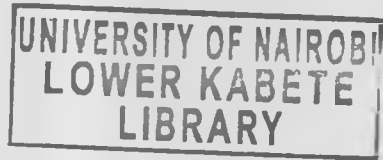


**CONSUMERS ATTITUDE TOWARDS THE QUALITY OF TRADITIONAL
AFRICAN VEGETABLES SOLD IN UCHUMI SUPERMARKET IN KENYA**

BY

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**A MANAGEMENT RESEARCH PROJECT SUBMITTED IN PARTIAL
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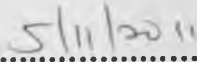
DECLARATION

This Management Research project is my own original work and has not been submitted for award of a degree in any other university.



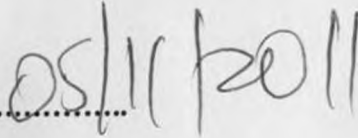
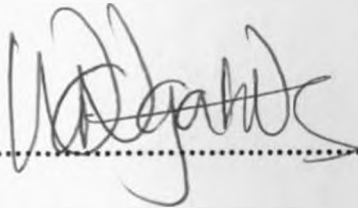
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Special thanks to my husband for his unfailing encouragement and financial and emotional support.

Lastly to God, for His wisdom and Love.

DEDICATION

To my loving, husband Joshua and cherished son Jeremy.

ABSTRACT

This study was conducted with an objective of determining consumers' attitude towards the quality of Traditional African Vegetables (TAVs) sold in Uchumi supermarkets. To understand the consumer's attitude three components of attitude namely; cognitive, affective and conative were analyzed.

The research was based on descriptive statistics where primary data was collected using a structured questionnaire. The questionnaire was administered by trained research assistants in five Uchumi supermarket stores. A sample size of 150 shoppers was used and 150 questionnaires were successfully completed giving a response rate of 100%. Data collected was analyzed using percentages, means and standard deviations. This was because the study was modeled on a descriptive framework.

The research revealed that 89% of the respondents have knowledge on TAVs stocked in Uchumi supermarkets, while 11% were not aware. Of those who were aware majority (65%) are female and this could be attributed to the facts that majority of shoppers of vegetables are female. Nightshade and amaranthus are the most known TAVs varieties according to 86% and 85 % of respondents respectively, although spiderplant was also ranked closely. Over 80% of respondents lacked awareness on other varieties like, Ethiopian kales, crotalaria and African leafy guard.

The findings further reveals that consumers consider good leaf colour, cleanliness, and freshness as the most important dimensions of quality of TAVs, with respondents agreeing that TAVs stocked in Uchumi have good green leaf colour, are clean and fresh. These three attributes of quality are key factors that influence consumers' decision to buy. Nightshade and amaranthus are the most bought TAVs varieties; with respondents buying on average, three bunches of either variety during each purchase and majority of those who buy (39%) buy once per week. According to the findings 26% of respondents are definite about buying in future, while 29% will probably buy. This means that majority of consumers have shown a positive attitude towards quality of TAVs stocked by Uchumi.

The study suggested some recommendations to address the existing gaps. They include; Better display for TAVs (placing a poster next to the vegetable shelves displaying the names of varieties) to increase awareness of TAVs stocked;

Conducting nutritional awareness campaigns aimed at increasing consumer knowledge on nutritional and health benefits obtained from consumption of TAVs; Establishing better quality control systems, which may entail training TAVs suppliers on food safety and requirements, quality management and introducing traceability mechanisms.

The small size of the sample 150 could have limited confidence in the results and this might limit generalizations of other situations. This study relied also on convenience sampling, as far as respondents were concerned. This may have an effect on the results.

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CHAPTER ONE: INTRODUCTION

1.1. Background

Customers are increasingly influencing agrifood markets through product choice, shopping patterns and preference of different types of retail outlets (Vermeulen *et al.*, 2008). In developing countries, the growth of urban populations and growing middle class is dramatically reshaping demand. In all countries, media attention and lobbying groups are bringing issues of health, fair trade, and environment to consumer's attention. This creates new market opportunities, affects standards, product differentiation and marketing strategies (Vermeulen *et al.* 2008). Companies' interest is to become market oriented by continuously creating superior customer value. This requires understanding consumers' preferences and requirements, and effectively deploying satisfying skills and strategies (David *et al.* 2009). According to Roger *et al.* (2006), companies are interested in knowing consumers' attitudes toward their products because this influences consumer purchase and consumption intention.

Supermarkets are beginning to dominate fresh retail food sector. Key characteristics, which distinguish them from the traditional markets, are quality and food hygiene. Supermarkets have been focusing on innovativeness by offering quality products to customers due to stiff competition from other retail outlet (Vermeulen *et al.* 2008). Increase and change in consumer taste and preference forces supermarkets to improve on their products. Customer satisfaction and retention can only be achieved by understanding customer's needs and satisfying them since they depends on product and service quality (Kotler *et al* 2009).

1.1.1. Consumer attitudes

Consumer behavior researcher; Schiffman *et al.*, (2007) defines attitude as a learned predisposition to behave in a consistently favorable or unfavorable way with respect to a given object (e.g. product, service, causes, people, price). A consumer attitude is one of the most pervasive notions in marketing. It plays a pivotal role in the major models describing consumer behavior. Attitudes directly affect purchase decisions in turn, directly affects attitudes through experience in using the product or service selected (Churchill, 1983). According to Batra *et al.*, (2003) attitude is a central

concept in the entire field of social psychology, theories and method associated with its explanation and measurements have largely evolved from the work of social psychologists. Schiffman et.al (1992) explains that as an outcome of psychological processes, attitudes are not directly observable but are inferred from what people say or from their behavior.

The affective component of attitude is given attention by advertisers, in assessing the degree of positive or negative feeling for an object, the underlying assumption is that attitude is based on the cognitive component (beliefs and knowledge about the brand) which lead to the intention to try (Aaker *et al.* 2009).

Several local studies (Auma, 2007, Njuguna, 2004, Chepyegon , 1996) show the importance of understanding consumer attitude towards product quality. Attitude of an individual towards some quality attributes, help predict consumer behavior, which is a basis for expressing their values and help supply standards and frames of reface that allow people to organize and explain world around them. The more favorable a consumer's attitude toward a product is, the higher the usage rate and vice versa (Kibera and Waruingi ,1998).

Consumer attitude surveys may help an organization establish the market share of their products and clearly predict the individual work behavior. Consumer researchers therefore, tend to assess attitudes by asking questions or making inferences from behavior. Although literature portrays the importance of measuring consumer attitude, few studies have focused on measuring consumer attitudes on product quality. Therefore the aim of this survey is to establish attitude of consumers towards quality of Traditional African Vegetables in Uchumi supermarkets.

1.1.2. Product quality

Product quality is defined as the totality of features and characteristics of a product that bear on its ability to satisfy stated or implied needs (Kotler, 2003). Keller (1998) observes that designing and delivering a product that fully satisfies consumers' needs and want is a prerequisite for successful marketing, regardless of whether the product is tangible good, service or organization.

Product quality is a prime criterion in gaining access to competitive markets. According to most marketers, commercial markets require a stable supply and

consistent quality (FAO, 2000). Product quality is also important to growers because it determines marketable yield and affect price. Quality can be subjective or objective therefore market standards must be developed for many commodities to define what is “marketable” and establishes “grades” (FAO, 2000).

Vegetables quality attributes are classified into three namely; external (appearance, feel and defect), internal (taste, internal texture), Hidden (nutritive value, food safety). External attributes play an important role in a consumer's purchasing decision, whereas internal or hidden attributes often affects a consumer's decision to repurchase a product. The combination of external, internal and hidden attributes determines the overall acceptability of a product (Patte ,1985).To tailor quality attributes according to consumer demands is an important vehicle to increase consumer satisfaction, repeated purchase and higher margins.

1.1.3. Overview of the Horticulture sub sector in Kenya

Agriculture is the mainstay of Kenya's economy, contributing over one third of the Gross Domestic Product (GDP) and generates 60 percent of the total foreign exchange earnings. The government Economic Recovery Strategy identified agriculture as an important vehicle for employment creation and poverty eradication objective. Agricultural crops include tea, coffee, horticultural products, pyrethrum, pineapples, sisal, tobacco and cotton (HCDA, 2008).

Production and trade of agricultural commodities continues to play a major economic role in many developing countries. Seventy percent of the population in Sub-Saharan Africa living in rural areas, largely dependent on the production and export of raw agricultural commodities (Humphrey,2006).

Diversification of agricultural production is seen as a priority for most of developing countries because it is considered one of the possible ways out of the commodity dependence. In particular, horticultural production has been indicated as a sector that can provide real opportunities for enhancing farm incomes and reducing poverty in developing countries (Weinberger and Lumpkin, 2005:10-11). Horticulture-primarily the production of flowers, fresh fruits, and vegetables .Vegetables are the fourth largest foreign exchange earner and the fastest-growing activity in the Kenyan

economy they include: Irish potatoes, cabbages, kales, tomatoes, Asian vegetables, peas, onions and Traditional African Vegetables (HCDA, 2008).

The subsector is estimated to employ 2.5million people directly and 3.5 millions indirectly, of this total, smallholder farmers are substantial and account for approximately over 80% of the country's production of fruits and vegetables (HCDA, 2008).

According to HCDA, (2008) 98% of the vegetables produced are for domestic consumption. Fruits and vegetables are an important source of food for a large number of Kenyans. They play an important role in nutritional balance, as they are rich in vitamins and other nutrients that are vital in controlling diseases. Despite high rates of population growth, and higher rates of urbanization which have caused large increases in local demand for fruits and vegetables in urban centers, little empirical evidence exists concerning urban consumption of fresh vegetables. Moreover, information that links the consumption to trade issues is lacking (Ayieko *et al*, 2003).

The World Health Organization ranks low vegetable intake as the sixth main risk factor for mortality in the world. In 2000-2002, an estimated 33 percent of the total population of Kenya was undernourished. An estimated 0.8 percent of gross domestic production is lost to all forms of mineral and vitamin deficiency in Kenya. About 10 million Kenyans, mainly under 15 years of age have stunted growth due to poor nutrition particularly the 'hidden hunger' caused by lack of micronutrients .Life expectancy in Kenya is 54 years but this can be improved significantly through healthy eating (SCN, 2004) .

1.1.4. Overview of TAVs consumption and marketing in Kenya

Traditional African Vegetables (TAVs)¹ play a highly significant role in food security of the underprivileged in both urban and rural settings (Shippers, 1997). They can serve as primary foods or secondary condiments to dishes prepared from domesticated varieties. They are also valuable sources of energy and micronutrients in the diets of isolated communities Gravette and Ogle, (2000). They are also high in antioxidants and anti-microbial photochemical (AVRDC, 2004). However, they have been

¹ Some researcher uses African Leafy Vegetables (ALVs) or African Indengineous Vegetables (AIVs) to refer to Traditional African Vegetables (TAVs).

neglected by the scientific and development communities and their use has declined. In addition, TAVs collected from the wild, contribute to food security and food safety in times of hunger, civil unrest and war (Lockett and Grivetti 2000). Some studies have also indicated that TAVs have high market potential and they contribute substantially to household incomes. These Traditional African Vegetables include vegetables such as Amaranth, Cowpeas, African nightshades, Crotalaria, Ethiopian kale or Water spinach, Jute and Cat's whiskers or Spider plant (Weinberger and Msuya, 2004). In low and middle –income countries around the world, a nutrition transition is occurring in the urban centre of Kenya and Tanzania. Traditional food culture, which includes TAVs, is being lost and replaced with diets high in sugar, refined carbohydrates and processed foods. This kind of diets leads to an increase in overweight, obesity and related chronic diseases such as diabetes, hypertension, which is observed in Kenya and Tanzania. Traditional food culture in areas where it is retained has been associated with fewer negative nutrition transitions. Increased consumption of Traditional African Vegetables can have a positive effect on nutrition, health and economic well-being of both urban and rural populations (Drewnowski and Popkin,1997). A continued challenge is to reverse the prevalent image of TAVs as “poor people’s food,” through marketing of TAVs a nutrient-rich, health food to a niche market of upper class consumers (Johns and Strait, 2004).

Many research organizations and Nonprofit making organization have been on the forefront developing marketing initiatives by offering a platform of having traditional African vegetables placed in various market segments. However, various market segments, like supermarkets and green groceries have not been able to optimize sales on Traditional African Vegetables, which faces competition from exotic vegetables (Paul, 2009).

1.1.5. An overview of Uchumi Supermarket

Uchumi supermarket is a public limited company incorporated in 1975 under the Companies Act. Its main objective is to have an enterprise for equitable distribution of essential commodities, affordable prices whilst creating an outlet for the local manufacturers. In 1976, Uchumi shareholders- Industrial Commercial & Development Corporation (ICDC), Kenya Wine Agencies Limited (KWAL) and Kenya National Trading Corporation (KNTC) - all Government owned parastatals entered into a

management contract with Standa SPA of Italy. Standa, a leading Supermarket group with a presence in Europe and vast retail experience was given the task to manage and train Kenyan personnel who would eventually take over the running of the organization. The first three branches were opened in 1976 with the Market Branch marking the first Milestone. Uchumi became a trendsetter in low pricing to the advantage of all consumers, while at the same time maintaining high standards in quality of goods and services (Uchumi website).

Uchumi Supermarket plays an important role in Kenya economy and development. The Supermarket provides employment and contributes to GDP through payment of taxes, and promoting welfare of farmers who supply the vegetables . One of the company strategies to address the competition is that, the Supermarket has avoided concentrating on imported foodstuffs and other foreign products that are locally available. This has led to the improvement of the quality of processed products sold by local companies. The Supermarket has also focused greatly on retailing fruit and fresh vegetables that are produced locally. In the 1990's Uchumi spearheaded the hypermarket concept in Kenya. The introduction of the hypermarket concept and specialty shops has been a runaway success. Uchumi places inordinate emphasis on the value of continuous training and concern with staff-customer relations. The key ingredients of Uchumi's runaway success was a keen focus on the buying culture of Kenyan shoppers, close working relations with suppliers and good management-staff relations. Uchumi has avoided concentrating on imported foodstuffs and other foreign products that are locally available. This has led to the improvement of the quality of processed products sold by local companies. Fruit and Fresh Vegetables, Fresh juices, fruit squashes, breakfast cereals, processed teas, coffee are a few of the local products that are now sold in her outlets. Uchumi emphasizes growth away from city centers, focusing instead on the residential shopper, enabling them to remain closer to the hearts (and ultimately the pocket and purse) of the average Kenyan (Wakaba *et al.*, 2005).

In early 2000s Uchumi started to experience financial and operational difficulties occasioned by a sub-optimal expansion strategy coupled with weak internal control systems. This resulted in a marked diminution of the Company's resources, which culminated in its inability to meet its obligations on an ongoing basis. Initial

restructuring of Uchumi did not forestall the deteriorating performance of the Company. As a result, in May 2006, the Board of Directors resolved that the Company ceases operations and in June 2006, the Debenture Holders placed the Company under receivership. Simultaneously, the Capital Markets Authority (CMA) suspended the Company's listing on the Nairobi Stock Exchange (Uchumi, 2006).

Following a framework agreement between the Government of Kenya, suppliers and debenture holders, the company is revived and commenced operations from July, 2006 under Specialized Receiver Manager (SRM) and interim management. As of January 2011, the retail chain has returned to profitability. Uchumi retails a range of commodities; fresh fruits and vegetables products, processed food products, clothing, utensils, meat products (Uchumi, 2006).

The supermarket faces stiff competition from other super market chain like, Nakumatt (market leader), Tusky, Naivas, Ukwala and Woolmat. In line of selling fresh fruits and vegetables it faces competition mainly from open-air markets, Nakumatt and Zucchini green grocery. The competitors use prices, improving on product quality, modernized display and branding of product shelf and supply. To compete effectively, the company may find it useful to measure the attitudes of consumers toward the quality of fresh vegetables it offer and specifically TAVs. This survey may identify consumer knowledge of availability of TAVs in Uchumi. The survey may also help establish relationship between price, quality, freshness and taste. The study may be useful to understand why sales of TAVs are not increasing at the expected rate as compared to other vegetables and assess the strength of its competitors (Business Journal, 2011).

1.2. Problem Statement

Traditional African Vegetables have high market potential and they contribute substantially to household incomes and nutrition (Gockowski *et al.*, 2003); However, these vegetables have been neglected and their use by farmers and consumers has declined. The few who are producing the vegetables are practicing subsistence production and many research and development organization are implementing programmes geared towards commercializing this vegetables. Factors such as lack of production and nutritional information have however, contributed to the current poor

state of production and utilization (Schippers *et al.*, 2001). The belief that the bitter species are poisonous has also led to a decline in the use and consumption of traditional vegetables. This consequently has led to demand and interest in terms of crop research and product improvement on the same. Earlier decline in the use of the Traditional African Vegetables is also attributed to a shift towards exotic vegetables, which consumers believe to be of higher nutritional and values as well as high yielding (Fenwick *et al.*, 1990).

Traditional African Vegetables are predominately purchased from open markets in Kenya. Kenya evidently accounts for the purchase of TAVs by only 20% of consumers from supermarkets and groceries. Uchumi supermarkets have identified the market potential for TAVs and it is among the lead supermarkets in the country selling TAVs. The types of markets from which consumers' purchase TAVs are highly influenced by the diverse nature of consumers, their income levels and socioeconomic status, price and quality among many other factors. This factor tends to influence consumer buying behaviour and types of markets from which they purchase TAVs (Paul, 2009). According to Churchill (1983), attitude strongly influences consumers' behavior and directly affects purchase decisions and these, in turn, directly affect attitudes through experience in using the product or service selected.

No research has been conducted to establish consumer attitudes toward the quality of Traditional African Vegetables sold by Uchumi supermarkets. The only significant attempt made so far is in analysing of consumers demand by Paul, (2009), whose focus was on, demand structure, consumption; price elasticity has and need for grades and standards. He observed that a major factor that influences buying behavior is the quality of Traditional African Vegetables. Other studies that have focused on attitudes and conducted locally are; Auma, (2007), Njuguna, (2004) and Chepyegon, (1996). Most of these studies focus on attitude towards service quality. Therefore, this study has been necessitated by the existing gap in knowledge of attitude of consumers towards quality of TAVs sold in Uchumi supermarket, since only 20% of Kenyan consumers buy TAVs from supermarket and groceries. This study sought to answer the following question;

What is consumers' attitude towards quality of Traditional African Vegetables sold in Uchumi supermarkets?

1.3. Objective of this study

The overall objective of this study was to determine consumers' attitude towards the quality of TAVs sold in Uchumi supermarkets .The specific objectives were:

- i. To establish consumers' knowledge on quality of Traditional African Vegetables sold in Uchumi Supermarket
- ii. To evaluate consumers' feelings about quality of Traditional African Vegetables sold in Uchumi Supermarket
- iii. To assess the tendency of consumers to purchase Traditional African Vegetables from Uchumi Supermarket

1.4. Importance of the study

The finding of study will be of interest and useful to the following institutions; Research Institutions, Development agencies (NGO), Scholars and researchers, and Market institutions. Research institutions may find the findings useful by helping them understand what quality aspects of TAVs consumer they need in effort to improve various varieties of TAVs. Development agencies (NGO) and market institutions will also find this useful in developing marketing strategies aimed at increasing consumption of TAVs in the country. Scholars and researchers may also use these results as a basis for further research in this area.

CHAPTER TWO: LITERATURE REVIEW

2.1. Introduction

Attitude is a learned predisposition to behave in a consistently favorable or unfavorable way with respect to a given object, where object is interpreted broadly as product, product category (Schiffman *et al.*,2007). Kotler *et al.*, (2010) defines attitude as a persons' consistently favorable or unfavorable evaluations, feelings, and tendencies toward an object or idea. According to Kibera and Waruingi (1998), attitude is a learned tendency to respond to a product, brand or company in a way that is consistently favorable or unfavorable. Egan (2007) defines attitude as strongly felt and not easily changed views. Attitudes form an important part of consumer theory because it is believed to be the 'crucial link between what consumers think and what they buy in the market place Egan (2007). The more favorable a consumer's attitude towards a product, the higher the usage rate and vice versa (Kibera *et al.*, 1998). Because attitudes influence consumers' purchase and consumption intentions, companies are interested in knowing about consumers' attitude toward their products (Blackwell *et al.*, 2006).

Attitudes are difficult to change and are affected over a long period of time. Attitudes put people into a frame of mind of liking and disliking things, of moving toward or away from them (Kotler *et al.*,2010). Kibera and Waruingi (1998) stated that changing attitudes involves destabilizing the three components of attitudes and it will remain unchanged as long as a consumer can maintain consistency among his or her beliefs, feelings, and behavior. Tesser (1993) argued that hereditary variables may affect attitudes - indirectly; for example, consistency theories, which imply that we must be consistent in our beliefs and values.

According to Kotler *et al.*, (2010) a person's fit into a pattern, and to change one attitude may require difficult adjustments in many others and thus recommend that a company should try to fit its products into existing attitudes rather than attempt to change attitudes.

2.2. Characteristic of Attitudes

Attitude is learned predisposition, meaning attitudes relevant to purchase behavior are formed because of direct experience with the product, word- of- mouth information acquired from others, or exposure to mass media advertising, the internet, and various forms of direct marketing. Although attitudes may result from behavior, they are not synonymous with behavior and instead they reflect either a favorable or an unfavorable evaluation of the attitude object. As learned predispositions attitude have a motivational quality, since they might propel a consumer toward a particular behavior or repel the consumer away from a particular behavior (Schiffman *et al.*, 2007).

Attitudes occur with a situation, and are affected by situation. The situation is an event or circumstances that at a particular point in time influence the relationship between an attitude and behavior. A specific situation can cause consumers to behave in ways seemingly inconsistent with their attitudes. Consumers can have a variety of attitudes toward a particular object, each corresponding to a particular situation or application. It is therefore important to understand how consumer attitudes vary from situation to situation. When measuring attitudes, it is important to consider the situation in which the behavior takes place to avoid misinterpretation of relationship between attitude and behavior (Schiffman *et al.*, 2007).

The third characteristic of attitude is that they are relatively consistent with the behavior they reflect (Schiffman *et al.*, 2007). Despite their consistency, attitudes are not necessarily permanent; they change. Tesser (1993) has argued that hereditary variables may affect attitudes indirectly; For example, consistency theories, which imply that we must be consistent in our beliefs and values.

2.3. Structural models of attitude

Attitude is a central concept in the entire field of social psychology, and theories (Batra *et al.*, 2009). The structure of an attitude is made up of three closely interrelated components; cognitive (awareness, comprehension, knowledge), effective (evaluation, liking, preference), and conative (action tendencies such as intentions, trial, or purchase).



To understand the relationship between attitudes and behavior psychologists have constructed models that capture the underlying dimensions of attitude. The various attitude models include: Tricomponent attitude model, Multiattribute attitude models, the trying to consume model, and the attitude-toward—the-ad models.

2.4. Tricomponent attitude model

This model consists of three major components: a cognitive component, an effective component, and a conative component (Schiffman *et al.*, 2007). The cognitive component is the knowledge and perception that are acquired by a combination of direct experience with the attitude object and related information from various sources. Cognitive component is the information part of an attitude—usually expressed as a belief (Kibera and Waruingi, 1998). Cognitive response to an advertisement determines the consumer's attitude toward the advertisement and the brand (Egan, 2007).

Effective component is composed of the consumer's emotions or feelings about a particular product or brand (Schiffman *et al.*, 2007). Example if a consumer says "I prefer Datsun to VWs", he exposes his attitude more fully by showing his overall feeling of like or dislike (Kibera and Waruingi, 1998). Emotions and feelings are frequently treated by consumer researchers as primarily evaluative in nature; that is, they capture an individual's direct or global assessment of the attitude object. (i.e., the extent to which the individual rates the attitude object as "favorable" or "unfavorable", "good", or "bad") (Schiffman *et al.*, 2007).

The conative component is concerned with the likelihood or tendency that an individual will undertake a specific action or behave in a particular way with regard to the attitude object and sometimes the conation may include the actual behavior itself (Schiffman *et al.*, 2007). We get a full picture, when a customer says, "I am going to buy" (Kibera and Waruingi, 1998).

According to Schiffman *et al.*, (2007), the conative component is treated as an expression of the consumer's intention to buy. Buyer intention scale is used to assess the likelihood of a consumer purchasing a product.

2.5. Multiattribute attitude models

Beliefs about a product's attributes or characteristics are important because they determine the favorability of one's attitude toward a product (Blackwell *et al.*, 2006). This model also portray consumers' attitude with regards to an attitude object as function of consumers' perception and assessment of the key attributes held with regard to a particular attitude object (Schiffman *et al.*, 2007). The model proposes that attitude toward an object (such as product) is based on the summed set of beliefs about the object attributes weighted by the evaluation of these attributes (Fishbein, *et al.*, 1975). This model measures three components of attitudes; salient beliefs, object – attribute linkages and evaluation of each important attributes. Martin Fishbein's formulation, which has been used extensively by consumer researchers, is expressed as;

$$A_0 = \sum_{i=1}^n b_i e_i$$

Where

A_0 = attitude toward the object ,

b_i = the strength of the belief that the object has attribute i ,

e_i = the evaluation of attribute i , and

n = the number of salient or important attributes

The attitude towards behavior model aims at capturing individual's attitude toward behaving or acting with respect to an object rather than the attitude toward the object itself (Schiffman *et a.*,(2007). This model focuses on the perceived consequences of a purchase. Knowing how someone feels about buying or using an object proves to be more valid than merely knowing the consumer's evaluation of the object itself (Michael *et al.*, 2010).

The theory of reasoned action model represents a comprehensive integration of attitude components into a structure that is designed to lead to both better explanation

and better predictions of behavior. The theory also incorporates a cognitive component, an effective component and a connotative component (Schiffman et al., 2007). The model can be simplified as follow;

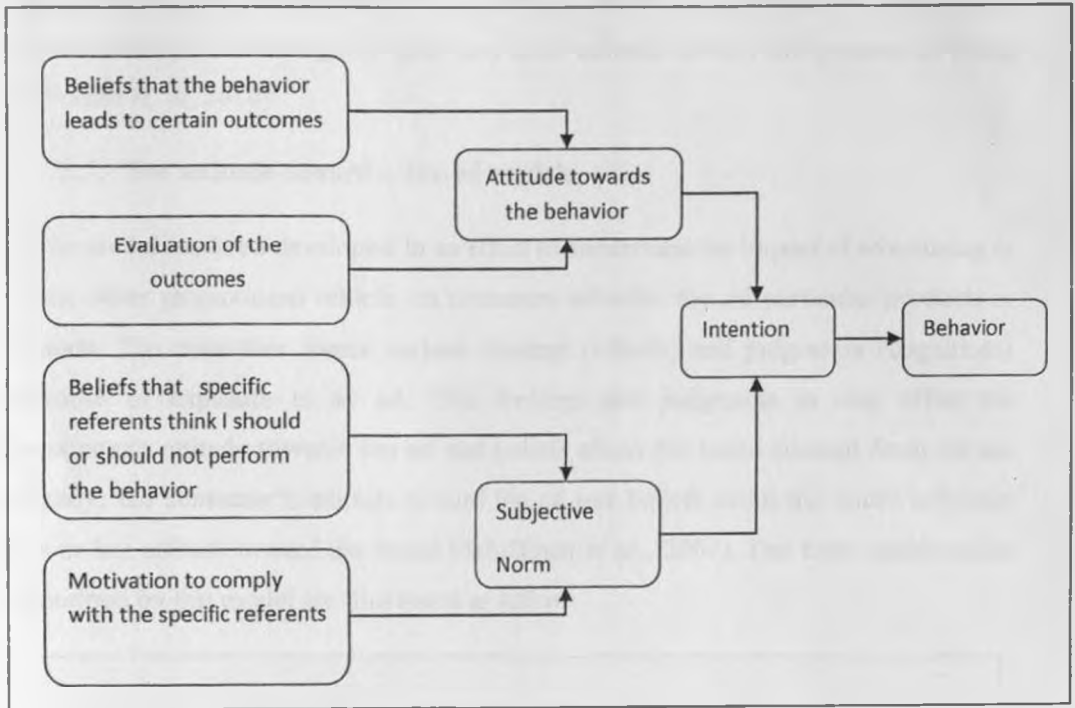


Figure 1: A simplified Version of the Theory of Reasoned Action

Source: Schiffman et.al, (2007). Consumer behavior, 9th Edition P.267

2.6. The trying to consume model

This theory states that the criterion of behavior in the reason action model should be replaced with trying to reach a goal (Michael *et al.*, 2010). This perspective recognizes that additional factors might intervene between intent and performance both personal and environmental barriers might prevent the individual from attaining the goal. This theory accounts for the many cases in which the action or outcome is not certain, but instead reflects the consumers attempt to purchase (Schiffman *et al.*, 2007). In trying to consume, there are often personal impediments and /or environmental impediments that might prevent the desired action or outcome from occurring (Schiffman *et al.*, 2007).

The theory of trying includes several components that attempt to account for the complex situations in which many factors either help or hurt our chances of turning intentions into actions. This factors include the amount of control the person has over the situation, their expectations of success or failure in achieving the goal, social norms related to attaining the goal and their attitude toward the process of trying (Michael *et al.*,2010).

2.7. The attitude-toward—the-ad models

This model has been developed in an effort to understand the impact of advertising or some other promotional vehicle on consumer attitudes toward particular products or brands. The consumer forms various feelings (affects) and judgments (cognitions) because of exposure to an ad. This feelings and judgments in turn affect the consumer’s attitude towards the ad and beliefs about the brand secured from the ad. Finally, the consumer’s attitude toward the ad and beliefs about the brand influence his or her attitude toward the brand (Schiffman *et al.*, 2007). The basic relationships described by this model are illustrated as follow:

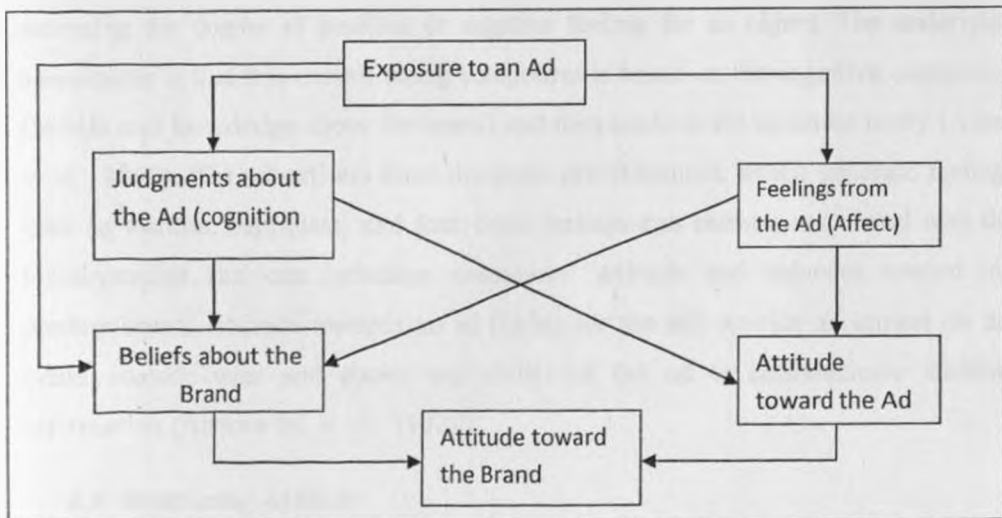


Figure 2: A conception of the relationship among elements in an Attitude –Towards- the Ad-Model

Source: Schiffman *et al.*, (2007). Consumer behavior, 9th Edition P.268

2.8. Importance of consumer attitude

Benefit of possessing an attitude is that the consumers do not need to engage in an extensive process of deliberative reflection regarding the value of the product every time it is encountered (Gregory *et al.*, 2000). Instead, the preexisting attitude provides a “ready aid” for appraising the product. Attitude enhances the quality of decision-making (Gregory *et al.*, 2000). Other researcher like Blascorich *et al.*, (1993) also states that the value of accessible attitude is to ease design making.

Attitude serves as knowledge function, helping to organize and structure one’s environment and to provide consistency in one’s frame of reference. Consistency between attitude and behavior in individualistic cultures imply that under certain condition, the behavior of consumers can be predicted from their attitudes toward products, services and brands, and a purchase prediction is derived from a positive attitude. In collectivistic cultures, shared experiences influence brand attitude positively, more than individualistic culture (Maneke, 2004).

The affective component of attitude is given a lot of attention by advertisers, in assessing the degree of positive or negative feeling for an object. The underlying assumption is that this overall liking component is based on the cognitive component (beliefs and knowledge about the brand) and then leads to the intention to try (Aaker *et al.*, 2009). The advertisers have designed advertisement, which generate feelings such as warmth, happiness, and fear. Such feelings can become associated with the brand/product and can influence consumers’ attitude and behavior toward the product/brand. Attitude towards an ad (liking for the ad) provide an impact on the brand attitude over and above any ability of the ad to communicate attribute information (Andrew M, *et al.*, 1992).

2.9. Measuring Attitude

Attitudinal measures are concerned with consumers’ overall feelings about the product and the brand (i.e., evaluation) and their purchase intentions (Schiffman *et al.*, 2007). Marketers are interested in not only how attitudes are formed and can be changed but also in knowing whether, when and why attitudes will predict behavior (Wayne *et al.*, 2009). Attitude scale is the instrument used to capture evaluative data. Using attitude scale, researcher often-present respondents with a list of products or

product attributes for which they are asked to indicate their relative feelings or evaluations. The most frequently used attitude scales are Likert scales, semantic differential scales, behavior intention scales and rank-order scales (George ,1988).

With Likert scale consumers check or write the number corresponding to their level of “agreement” or “disagreement” with each of a series of statements that describes the attitude object under investigation. The scale consists of an equal number of agreement/disagreement choices on either side of a neutral choice (Schiffman *et al.*, 2007). Attitude can be measured directly by asking a respondent to indicate whether he or she likes or dislikes a brand or by attempting a direct assessment of the degree of like or dislike on a positive-negative scale (Batra *et al.*,2009).

Semantic differential scale consists of a series of bipolar adjectives (such as good/bad, hot/cold, like/dislike, or expensive/inexpensive) anchored at the ends of an odd-numbered (e.g., five- or seven-point) continuum. Respondents are asked to evaluate a concept (or a product or company) based on each attribute by checking the point on the continuum that best reflects their feelings or beliefs, (Schiffman *et al.*, 2007). This scale is used if interest centers on attempting to capture the degree of attitude (Batra *et al.*,2009).

Batra *et al.*, (2009), states that attitudes are related to brand choice and market behavior and therefore, the attitude have to be measured in the way that is most specifically relevant to the behavior being predicted. Behavioral intention scale measures the likelihood that consumers will act in a certain way in the future, such as buying the product again or recommending it to a friend (Schiffman *et al.*,2007).

With rank-order scales, subjects are asked to rank items such as products in order of preference in terms of some criterion, such as overall quality or value for the money. Rank–order scaling procedures provide important competitive information and enable marketers to identify needed areas of improvement in product design and product positioning Schiffman *et al.*, 2007).

2.10. Product

A product is anything that can be offered to a market to satisfy a want or need, it is either a good and/or services combination the company offers to the target market. Products that are marketed include physical goods, services, experiences, events,

persons, places, properties, information and ideas, Kotler *et al.*, 2010). According to Kibera and Waruingi (1998), a product is anything that is offered to the market for acquisition or purchase including physical objects, series, places and ideas. A product is intended to meet the needs of buyers in the product market, (Cravens *et al.*, 2009). Marketers classify products on basis of characteristics: durability, tangibility, and use (consumer or industrial), (Kotler, 2003).

2.11. Product quality

Quality is the totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs. One of the major values customers expect from vendors is high product and service quality. In addition to being profitable, companies have to adopt total quality management to remain competitive. Delivery of super product by companies translates to superior profitability. A company can differentiate itself by delivering consistency higher quality than that of its competitors. Companies need to identify the expectation of targeted customers concerning product quality. Consumers rely heavily on word of mouth than advertising, on price, personnel and physical indications to judge quality and lastly, they are loyal to satisfy them (Batra *et al.*, 2009).

Quality is one of the marketer's major positioning tool. Since it has a direct impact on product or service performance; thus, it is closely linked to customer value and satisfaction. Product and service quality, customer satisfaction, and company profitability are intimately connected. Higher level of quality results in higher levels of customer satisfaction, which support higher prices and (often)-lower costs. He also states that total quality is the key to value creation and customer satisfaction (Kotler, 2003).

Product quality has two dimensions-level and consistency. In developing a product, the marketer must first choose quality level that will support the product's positioning. Here the product quality means performance quality –the ability of a product to perform its functions. Companies choose a quality level that matches target market needs and the quality levels of competing products. Beyond quality level, high quality also can mean high levels of quality consistency, where consistency is in delivering a targeted level of performance (Kotler *et al.*, 2010).

CHAPTER THREE: RESEACRH METHODOLOGY

3.1. Research Design

Descriptive survey design was considered appropriate as it is able to determine key features of attitude of consumers towards the quality of Traditional African Vegetables (TAVs) sold to Uchumi supermarket. According to Churchill *et al.*, (2005), descriptive study is concerned with determining the frequency with which something occurs or the relationship between two variables. Descriptive studies require a clear specification of the, who, what, when, where, why, and how of the research.

3.2. Population

The target population of this study was shoppers in some supermarket branches. These branches include; Sarit centre, Ngong hyper, Buruburu, Capital Centre and Koinange. The branches were specifically selected because they are the major mover of Traditional African Vegetables and they handle relatively huge traffic flow of shoppers. The geographical location of the five branches also gives them good representation of various segments of consumers.

3.3. Sample design

Non-probability sampling design was used, since the probability of any shopper being selected was unknown. A judgment sample of 150 shoppers were selected and an equal number of shoppers drawn from each branch.

3.4. Data Collection

Primary data was collected using structured-undisguised questionnaires, which were pre-coded. The questionnaire was pretested with 10 shoppers and revised before being administered. The questionnaires were administered by trained research assistants, who were positioned in the selected Uchumi supermarket stores and interviewed the shoppers who visited the supermarket.

The questionnaire was divided into four sections,

- Section 1: This section sought to capture three demographic variables; gender, age and education.

- **Section 2: The cognitive component;**

This section measured the consumers' awareness of existence of Traditional African Vegetables knowledge and knowledge on TAVs stocked by Uchumi supermarket.

Section 3: Affective component

This section evaluated the consumers' feelings and believability on various dimensions of quality of TAVs offered by Uchumi supermarket. Measurement was effected through Likert scale.

Section 4: The conative/ behavioral component

This section measured the action tendency of consumers to purchase TAVs from Uchumi supermarket.

3.5. Data Analysis

Statistical package of social science (SPSS) was used for data entry and editing to identify any omissions, ambiguities and errors. Descriptive statistics was used to analyze the data in each section;

- Section 1 and 2 data was analyzed using frequency and percentages ;
- Section 3 ; The scores in this section were cross-tabulated and mean scores of the Likert scale were used to determine the weighing factors on the agreement or disagreement on the quality attributes. Standard deviation was used to show variation in responses.
- Section 4; data was analyzed using frequency and percentage

CHAPTER FOUR: DATA ANALYSIS, RESULTS AND DISCUSSION

4.1. Demographic Information of the respondents

Section 4.1 examines the major socio-economic characteristics of sampled consumers of TAVs. The demographic characteristics of the respondents that were analyzed include gender, age and education.

4.1.1. Gender analysis of respondent

Both male and female were interviewed, with female being the majority (68 %) and male were 32% (Fig.1).

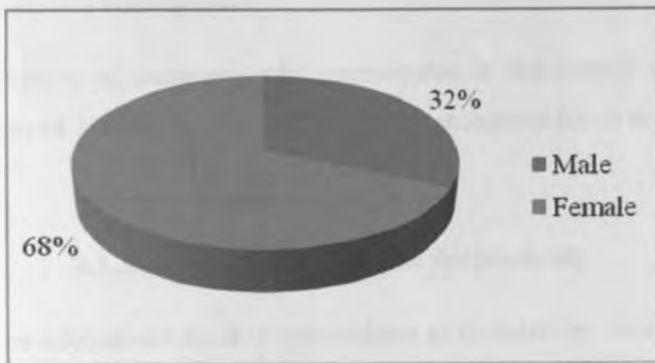


Figure 3: Gender of Respondents

Source: Primary data

This tends to be in conformity with the socio-cultural situation in East Africa, where females have the primary responsibility to purchasing food for the household.

4.1.2. Age structure of respondents

The findings on age structure of respondents is shown in figure 4;

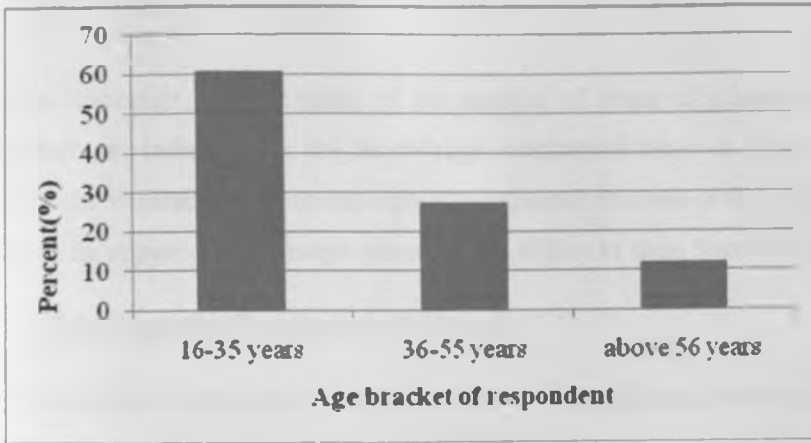


Figure 4: Age structure of respondents

Source: Primary Data

Majority of customers who participated in this survey were young people, between the ages of 16-35 years, an age group that accounted for over 61% (Figure 2).

4.1.3. Educational level of Respondents

The educational level of respondents as revealed by Table 3 indicates that majority of the respondents have attained formal education, because 68% have attained tertiary education (college/university) and 27% secondary education. This information helps the researcher have confidence in the data collected as it means that they were able to understand and give the most relevant answers to the questionnaires.

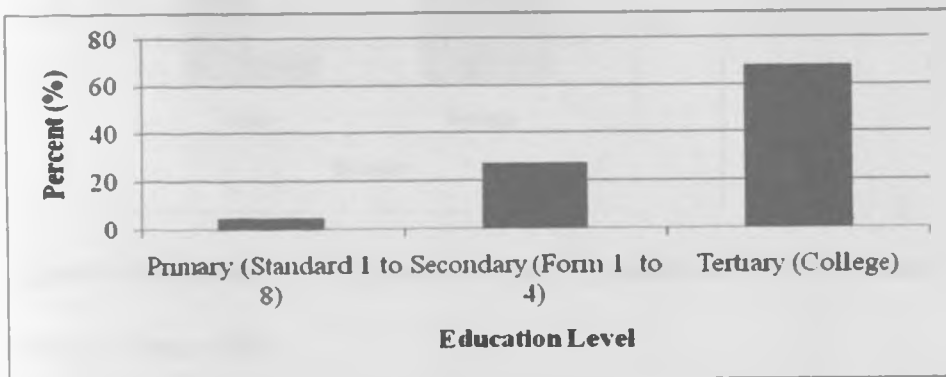


Figure 5: Education Level of the respondents

Source: Primary data

The Education level in terms of the number of years of schooling may also have significant influence on the knowledge consumers have on quality of Traditional African Vegetables. Education may also influence income of the consumers by giving them an opportunity for employment hence ability to shop from the supermarkets.

4.2. Cognitive Component of Attitude

The cognitive components measured were knowledge and awareness. The awareness of existence of Traditional African Vegetables was assessed and the knowledge on the specific varieties of TAVs stocked by Uchumi supermarket.

4.2.1. Awareness on existence of Traditional African Vegetables (TAVs)

All the respondents were aware of existence of TAVs. This might have been influenced by the educational level of the consumers.

4.2.2. Knowledge of Uchumi stocking TAVs

The respondents were also asked if they were aware of TAVs stocked in Uchumi and the findings are presented in Figure 4 below.

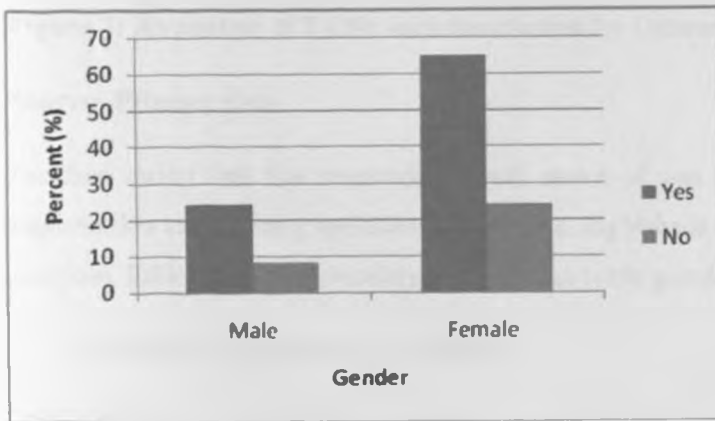


Figure 6: Awareness on Traditional African Vegetables stocked by Uchumi

Source: Primary Data

The finding reveals that 89% of the respondents have knowledge on TAVs stocked in Uchumi supermarkets, while 11% were not aware. This shows that something needs to be done to ensure increase awareness. Of those who were aware majority (65%) are

female and this could be attributed to the facts that majority of shoppers of TAVs are female.

4.2.3. Awareness of TAVs varieties stocked by Uchumi

Nightshade and amaranthus are the most known varieties as indicated by 86% and 85% of respondents respectively (Figure 5). Those aware of spiderplant and cowpeas were 75% and 64% respectively.

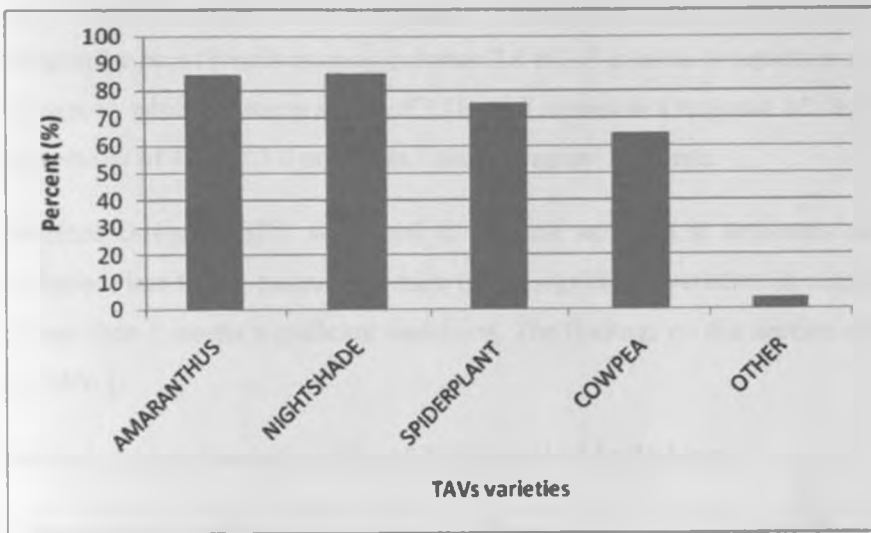


Figure 7: Awareness of TAVs varieties stocked by Uchumi

Source: Primary data

Another variety that few respondents were aware of was Ethiopian kales. Uchumi supermarket stocks many varieties of TAVs, i.e. nightshade, amaranthus, spiderplant, cowpeas, Ethiopian kales, crotalaria, and African leafy guard.

4.3. Affective Component of Attitude

The affective components measured comprised feelings and believability of dimensions of quality of Traditional African Vegetables by respondent. Likert scale was used to determine the dimension of quality of TAVs sold by Uchumi supermarket. The dimensions of quality evaluated included; leaf colour, freshness, cleanliness, taste, texture, and nutritional value.

Semantic differential scale was used to evaluate consumers' belief on four nutritional and health benefits of TAVs compared to other vegetables by checking the point on the continuum that best reflects their feelings or beliefs. The four benefits include; boosting immunity, improving eye sight, effect on bones and blood.

4.3.1. Dimensions of quality of Traditional African Vegetables

Data was analyzed separately using mean scores and standard deviation. Using Likert scale, a mean score of 1 to 2.5 is taken to represent a response that exhibit 'strongly disagree', a mean scores ranging between 2.6 to 3.5 is taken to represent a response of 'disagree', while the mean score of 3.51 to 4.5 represent a response of 'agree' and the mean score of 4.51 to 5.0 represent 'strongly agree' response.

Standard Deviation(SD) was used to measure variation in responses and standard deviation less than 1 means that there are no significant variation in responses, while greater than 1 means significant variations. The findings on this section are presented in Table 1.

Table 1: Dimensions of quality of TAVs stocked by Uchumi

Dimension of quality	Mean	Std. Deviation
Good(green) leaf color	4.49	0.75
Very fresh	4.29	0.81
Clean Vegetables	4.37	0.77
Leaves have no defect	4.21	0.81
Good taste	3.93	0.92
Soft after cooking	3.93	0.92
Highly nutritious	3.95	0.94

N=150

Source: Primary data

From the findings above, respondents indicated that good leaf colour (green) was a dimension of quality. Good leaf colour was rated high with a mean score of 4.49, implying that respondents agree that TAVs stocked in Uchumi have good green leaf colour. This is an indication that leaf colour influences consumers feeling about the quality of TAVs .Cleanliness was considered a dimension of quality. Cleanliness of

TAVs was rated with a mean score of 4.37, implying that respondents agree that TAVs stocked by Uchumi are clean. It can be concluded that consumers consider cleanliness as a factor that influence the decision to buy. Freshness was also considered a dimension of quality with a mean score of 4.29. This implies that buyers preferred very fresh TAVs and hence freshness is a determinant of consumers' feelings on quality of TAVs stocked by Uchumi.

Respondents also agreed that attributes such as lack of defect on the leaves with a mean score of 4.21, is a determinant of quality. This may mean that consumer prefer TAVs leaves that have no defects. Further still, respondents considered good taste with a mean score of 3.93, good texture after cooking (soft) with a mean score of 3.93, dimensions of quality. This may therefore be concluded that these two attributes were determinant of consumers' preference of buying TAVs from Uchumi. Nutritional value was considered a dimension of quality. With a mean score of 3.95, TAVs are highly nutritious, and this could imply that nutritional content is a factor that influences consumers' decision to buy TAVs.

The seven attributes; Good leaf colour, freshness, cleanliness, good taste, softness after cooking, and nutritional value had standard deviations of between 0.75 to 0.94 implying that there were no significant variations among the respondents.

4.3.2. Nutrition and health benefits of Traditional African Vegetables compared to other vegetables

Using semantic scale, the rating scale of 5 was taken to represent a response that exhibit 'very high', a rating scale of 4 was taken to represent a response that exhibit 'high'. A rating scale of 3 was taken to represent a response that exhibit 'medium', a rating scale of 2 was taken to represent a response that exhibit 'low' and a rating scale of 1 was taken to represent 'very low'.

Respondents were asked to rank the nutritional and health benefit of TAVs against other vegetables at a scale of 1-5. The findings are shown in table 2.

Table 2: Nutritional and health benefits of TAVs

Nutrition and health benefit	Mean	Std. Deviation
Full of nutrients	4.59	0.87
Boost immunity	4.65	0.87
Improve eyesight	3.93	0.93
Good for strong bones	3.94	0.99
Good for blood	3.67	0.97

Source : Primary data

From the findings, respondents indicated that TAVs boost immunity. Boosting immunity was rated high with a mean score of 4.59, implying that respondents believe that TAVs have high health benefit of boosting immunity compared to other vegetables. Full of nutrients was rated second with mean score of 4.59. This implies that compared to other vegetables, respondents believe that Traditional African Vegetables are full of nutrients.

The health benefits on, improving eyesight, strong bones and blood were rated with a mean score of 3.93, 3.94 and 3.67 respectively. This could be concluded that respondents don't fully believe that TAVs are better than other vegetables in regard to improving eyesight, strong bones and blood.

The five attributes had standard deviations of between 0.87 to 0.99 implying that there were no significant variations among the respondents.

4.4. Conative Component

Section 4.4 examines, actual purchase, frequency of purchase and action tendency of consumers to purchase TAVs from Uchumi supermarket.

4.4.1. Purchase of TAVs from Uchumi supermarket

Majority of respondents (55%) have bought TAVs from Uchumi supermarkets. Figure 5 indicates that majority of those who have bought TAVs from Uchumi are female (45%) and this is in conformity with the socio-cultural situation in Africa, where females have the primary responsibility of domestic duties, and purchase of vegetables is one of those duties.

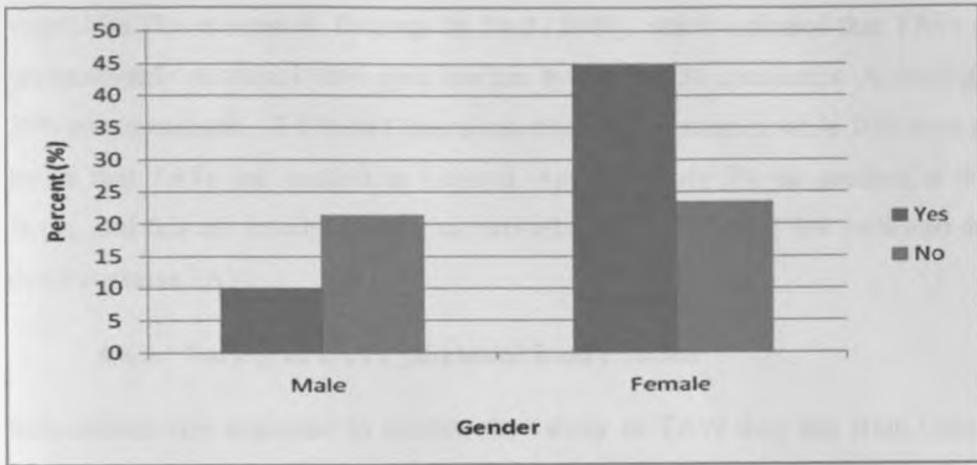


Figure 8: Purchase of TAVs

Source: Primary Data

The findings also reveals that 45% have never bought TAVs from Uchumi yet they are frequent shoppers from this supermarket

4.4.2. Reason for not buying

The findings on reasons for respondents not buying TAVs is shown in figure 7 below;

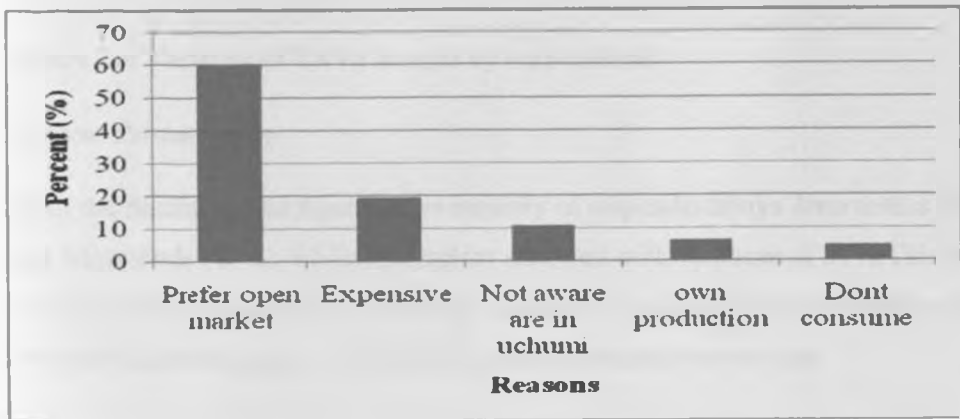


Figure 9: Reason for respondents not buying TAVs from Uchumi supermarket.

Source: Primary data

According to findings respondents who had never bought TAVs from Uchumi gave several reasons for not buying TAVs from Uchumi supermarket, with 60% indicating that they preferred buying from open markets due to availability of fresh

vegetables. This is supported by findings by Paul (2009), which indicated that TAVs are predominately purchased from open markets by 67% of the consumers. According to 20% of respondents, TAVs in Uchumi are relatively expensive, while 10% were not aware that TAVs are stocked in Uchumi. Approximately 5% do produce at their farms, and this are mainly those from peri-urban area and lastly few indicated they don't consume TAVs.

4.4.3. Variety of TAVs purchased from Uchumi

Respondents were requested to indicate the variety of TAVs they buy from Uchumi supermarket in relation to their preference. The findings are indicated in Figure 8.

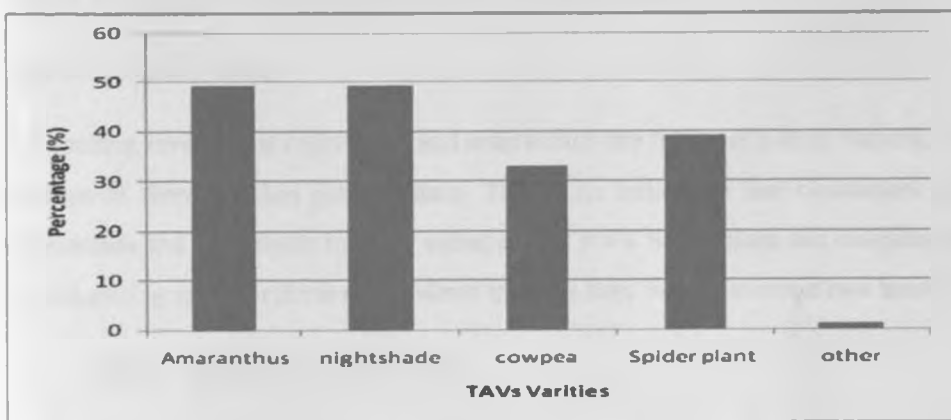


Figure 10: Varieties of TAVs bought by respondents

Source: Primary data

From the findings in the figure above majority of respondents buy Amaranthus (49%) and Nightshade (49%), while spiderplant followed with response of 39%. This could be contributed by awareness on varieties stocked by the supermarket, where majority of respondents were aware of nightshade and amaranthus respectively.

4.4.4. Quantity bought during each purchase

Respondents were asked how many bunches of TAVs they buy at any given time from Uchumi. Findings on this are shown in figure 9.

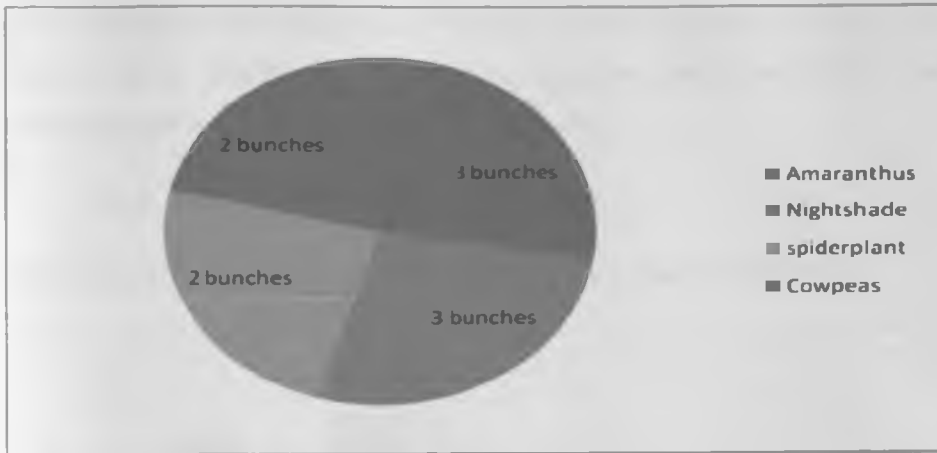


Figure 11: Quantity (bunches) bought at any given time

Source: Primary data

The finding reveals that nightshade and amaranthus are the most bought variety, on an average of three bunches per purchase. This is an indication that consumers prefer amaranthus and nightshade to other varieties of TAVs. Spiderplant and cowpeas rated second, during each purchase respondents indicate they buy on average two bunches.

4.4.5. Frequency of purchase

According to the findings shown in figure 8, majority of respondents who buy TAVs buy once per week.

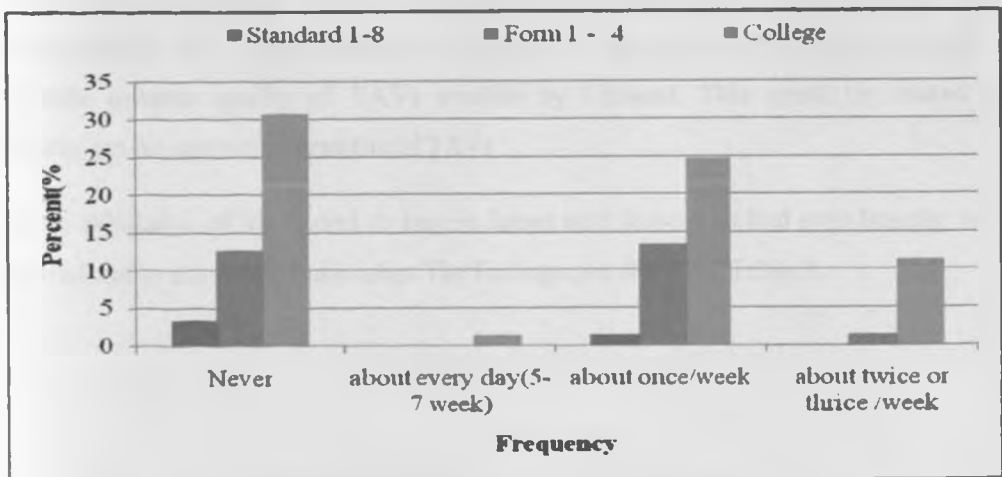


Figure 12: Frequency of Purchase

Source: Primary data

Cross tabulation of the data reveals that of those who buy once per week ,25% had attained college education and 13% have secondary education .This is could be associated with level of awareness and affordability.

4.4.6. Likelihood of buying in the future

Likelihood of buying TAVs from Uchumi in future as shown in Figure 9,

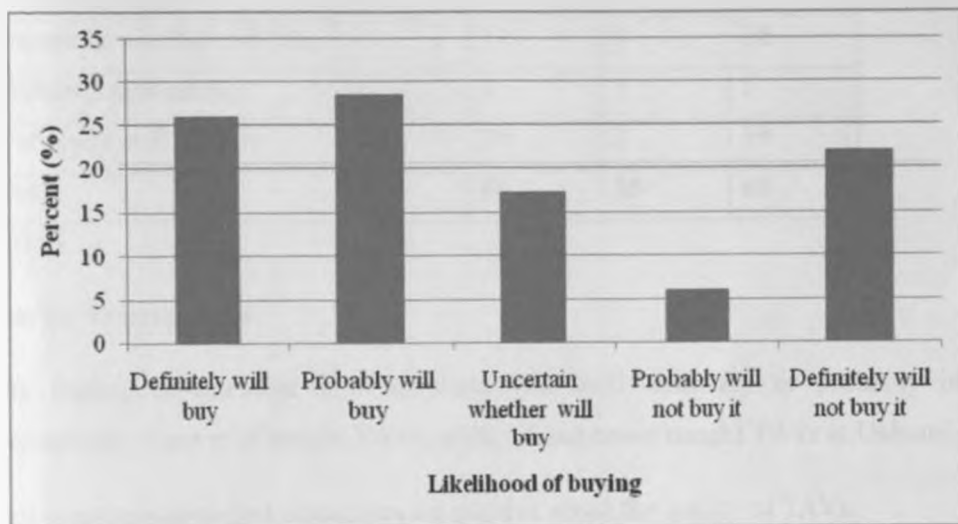


Figure 13: Tendency of Purchase

Source: Primary data

The finding reveals that 26% of respondents are definite about buying, while 29% will probably buy. This means that majority of consumers have shown a positive attitude towards quality of TAVs stocked by Uchumi. This could be related to awareness on nutritional benefits of TAVs .

Cross tabulation of likelihood to buy in future and those who had ever bought was carried out to show the relationship. The findings are shown in Table 3.

Table 3: Frequency of Tendency of purchase

Tendency to buy TAVs	Bought TAV in Uchumi			
	Frequency		Percent	
	Yes	No	Yes (%)	No (%)
Definitely will but	36	3	24	2
Probably will buy	34	9	23	6
Uncertain whether will buy	6	19	4	28
Probably will not buy	2	7	1	5
Definitely will not buy	4	29	3	19
Total	82	68	55	60

N=150

Source: Primary data

The finding reveals that 47% of those who will definitely or probably buy respectively have ever bought TAVs, while 16 had never bought TAVs at Uchumi.

This is an indication that consumers are positive about the quality of TAVs.

CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATION

5.1. Summary

This study examined consumers' attitude towards the quality of Traditional African Vegetables (TAVs) sold in Uchumi supermarkets. The specific objectives were to, establish consumers' knowledge on quality of TAVs, evaluate consumers' feelings about quality of TAVs, and assess the tendency of consumers to purchase Traditional African Vegetables from Uchumi Supermarket.

The study used descriptive statistics of data collected from 150 respondents. Structured questionnaires were administered by trained research assistants to consumers at five branches of Uchumi supermarket.

The study results showed high awareness level on existent and availability of TAVs at Uchumi supermarket among 89% of the respondents. The awareness is higher among female consumers (65%) than among male consumers. Nightshade and amaranthus are the most known varieties as indicated by 86% and 85 % of respondents respectively.

Good leaf colour (green) and cleanliness are key dimensions of quality. Good leaf colour was rated high with a mean score of 4.49, followed closely by cleanliness with a mean score of 4.37, implying that respondents agree that TAVs stocked by Uchumi have good leaf colour and are clean. Respondents also agreed that attributes such as lack of defect on the leaves, taste and texture after cooking are determinants of quality. It can be concluded that the attributes influences the decision to buy. Compared to other vegetables TAVs are considered to be full of nutrients and they boost immunity.

The findings reveal that 45% have never bought TAVs from Uchumi yet they are frequent shoppers from this supermarket. Of this, 60% respondents indicated that they preferred buying from open markets due to availability of fresh vegetables. Over 50% of respondents are definite about buying TAVs from Uchumi in future. This implies that respondent have positive attitude towards quality of TAVs stocked by Uchumi.

5.2. Conclusion

Majority of customers who participated in this survey were female (68%) and were young people at age bracket of 16-35 years, an age group that accounted for over 61%. Female are the majority of those who buy TAVs from Uchumi and this is in conformity with the socio-cultural situation in Africa, where females have the primary responsibility of deciding on household meals. Majority of the respondents have attained formal education, because 68% have attained tertiary education (college/university). Although majority of respondents (55%) buy from Uchumi, 45% have never bought TAVs from Uchumi yet they are frequent shoppers from this supermarket.

Good leaf colour, cleanliness, and freshness were considered as the most important dimensions of quality of TAVs, with respondents agreeing that TAVs stocked in Uchumi have good green leaf colour, are clean and fresh. These three attributes of quality are key factors that influence consumers' decision to buy. Other attributes considered important were taste, texture and nutrition content. Compared to other vegetables, TAVs ranked higher in regards to nutritional content and boosting immunity.

Nightshade and amaranthus are the most bought TAVs varieties; with respondents buying on average, three bunches of either variety once per week. According to the findings, 26% of respondents were definite about buying, while 29% will probably buy. This means that majority of consumers have shown a positive attitude towards quality of TAVs stocked by Uchumi.

5.3. Recommendation

Based on the results of the analysis carried out in this study, recommendations are suggested to increase awareness among the shoppers from Uchumi on the varieties of TAVs stocked by Uchumi supermarket and attract those who are currently not buying. Majority of respondents were only aware of four varieties of TAVs stocked by Uchumi, yet the supermarket stocked seven varieties according to the finding of this study.

Having the best way to display products could be an important step in ensuring the product is in the public eye and therefore TAVs may need to be displayed in more visible and accessible way. Placing a poster next to the vegetable shelves displaying the names of varieties stocked on it may contribute to increase awareness of TAVs stocked.

The finding of this study has revealed that consumers rank TAVs relatively low compared to other vegetables in line improving eyesight and contributing to blood. Therefore, increased awareness on the nutritional benefits of TAVs is necessary. Strong belief about TAVs may influence decision to purchase, hence increased consumption and higher frequency of purchase. The supermarket may therefore need to incorporate nutritional awareness campaigns in their promotion strategies to communicate the nutritional and health benefits obtained from consumption of TAVs to their customers. Nutritional awareness of TAVs aimed at increasing consumer knowledge has the potential to influence consumers' attitude toward TAVs from negative to positive, which in turn stimulate demand and may result to trial and repeat purchase of those who don't buy TAVs from Uchumi, leading to increased sales and revenue for the supermarket.

Uchumi supermarket may also need to refocus on their marketing strategies to be able to attract 45% of Uchumi customers who do not buy TAVs from the supermarkets. From the findings majority of this respondents (60%) indicated that they preferred buying from open markets due to availability of fresh vegetables and lower price compared to Uchumi. As a result, Uchumi may realize more revenue from sales of TAVs.

5.4. Limitations

The small size of the sample 150 could have limited confidence in the results and this might limit generalizations of other situations. This study relied also on convenience sampling, as far as respondents were concerned. This may have an effect on the results.

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APPENDIX 1: QUESTIONNAIRE

ATTITUDE OF NAIROBI CONSUMERS TOWARDS THE QUALITY OF TRADITIONAL AFRICAN VEGETABLES SOLD IN UCHUMI SUPERMARKETS

SECTION 1.0

1.1 Enumerator's Name _____

--	--

1.2 Date form filled (mm/dd/yyyy)

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--	--	--	--

1.3 Name of the branch/ place of interview _____

--	--

Details of interviewee

1.4 Name of interviewee _____

--	--

1.5 Gender

1= Male

2= Female

--	--

1.6 Age

--

1.7 Education Level

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Codes

Age Bracket

0=below 15 years

1=16-35 years

2=36-55 years

3=Above 56 years

Education

0 = No education

1 = Standard 1 to 8

2 = Form 1 to form 4

3 = Tertiary (College/University)

SECTION 2.0:

2.1 Are you aware of existence of Traditional African Vegetables (TAVs) Yes
No

2.2 Do you know any of TAVs that Uchumi stock Yes
No

2.3 If yes, which varieties of TAVs in Uchumi are you aware of *(Tick what apply)*

- Amaranthus
- Nightshade
- Spider plant
- Cow pea leaves

2.4. Which variety of TAVs do you buy? *(Tick what apply)*

- Amaranthus
- Nightshade
- Spider plant
- Cow pea leaves

2.5 What amount (in bunches) of TAVs do you buy at any given time

Amaranthus

Nightshade

Spider plant

Cow pea leaves

SECTION 3.0

3.0 Please rate the following dimension of quality of TAVs offered by Uchumi on a scale of 1 to 5 where 5=strongly Agree AND 1=Strongly Disagree (Tick appropriate box)

Dimension of quality	Strongly Agree 5	Agree 4	Neither agree or Disagree 3	Disagree 2	Strongly disagree 1
Good leaf color					
Very fresh					
Clean					
Leaves have no defect					
Good taste					
Soft after cooking					
Highly nutritious					

3.1 Compared to other leafy vegetables Traditional African Vegetables have the following benefits. (Tick where it applies)

Full of nutrients	(5)	(4)	(3)	(2)	(1)	Low nutrients content
Boost immunity	(5)	(4)	(3)	(2)	(1)	Don't boost immunity
Improve eye sight	(5)	(4)	(3)	(2)	(1)	No effect on eye sight
Good for strong bones	(5)	(4)	(3)	(2)	(1)	No effect on bones
Good for blood	(5)	(4)	(3)	(2)	(1)	No effect on blood

SECTION 4.0

4.1. Have you ever bought Traditional African Vegetables at Uchumi Yes

No

4.2. If no, why?

4.3. How often do you buy TAVs from Uchumi? (*Tick what apply*)

0= Never

1= About every day (5-7/wk)

2= About once/week

3=About twice or thrice per week

4.4. Which of the following statements best describes the chance that you will buy Traditional African Vegetable the next time you visit Uchumi? (*Tick what apply*)

1 I definitely will buy it

2 I probably will buy it

3 I am uncertain whether I will buy it

4 I probably will not buy it

5 I definitely will not buy it

APPENDIX 2: INTRODUCTION LETTER

13th September 2011

Mr.Ndunda

Head of Marketing

Uchumi supermarket

Re:Authorization to collect data from Uchumi customers

I am a postgraduate student at the University of Nairobi pursuing a course in Masters of Business Administration (MBA), specializing in Marketing. In partial fulfilment of the course requirement, I am conducting a survey to determine **Consumers attitude towards quality of traditional African vegetables sold in Uchumi supermarkets*. For completing my research, I wish to collect data from five Uchumi branches. The information provided is purely for my research project and will be treated with strict confidentiality.

A copy of the final research report will be availed to you upon request.

Your assistance is highly appreciated.

Kind regards,

Janet

Janet Mwangi