service quality is an antecedent to satisfaction which results to brand loyalty or not. Kamau et al. (2008) and Muteti (2014) also share in the previous opinion that perceived quality is a key factor influencing brand loyalty. Awuor (2012) did a survey of Consumer Brand loyalty in the Mobile Telephony Industry in Kenya. Her findings were that customers attach a lot of importance to provision of value added services especially the money transfer services. From the above studies, none of them have addressed the effect of consumer socialization and buyer behavior on brand loyalty of key washing detergents of university students in Nairobi CBD, thus creating a gap that this study aims at filling.

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction

This chapter discusses the methodology that was applied to carry out the research. It includes the research design, the population, sample size, data collection and data analysis.

3.2 Research Design

The study used descriptive design and involved gathering data that describe events organizing it, tabulating, and presenting it. The design is flexible and it enables the researcher to look at various aspects of a problem hence helping the researcher to get new highlights about the problem (Kothari, 2003). Scholars such as Awuor (2012) and Osewe (2013) used descriptive survey design in their studies successfully. The main objective was to find out the effect of consumer socialization and buyer behavior on brand awareness and loyalty of key washing detergents by university students in Nairobi CBD.

3.3 Population

Population is a total set of Individuals, objects or cases with similar observable characteristics (Mugenda & Mugenda, 2003). There are 20 university establishments in Nairobi CBD (Commission for University Education, 2016). According to KUCCPS (2016) the estimated population of university students in the CBD is about 10,000. The students in these various universities will be the population for this study.

3.4 Sample size

From the population of 10,000, a sample of 10% was drawn by use of random sampling. According to Mugenda & Mugenda (1999), a representative sample is one that is at least 10% of the population of interest. There was an assumption of homogeneity in the

population and therefore the conclusions arrived at from the study were assumed to represent the entire population.

3.5 Data Collection

Primary data was utilized for this study. It was collected using structured questionnaires. The questionnaires were divided into four parts. Section A and B covered the respondents and organization's demographics respectively, section C covered factors influencing consumer socialization and buyer behavior and section D covered brand awareness and loyalty factors. The questionnaires were distributed to the students in their respective campuses and others were emailed to enhance wider response rate. The researcher administered the questionnaires personally and in other cases was assisted by research assistants who were mostly class representatives.

3.6 Data Analysis

Data analysis involves inspection, transformation and modeling of the data to get useful information, suggestions and meaningful conclusions that would assist in making decisions (Kothari, 2003). Since the data collected was quantitative in nature, descriptive statistics techniques was used to analyze and summarize findings of the study using SPSS. Data was presented in tables for easy interpretation.

CHAPTER FOUR: DATA ANALYSIS, RESULTS AND DISCUSSION

4.1 Introduction

This chapter focuses on data analysis, interpretation and presentation of the data collected in the study. The study sought to establish the effect of consumer socialization and buyer behavior on brand awareness and loyalty of key washing detergents among students of universities in Nairobi Central Business District.

4.2 Response Rate

The study targeted 1000 students of which 600 of them fully completed and returned the questionnaires which contributed to a response rate of 60%. This response rate was sufficient and representative and agrees with Mugenda & Mugenda (2003) stipulation that a response rate of 50% and above is adequate for a study.

Table 4.1 Response Rate

	Frequency	Percentage
Responded	600	60%
Not Responded	180	18%
Not well filled	220	22%
Total	1000	100 %

Source: Researcher (2017)

Table 4.1 shows that 600 out of 1000 respondents fully filled and returned questionnaires. Among the 400 of the respondents, 180 did not return their questionnaires while the remaining 220 questionnaires were not filled appropriately. The response rate was good as

it represented 60% of the respondents which is above 50% recommended by Mugenda & Mugenda (2003). This good response rate was achieved due to extra efforts by the researcher to ensure as many respondents as possible filled and returned the questionnaires.

4.3 Demographic Profile of the Respondents

The respondent's demographic profile include age, gender, marital status, occupation, and the level of study of respondents.

4.3.1 Age of the Respondents

The study sought to find out the age of the respondents as indicated in table 4.2 below.

Table 4.2 Age of respondents

Age	Frequency	Percentage %
18-22 Years	250	42%
23-27 Years	142	24%
28-32 Years	100	17%
33-37 Years	90	15%
Above 37 Years	18	3%
Total	600	100%

Source: Researcher (2017)

The results in table 4.2 show that 42% of respondents were between 18-22 years, 24% were between 23-27 ages, 17% were between 28-32 years, 15% were between 33-37 years and 6% were above 37 years. This shows that majority of university students in Nairobi CBD are young and between 18 years and 22 years.

4.3.2: Gender of the respondents

The study sought to determine the gender of the respondents and therefore requested them to indicate their gender and results are as shown in table 4.3 below.

Table 4.3 Gender of respondents

Gender	Frequency	Percentage %
Male	324	54%
Female	276	46%
Total	600	100%

Source: Researcher (2017)

Results in table 4.3 indicate that 54% of respondents were male while 46% were female. This indicates that there are more male students than female students though the difference is 8% only. This shows that respondents were fairly distributed in terms of their gender. The increase in number of female students in universities can be attributed to the lowering of cut off points for female students which is a B- of 58 points as compared to a B of 60 points for male students (KUCCPS, 2015). According to Ministry of Education (2015) more boys are also dropping out of school as compared to girls thus the increase in number of female students joining universities.

4.3.3: Marital Status of the Respondents

Respondents were asked to indicate their marital status. Table 4.4 shows research findings on marital status of university students in Nairobi CBD.

Table 4.4 Marital Status of Respondents

Marital Status	Frequency	Percentage %
Single	390	65%
Married	210	35%
Divorced	0	0%
Widowed	0	0%
Total	600	100%

Source: Researcher (2017)

Table 4.4 shows that 65% of respondents were single, 35% were married and none of the respondents were divorced or widowed. This shows that majority of students in universities in Nairobi CBD are single while some are married indicating that anyone can undertake their university studies regardless of their marital status.

4.3.4: Level of Study of Respondents

The study sought to find out the level of study of respondents and the results are as shown in table 4.5

Table 4.5 Level of study of respondents

Level of Study	Frequency	Percentage %
Undergraduate	330	55%
Post Graduate	270	45%
PHD	0	0%
Total	600	100%

Source: Researcher (2017)

As table 4.2.4 shows, 55% were doing their undergraduate degrees, 45% were post graduate students doing a master's degree and none of the respondents were PHD students.

The findings indicate that there was a fairly even distribution of both undergraduate and postgraduate students in the universities in the CBD.

4.4: Organizational Demographics

The study sought to find out the organizational demographics of the universities that were involved in the study in terms of the student population in the campuses and mode of study offered

4.4.1 Population of Students

Respondents were requested to indicate the estimated student's population in their respective campuses and the results are as indicated in table 4.6 below.

Table 4.6 population of students

Population	Frequency	Percentage
500-1000	400	67
1001-2000	120	20
20001-5000	80	13
Total	600	100

Source: Researcher (2017)

From table 4.6 above, 67% of respondents indicated that the student population in their campuses was between 500-1000, 20% indicated a population of 1001-2000 students while 13 % indicated that the population of students was between 2000-5000. This shows that majority of the universities in Nairobi CBD have a student population of between 500-1000.

4.4.2 Mode of study offered

The study sought to find out the mode of study offered by the universities in Nairobi CBD.

Table 4.7 Mode of Study Offered

Mode of study	Frequency	Percentage
Full time	0	0
Evening	0	0
Weekends	0	0
All modes	600	10
Total	600	100

Source: Researcher (2017)

The results in table 4.7 indicate that all the universities offered a combination of full time, evening and weekend modes of teaching. None of the universities offered only one mode of study. This gives flexibility to students with different kinds of schedules. The results can be attributed to the fact that students in the different universities comprise of both working and non-working students and some cannot therefore attend classes during their working hours.

4.5 Consumer Socialization and Purchasing Behavior

The study sought to find out to what extent the agents of consumer socialization influenced the respondent's choice of washing detergents. The study also looked at the purchasing behavior of respondents and factors that affect this behavior when choosing which washing detergents to purchase.

4.5.1 Purchase Behavior of Detergents

The study sought to find out if the respondents purchased and used washing powder while doing their laundry and the findings are as indicated in table 4.6 below.

Table 4.6 Purchase of Detergents

Usage	Frequency	Percentage %
Yes	600	100%
No	0	0%
Total	132	100

Source: Researcher (2017)

Findings represented in table 4.6 shows that all the 600 respondents who participated in this study purchased and used different detergents for their laundry. This shows that detergents are consumer goods and therefore are commonly used in households.

4.5.2 Rate of Purchase of Washing powder

The respondents were requested to indicate the rate or how often they purchased their washing detergents and the results are as shown in table 4.7 below.

Table 4.7 Rate of purchase of washing powder

Frequency of purchase	Frequency	Percentage %
Weekly	90	15%
Monthly	426	71%
Yearly	0	0%
Per semester	66	11%
Total	600	100%

Source: Researcher (2017)

Results in table 4.3.2 indicates that 71% of the respondents purchased their washing powder on a monthly basis, 15% on a weekly basis, 11% on a semester basis while none of the respondents purchased their washing powder on a yearly basis. This is in agreement with a study done by consumer insight (2013) which showed that 53% of households in Nairobi did their household shopping on a monthly basis since most were paid on a monthly basis. Also most of the students who are not employed received pocket money from their parents and guardians on a monthly basis. Those who shop per semester relied on HELB for their pocket money. Those who shopped on a weekly basis relied on wages or small scale businesses for their income.

4.5.3 Factors Influencing Buyer Behavior

The study sought to find out how the listed factors influenced the purchase decisions and behavior of respondents with regards to washing detergents on a five point Likert scale. The range was “to a very low extent” (1), “to a low extent” (2), “To a moderate extent” (3), “To a great extent” (4) and “To a very great extent” (5). The scores of “to a very low extent” and “to a low extent” were taken to represent a variable which had a mean score of 0 to 2.5 on the continuous Likert Scale. The scores of “to a moderate extent” have been taken to represent a variable with a mean score of 2.5 to 3.4 on the continuous Likert Scale and the score of both “to a great extent” and “to a very great extent” have been taken to represent a variable which had a mean score of 3.5 to 5.0 on a continuous Likert Scale. The results are shown on table 4.8 below

Table 4.8 Factors Influencing Buyer Behavior

Factor	N	Mean	Standard Deviation
Socio-Cultural	600	4.27	0.75
Personal	600	4.32	0.74
Economic	600	4.82	0.71
Psychological	600	3.67	0.79
Average Score	600	4.27	0.75

Source: Researcher (2017)

From the research findings in table 4.8 majority of the respondents agreed to a very great extent that economic factors influenced their purchase behavior of washing detergents. This is indicated by a mean score of 4.82 and a Standard Deviation of 0.71. Personal factors influenced them to a great extent as indicated by a mean of 4.32 and Standard deviation score of 0.74. Socio-cultural factors also influenced their purchase behavior to a great extent as indicated by a mean score of 4.27 and Standard Deviation score of 0.75. Psychological factors influenced the respondents to a moderate extent. This is indicated by a mean score of 3.67 and standard deviation score of 0.79. The findings concur with Kotler (2003), that economic, personal, psychological and socio-cultural factors affect to varying degrees how, when, where, why and how often customers purchase different goods and services.

4.5.4 Importance of Agents of Consumer Socialization on Purchase Behavior

The study sought to determine how important the various agents of consumer socialization influenced the purchase behavior of washing detergents among the respondents. The responses were rated on a scale of 1 to 5 where 1=not important, 2=less important, 3=neutral, 4= important and 5=very important. The scores of “not important” and “less

important” were taken to represent a variable which had a mean score of 0 to 2.5 on the continuous Likert Scale. The scores of “neutral” were taken to represent a variable with a mean score of 2.5 to 3.4 on the continuous Likert Scale and the score of both “important” and “very important” were taken to represent a variable which had a mean score of 3.5 to 5.0 on a continuous Likert Scale. The results are shown on table 4.9 below

Table 4.9 Importance of Agents of Consumer Socialization on purchase behavior

Factor	N	Mean	Standard Deviation
Family	600	3.78	0.58
Peer	600	2.51	0.86
Advertising(Broadcast & Print)	600	4.34	0.20
E-Platform(Social Media)	600	4.51	0.23
Direct Marketing Practices	600	4.26	0.24
Total score	600	3.88	0.42

Source: Researcher (2017)

From the results in table 4.9 above, most of the respondents agreed that E-platform was a very important agent of consumer socialization in influencing their choice of washing detergent. This was represented by a mean score of 4.51 and a standard deviation score of 0.23. Respondents also agreed that advertising and direct marketing practices represented by (M= 4.34, SD=0.20) and (M=4.26, SD=0.24) respectively, were important agents in influencing their choice of washing detergents. Family was also viewed to be important with (M=3.78, SD= 0.58) while peers were seen to be neutral agents with (M= 2.51, SD=0.86). The findings agree with Wang et al (2012) that peer influence is stronger in

more conspicuous and luxury goods and services like clothes and jewelry as opposed to daily consumer goods. The findings also concur with Gunter & Furnham (1998) that the influence of family on purchase behavior diminishes as potential consumers grow older. The results also agree with Muguko (2011) that E-platforms (social media) plays a major role on most of the purchase decisions that youths make since most spent a lot of time online.

4.6 Brand Awareness and Loyalty

The study sought to determine the different sources through which the respondents became aware of the different brands of washing detergents and how different factors influenced respondent's loyalty towards key washing detergents.

4.6.1 Sources of Awareness of Key Washing Detergents

Respondents were requested to indicate the source of awareness of key washing detergents that they use and the findings are as presented in table 4.10 below.

Table 4.10 Sources of Awareness of Key Washing Detergents

Source	N	Frequency	Percentage
Family	600	80	13
Peers	600	30	5
Mass Media/adverts	600	105	18
E-Platforms/ social Media	600	200	33
Direct Marketing	600	40	7
Promotions in retail outlets	600	95	16
Celebrity appeals	600	50	8

Total	600	600	100
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Source: Researcher (2017)

Findings in table 4.10, indicate that the leading source of awareness of the different brands of washing detergents was the different Electronic and Social Media platforms with 33% indicating so.18% of the respondents indicated that Mass media/adverts were their source of awareness, Promotions in retail outlets represented 16%, Family sources represented 13% while celebrity appeals, direct marketing and peers represented 8%, 7% and 5% of respondents respectively. The results are an indication of the growing influence of social media and other electronic platforms as sources of information in regards to purchase of various goods and services.

4.6.2 Factors That Lead to Brand Loyalty

Respondents were told to rate how the various factors influenced their loyalty towards various washing powders on a four point Likert scale. The range was “strongly disagree” (1), “disagree” (2), “agree” (3), and “strongly agree” (4). The scores of “strongly disagree” were taken to represent a variable which had a mean score of 1.0 to 2.0 on the continuous Likert Scale. The scores of “disagree” were taken to represent a variable with a mean score of 2.1 to 3.0 on the continuous Likert Scale, the score of “agree” was taken to represent a variable with mean score of 3.1-4.0 and “strongly agree” was taken to represent a variable which had a mean score of 4.1 to 5.0 on a continuous Likert Scale. The results are shown on table 4.8 below

Table 4.8 Factors that Lead to Brand Loyalty

Factor	N	Mean	Standard Deviation
Perceived quality	600	4.47	0.19
Performance	600	4.20	0.20
Brand name	600	4.38	0.18
Availability	600	4.17	0.26
Price	600	4.52	0.25
Packaging	600	4.18	0.22
Total Score	600	4.32	0.22

Source: Researcher (2017)

From the research findings in table 4.8 above, strongly agreed that price which was represented by a mean score of 4.52 and standard deviation of 0.25 was the major factor that influenced their loyalty towards the washing detergents that they used They also strongly agreed that perceived quality (M=4.47, SD=0.19), Brand name (M=4.38, SD=0.18), Performance (M= 4.20, SD=0.20), Packaging (M=4.18, SD=0.22) and Availability (M=4.17, SD=0.26) also contributed greatly to their loyalty towards the washing detergents that they use. The findings concur with Aaker (2004) that favorable pricing, high quality goods and services, attractive packaging, readily available products, a well-known brand name and products that perform beyond expectation all contribute customers being loyal to a company's products.

4.6.3 Other Factors that Contribute to Purchase of Washing Powder

Respondents were requested to indicate other factors other than those mentioned above that influenced their choice of washing powder. Some of the factors mentioned included, smell, gentleness on hands, quantities they're packed in, bleaching effect on clothes, promotion and display on shopping outlets. This shows that apart from packaging, perceived quality, performance, brand name availability and price, customers consider other factors named above before making a purchase of their preferred detergent. Smell is important because most people want their clothes to smell nice and fresh after washing them. Also many customers prefer detergents that are gentle on their hands and do not cause rashes or drying on their hands. Bleaching effect of the detergents is also important since consumers do not want their clothes to be bleached but retain their colors after washing. Customers also consider the quantities the detergents are packed in since it determines the prices of the detergents and also families use more detergents than single people and would therefore purchase large quantities and vice versa.

CHAPTER FIVE: SUMMARY, CONCLUSIONS AND RECCOMENDATIONS

5.1 Introduction

This chapter summarizes the findings of the study, conclusion and suggests recommendations for future studies.

5.2 Summary of the Findings

The study sought to determine the effects of consumer socialization and buyer behavior on brand awareness and loyalty of key washing detergents among students of universities in Nairobi CBD. The results from the study indicated that all the respondents surveyed used washing powder when doing their laundry and that most of them purchased the washing powder on a monthly basis.

All the agents of consumer socialization affected the respondent's choice of washing powder though to various degrees. Electronic platforms and especially social media platforms like Facebook, Twitter and You Tube had the most influence on the respondents and were considered to be very important. Advertisement both broadcast and print and direct marketing were considered to be important agents while Family and peers were considered not important in influencing purchase and loyalty of key washing detergents. These findings agree with Muguko (2011) that Social media influence on purchase behavior of youths and young adults is very high. They also agree with Ward et al (1977) that older potential consumers are able to recall adverts and therefore influenced by them as opposed to children who can hardly recall them He also agrees that family influence on purchase choices decreases as children spent less time with their parents and family

members and that peer influence is strong on conspicuous products like perfumes, shoes and clothes.

Different factors affect the buying behavior of consumers. According to the respondents in this study indicated that economic factors which included level of income, savings and inflation affected to a very great extent their choice of washing powder. Personal and socio-cultural factors influenced them to a low and moderate extent while psychological factors influenced them to a very low extent. The results concur with Kotler (2001) , that economic factors operate to a greater or lesser extent in all markets and therefore greatly affect purchase behavior of consumers of different goods and services.

On brand awareness, most of the respondents indicated that they became aware of existing and new washing powders through Social media and other Electronic platforms. This has been influenced by the fact that most people can easily access online information from their phones and computers. Increase in E- Marketing has also contributed greatly to this. Mass media and especially adverts were also important sources of information and awareness on the different brands of detergents in the market. Family and peers were however not common sources of awareness and information on brands of washing detergents.

Various factors make consumers loyal to brands. According to this study, majority of the respondents strongly agreed that price, perceived quality, brand name performance, packaging and availability contributed greatly to their being loyal to the various washing detergents they used. Other factors included, smell, gentleness on hands, quantities they're packed in, bleaching effect on clothes, promotion and display on shopping outlets.

5.4 Recommendations

Based on the findings of this study the following recommendations are proposed. It is clear that Social media and other E- platforms and mass media are the most influential agents of consumer socialization and brand awareness. The study therefore recommends that detergent companies should invest on E-marketing since most of their customers spend a lot of time online. They should also design creative and attention-grabbing ads that will capture the attention of their customers and enhance recall when they see the products on the shelves. Several factors contribute to customers being loyal to products from different companies. According to this study these factors include price, perceived quality, brand name, performance, packaging and availability. Detergents companies should therefore consider these factors when producing, pricing and distributing their products so as to encourage loyalty.

5.5 Limitations of the Study

Among the targeted 1000 respondents only questionnaires from 600 respondents were well filled and could be used for the study. The rest were either not returned or were not properly filled. 400 questionnaires are many and their contribution could have been significant. The political situation and demonstrations in the CBD also hampered students from accessing CBD hence the reason most were unable to return the questionnaires on agreed times. The research findings were applicable to students of universities in Nairobi CBD. The findings cannot therefore be generalized to other university students out of Nairobi CBD. There was also unwillingness from the institutions to allow the researcher to collect data from their students but the researcher assured them that the information was going to be used only for academic purposes and will be treated with confidentiality.

5.6 Suggestions for further research

There are several gaps from this study that should be explored for further studies. A similar study should be done to find out if similar results can be obtained from different target respondents who are not university students in Nairobi CBD. Also different industries which do not deal with detergents can also be studied. Different age sets like children and adolescents should also be studied. The various agents of consumer socialization could be studied individually to determine their degree of influence on buyer behavior and loyalty.

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Appendix 1: Questionnaire

Topic: Effect of Consumer Socialization and Buyer Behavior on Brand Awareness and Loyalty of Key Washing Detergents: A Survey of University students in Nairobi CBD.

Part A: Demographic Details

1. Age: 18-22 years [] 23-27years[] 28-32 years [] 33-37 years[] Above 37 years[]
2. Gender : Male [] Female []
3. Marital status: Single [] married [] divorced [] widowed []
4. Current level of study: Undergraduate [] Post graduate [] PHD []

Part B: Organization Details

1. Population of students: 500-1000 [] 1000-2000 [] above 2000 []
2. Mode of study offered: Full time [] evening [] weekends [] All []

Part C: Consumer socialization and washing detergents purchasing behavior

1. Do you use washing powder while doing your laundry?
Yes [] No []
2. How often do you shop for washing detergent
 - Weekly []
 - Monthly []
 - Yearly []
 - Per semester []

3. Indicate the level to which the following factors influence your purchase behavior of washing detergents. Where 1= To a very low extent 2= To a low extent 3= To a moderate extent 4= To a great extent 5= To a very great extent

Factor	1	2	3	4	5
Socio-cultural					
Personal					
Economic					
Psychological					

4. On a scale of 1 to 5, how important are the following agents of consumer socialization when purchasing or recommending washing detergents brands? Where 1=not important 2= Less important 3= Neutral 4= Important 5= very Important

Factor	1	2	3	4	5
Family					
Peer					
Advertising/ Mass media					
Direct marketing practices					

Part D: Brand awareness and loyalty

1. Which is your most influential Source of information in choosing the washing powder you use?

- Family
- Peers
- Mass media (Adverts)
- E- platforms / social media
- Direct Marketing Practices
- Promotions in retail outlets
- Celebrity appeals

2. Many people consider various factors that make them loyal to different brands of products and services. To what extent do you agree with this statement in regards to the washing powder you prefer most? Where 1=strongly disagree 2=disagree 3=agree 4= strongly agree

Factor	Strongly Agree	Agree	Disagree	Strongly disagree
Perceived quality				
Packaging				

Performance				
Brand name				
Availability				
Price				

3. Suggest other factors that would contribute to your repeated purchase of a washing detergent.
 - 1.
 - 2.
 - 3.
 - 4.
 - 5.

Appendix 2: List of Universities in Nairobi Central Business District

	University Establishments in Nairobi CBD
1	Africa Nazareen University
2	Catholic University of Eastern Africa
3	Cooperative University of Kenya
4	Dedan Kimathi University of Technology
5	Egerton University
6	Great lakes University of Kisumu
7	Jomo Kenyatta University of Agriculture and Technology
8	Kabarak University
9	Karatina University
10	Kisii University
11	KCA University
12	Kenya Methodist University
13	Kenyatta University
14	Masinde Muliro University of Science and Technology
15	Moi University
16	Mount Kenya University
17	Multi Media University
18	St Paul's University
19	South Eastern Kenya University
20	Technical University of Kenya

Source: Commission for University Education (2016)