

**INFLUENCE OF MARKETING MIX ELEMENTS ON CONSUMER PURCHASE
BEHAVIOUR OF SMART HOME APPLIANCES IN KENYAN RETAIL OUTLETS**

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DECLARATION

This is my original research project that has not been submitted in another institution of learning for examination purpose.

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I want to thank my parents for financial and moral support as well as my supervisor Dr. Catherine Ngahu for her guidance.

DEDICATION

I dedicate my work to my loved ones, close friends, and my supervisor, Dr. Catherine Ngahu, who supported me and believed in me throughout this study.

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ABBREVIATION AND ACRONYMS

CIM	Chartered Institute of Marketing
FMCG	Fast moving consumable goods
LPG	Liquefied Petroleum Gas
SMEs	Small and medium enterprises
TRA	Theory of Reasoned Action

ABSTRACT

Customers are always rational in choosing items for consumption. Organizations are on the other hand careful to understand the consumers behavior in order for them to achieve a competitive advantage in the market. This study was premised on the four marketing mix elements: price, product, place, and promotion and the influence they have on the consumer behavior. The overall goal was to investigate how marketing mix elements affects the consumer purchasing Behaviour for smart appliances among retail outlets in Kenya. The research was guided by reasoned action theory, planned behavior theory, and asymmetric information theory. The research was descriptive. The study's population consisted of general public consumers of smart home appliances in sixteen leading Kenyan retail outlets of smart home appliances. The study used convenience sampling, with 80 respondents providing data for the study through face-to-face administration at Smart Home appliances outlets across the country. As a precaution against COVID-19, online surveys were also used. Data which was collected was analyzed through inferential as well as descriptive statistics. The study results revealed that smart home appliance purchase decisions are influenced by price, product features, and distribution channels/location. However, the study found that promotion strategies had a minor impact on smart appliance selection. The study found that the marketing mix elements (price, product, promotion strategies, and location) influenced smart home appliances' choice behaviors in Kenya's leading outlets in a significant and positive way. To increase consumer choice of their products, the study recommended that smart home appliances outlets offer discounts and offer smart home appliances at reasonable prices. Consequently, to increase smart home appliances consumption, the study recommended that smart home appliances outlets offer high-quality smart home appliances as well as sell brands that are well-known and appealing to consumers. The study also suggested that businesses promote their products through channels where customers can easily learn about their availability in stores and become familiar with how they are used, resulting in increased product consumption. Because so many people nowadays own a smartphone, the use of social media is one way that has recently gained a lot of attention where the appliance features can be published as well as the different places to find the smart appliances. Finally, the results recommend that smart home appliances' handlers distribute their products through channels that ensure that smart home appliances are always available in stores and bring them closer to consume

CHAPTER ONE: INTRODUCTION

1.1 Background of the Study

The success of most companies relies on the relationship between consumer purchase behavior and the company's marketing strategy. Therefore, a company's managers must understand customers' purchase behavior (Serrenho et al., 2019). Typically, the innovative home sector has developed throughout time as a response to integrating simplicity and enjoyment for customers. As a result, the consumer's contentment, convenience, and psychological well-being are enhanced. Non-functional advantages include affluence representation and preservation commitment- also known as benevolence (Heizer, Render, & Munson, 2019). As an outcome, intelligent home appliances are technologies that enable people to automate their homes and improve their digital lives. Smart appliances intend to ensure an individual's life is easy because they have different purposes.

Through the use of an internet connection, these devices can be automatically controlled from the user's preferred location. This allows the user to issue commands for various house entities like doors and windows as well as instructions and activities. To access these smart home devices, users can utilize their digitalized phones and computers. Typically, some apps are loaded in laptops and phones that are used to operate smart home appliances (Kang et al., 2017). Additionally, people have the option of scheduling some of their desired modifications. When there is a fire outbreak, some automated intelligent home appliances may transmit alarms to the homeowner, while others may link with pertinent agencies like fire departments.

Kenya has evolved in the consumer purchase of home appliances in contemporary society. Most Kenyans have embraced the technology as the demand for intelligent devices has drastically improved nationwide. Globally, people have adopted technology to perform their daily activities. As a result, companies manufacturing these intelligent devices have been established to quench

the high demand-supply worldwide. These technology companies have been able to enhance their products through price looks and features to suit the preference of their customers (Gunge et al., 2016). Furthermore, the rising adoption of intelligent home equipment has boosted family and balance between work and life, making people's lives easier and healthier. As a result of consumer engagement, the supply of consumer electronics in the Kenyan market has expanded.

Home appliances have contributed significantly to the lives of individuals in Kenya. Most of these home appliances help make the work at home easier and save time. For instance, a washing machine uses less time and conserves water too (Katuk et al., 2018). Home appliances serve many purposes at home, including promoting security at homes. In contemporary society, most people have embraced home appliances and ensure they are as digitalized as possible. There are major home appliances brands in Kenya, including Samsung, Sony, LG, and Ram tons.

In the past, women were the ones who were left at home to work; nevertheless, with the high number of women working for the population, the demand for home appliances has increased to assist with household chores (Katuk et al., 2018). Consequently, with the high urbanization across the nation, there is a display of high demand and adoption of home appliances, especially refrigerators and washing machines. Furthermore, the economy of Kenya is shifting to promote local enterprises manufacturing home appliances through easy penetration in the market all over the country.

According to "Sovacool and Del Rio (2020)," the smart home industry has grown over time as a result of combining convenience and pleasure for consumers. The consumer's peace of mind, comfort, and romantic well-being are all improved as a result. Customers also enjoy wealth symbolism and sustainability commitment, also known as altruism, as non-functional benefits. As a result, smart home appliances are devices that provide home automation plans and enhance

digitalism in the lives of users. Omulo (2020) concluded in a recent article on Tech-Savvy Buyers in Nairobi's Smart Homes that smart homes are similar to conventional homes, with the exception that smart homes have added digital features. Smart devices make life easier because they can control the gates, windows, and doors. The tools should enable a greater degree of control or functionality through monitoring and sensor interface, to name a few characteristics of smart home tools. Second, the tools should make various technological features visible to improve service delivery and performance. Lastly, the tools should enable customers to alter their consumer behavior. As a result, smart home appliances may lead to a new understanding of what a home is for. This is because the goal of a smart home is to improve the quality of life in the home by adding new features and services (Sovacool & Del Rio, 2020). As a result, people have fully embraced technology, as evidenced by the widespread use of smart home technology (Kelly, 2021).

The purchase and demand for smart home appliances in Kenya has increased dramatically in recent years. Smart devices have grown in popularity as a result of the COVID-19 pandemic and people's embrace of work-from-home models. As a result, manufacturers of these devices have responded by offering products with varying prices and quality to ensure that the market is adequately served. Additionally, the increased use of smart home appliances has improved family and work-life balance, making life easier and healthier for consumers. The supply of consumer electronics in the Kenyan market has increased as a result of consumer interaction (Waweru, 2020). Refrigerators and washing machines are two smart home appliances that have increased in demand, according to a recent article published by CIO Africa (2020) titled "Smart Home Appliances: The New Trend for Kenyan Home Owners."

1.1.1. Concept of Marketing Mix Practices

Marketing practices refers to a blend of practices that an organization positions itself with to move its products and services. Among the well-known strategies in the Four-Ps including: the product,

place, promotion and the price marketing strategies (Thabit and Raewf (2018). This, however, did not take into account the breadth and complexity of modern marketing. We also noticed that two Ps – Process and People – have now been added to the mix. Customer service, e-commerce, and social media all benefit from 2Ps like these (Kareh, 2018). The CIM (Chartered Institute of Marketing) published a book called 7PS: Marketing Strategies and How They Work, which introduces the concept of marketing strategies and how they work. It proceeds to explain marketing as an art in which the management process viably meets customer needs and is in charge of identifying and anticipating them. This means that marketing elements carved every product one buys, every store one visits, every piece of media one receives, and every decision one makes in our consumer society. Kareh (2018) went on to say that the marketing concept, which is the science of profitably satisfying customers' needs, hasn't changed. Marketing mix factors, on the other hand, have changed dramatically over time. This means that the marketing mix model can be customized to fit specific products or services and offered as a generic platform.

Marketing elements are helpful in the decision-making process, targeting the right consumers to ensure the product market is achieved through marketing campaigns. The quality of the services also depends on the two mixed elements that were later added (Kang et al., 2017). Various online platforms, including e-commerce, have used these seven elements to achieve the desired goal in the marketing arena. Therefore, to every purchase of product executed, every shop one goes to, and every decision made for the benefit of the customer, the marketing mix elements have contributed in one way or another. Due to the uncertainty of situations in the market, marketing mix elements are tailored to ensure that companies remain relevant in providing quality customer service. Each component of the marketing mix affects the rest of the features. Ensuring the right tools reach the right people will improve the brand's quality.

1.1.2. Concept of Consumer Purchase Process

Consumer purchase decisions and processes have been rocked or greatly changed over the years. This is since most companies are always trying to keep up with the changing marketing needs and trends, always trying to be on the front foot in the business world. Sellers of goods and services must always try to set them aside by applying strategies that enhance their control of their market base (s), one of the ways of doing so is by fully conceptualizing your customers structures and requirements (Harahap & Amanah, 2020). The process in which a buyer or a consumer evaluates their available options to consume, their purchasing power, and analyzes the available information to aid in decision making is known as the consumer decision-making process (Millwood, 2021). Harahap and Amanah (2020) argued for companies to customize products in such a way that they are attractive and also serves the intended goal of satisfying customers' needs as well as solving a particular problem in the society. Besides the strategy should take care of the message getting to the customers by being refined in such a way that it effectively passes the message to the consumers. The author also revealed that the company need to come up with distribution channels that ensures availability of the service or goods when required by the consumers. Some of the proposals given by the scholar on the distribution strategies should encompass: accessibility to consumers, visibility to consumers, traffic smoothness, potential growth areas, a small level of competition, and the situation in business flow. Finally, the prices given should reflect value as well as staking care of different segments in the economy. Segmentation could be done according to the age-groups identified, location or even income levels of the groups target group or consumers.

On Price, the item's value must be suitable and sensible; the excessive cost should match the client's benefits. This implies that unreasonable costs will do purchasers to change to other comparative

items. Then again, if the Price is offered excessively low, purchasers will be uncertain of the nature of the items offered, which defers the choice to purchase the item.

Dewey (2015) presented five stages to the purchaser choice cycle. Even though later tests have evolved and improved, the criteria used today remain the same. Recognizing an issue or need is necessary. One must be able to recognize the problem or need and the kind of thing that is required to solve it. Data Search is the following phase, during which the buyer investigates the product to address the apparent demand. The client must weigh his or her possibilities; the buyer weighs options by perusing a variety. Following a thorough review of the possibilities available, the consumer selects the best option and makes the purchase (Aggarwal & Rahul, 2018).

1.1.3. Smart Home Appliances Industry

Intelligent home appliances provide security, comfort, and luxury, by controlling them through cell phones or other networked devices. A smart home is any home incorporating intelligent devices to achieve manual tasks that would allow the homeowner to acquire comfort and save time. These smart home appliances accomplish tasks by being controlled after being connected to the internet or gadgets such as phones or remotes. For instance, one can open an electric door through a remote that is linked to it. Therefore, intelligent home appliances aim at providing assistance that compares to the one required to perform the task at hand. In Kenya, different brands help achieve an intelligent home. These home appliances in Kenyan retail shops include cameras, toasters, washing machines, refrigerators, and many others.

A smart home might be portrayed as a home furnished with current innovation sensors, apparatuses, and gadgets that offer assistance to its occupants. Smart home appliances go hand in hand with technology. Smart home appliances are appliances interconnected within the house that serve the purpose of connectivity. There is digital TVs that have an internet connection which

gives access to online entertainment services consumers such as YouTube and Netflix. There is the washing machine, microwave, Toaster, Cameras, Air purifier, Ovens, Coffee machine, and Thermostat, among other appliances that fit into the category of smart home appliances. The major brands associated with Smart Home Appliances in Kenya include Sony, LG, Ram tons, Hisense, Samsung, and Mika, among other emerging and competitive brands (Kibos et al., 2019).

1.2. Research Problem

In marketing business owners understand too well the value of appreciating what the consumers' needs and preferences are, by doing so the companies are consumers to produce and offer services that meet consumer needs as well offering solutions to prevailing problems (Tamilselvan & Kumaresan, 2020). Besides, the company need to be aware that consumers are rational in decision making and require full information about the product and service that a company is dealing in before making a purchase. Therefore, at all times companies must pay attention to marketing mix elements to achieve competitive advantage (Adhiambo & Wanjira, 2021).

However, the situation of perfect market does not prevail always and the situations of asymmetry comes in where the producers and the markets have more information about a particular brand than the consumers causing the consumers to make irrational purchasing dictions. Smart appliances industry which mainly focuses on internet-based product is one of the industries where producers and the marketers have more information about the products tartan the consumers themselves. A technology that was new last year is considered old today by the competitors who must outshine their competitors and achieve competitive edge, this stiff competition among companies might be unworn to the consumers leading them to make irrational decisions. An Ideal situation is in the Apple Company. According to Forbes magazine (2021), Apple, a giant smart home appliance manufacturing company in the United States of America has been accused by the European market of misleading consumers with a new software technology integrated in the phone, the instance has

led to the company suffering a loss of \$ 100M from customers who returned the product for upgrade. Customers have for a long time had perception of high value attached to the product as having both the technology and the art. Besides, the company is facing stiff competition, leadership challenge after the death of Steve jobs and technology challenges. The issues of misfit between marketing mix and consumers behaviors have attracted research institutions and scholars both globally and internationally.

Mashao and Sukdeo (2018), on factors affecting consumer Behaviour of durable products in Kempark region in South Africa, revealed a strong and positive association between product quality, level of promotion and attractive of consumer behaviors. Other scholars locally including Wangari (2018) studied consumer purchase behavior among fast moving consumer goods in Nairobi County; the results of the study revealed that high prices had negative though insignificant effect on consumer behaviors, place and promotion were found to have positive but insignificant effect on consumer Behaviour. However, product quality including quality and packaging were found to positively and significantly affect consumers behaviors. Gikonyo (2020) found no significant influence of product on consumer Behaviour among retail supermarkets in Nairobi. However, place, price and promotion through the social media were found to significantly influence consumer Behaviour.

The above studies point to one thing that there are no conclusive findings on the relationship between marketing mix and consumer purchase Behaviour in outlets. The existing findings are contradictors and complete, whereas some found positive and significant relationship between the study variables, others found insignificant whereas others found negative relationship. The debate on consumer purchase Behaviour seems to be an ongoing one. The results could be contradictory due to location, scope or methodology applied. Therefore, the current study sought to investigate

by answering the following question: what is the effect of marketing mix elements on the consumer purchasing Behaviour of smart appliances among retail outlet in Kenya?

retail outlets?

1.3. Objective of the study

The objective of the study was to investigate the effect of marketing mix practices on consumer purchase Behaviour of Smart Home Appliances in the Kenyan retail outlets.

1.4 Value of the study

The study is of help to different partners like the showcasing organizations, marketing offices, and researchers. The review frames a base of future references to the researchers, understudies, and others on buyer purchasing practices. Moreover, the findings of this study can be used by marketing officers in designing marketing policies that enhance sales among smart home appliance outlets.

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

This chapter touches on various issues. Such issues include the Theoretical Foundation of the study, Marketing mix factors influencing Consumer Behavior, Consumer Purchase Process, Types of consumers buying behavior, and empirical review.

2.2 Theoretical Foundation of the study

Theory of Reasoned Action, Theory of Planned Behavior, and the asymmetric information theory are simply the theories discussed in the study. The theories are used since they are related to the topic of the study.

2.2.1 Theory of Reasoned Action

According to Myrestin and Setterhall (2015), the theory mentioned above was proposed by Ajzen and Fishbein in 1980, whose purpose was to establish consumer behavior under consumers' control. Greene (2003) posited that the strongest or closest predictor of voluntary behavior is one's behavior intention. This behavior intention is simply a function of an individual influence (one's attitude towards performing the voluntary behavior) and normative influence (one's particular form). First, two specific norms and an attitude serve as the model's foundational independent variables. However, the dependent variable, which follows the behavioral interpretation, is the Factual Behavior (Kibet, 2016).

As shown in figure 1 below, the marketplace generates several signals in the moment's retail setup. This, in turn, affects the attitude of the consumers as well as their private involvement. In this case, the sustainable attractiveness of a product, the overall attractiveness of a marketplace or store, and the store's situational attractiveness will impact a consumer's attitude towards a product. On the other hand, a product's emotional and social value will impact one's perceived value of that product. The emotional value is simply the value that a consumer finds additional meaning in the

product beyond the function. i.e., they add richness and depth to the experience of enjoying and using the brand.

On the other hand, the social value of a product is simply the extent to which possessing a product or engaging in service allows the consumer to connect with others. Hence, the Theory of Reasoned Action helps explain a customer's retail shopping behavior. This is in terms of their cognitive thought process with retail marketing mix elements (Sulehri & Ahmed, 2017).

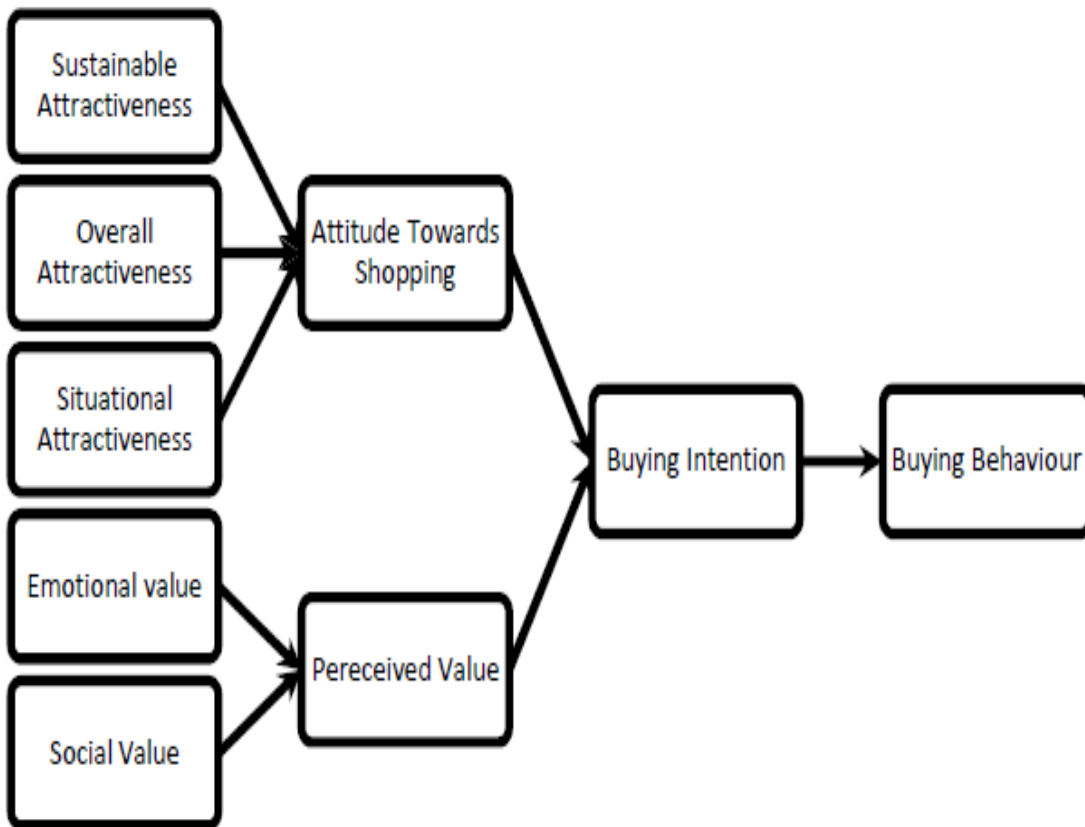


Figure 1: Theory of Reasoned Action model concerning retail setup

2.2.2 Theory of Planned Behavior

As per Ajzen (2016), according to figure 2 underneath, the above hypothesis broadens the Theory of Reasoned Action (TRA). This hypothesis focuses mostly on the individual's motivation for engaging in a particular behavior. Aims can be characterized as signs of how tenacious individuals will attempt or how much exertion they intend to apply to play out the conduct. Thus, the more

grounded the expectation to participate in conduct, the almost certain it should be on its exhibition. Initially, this hypothesis assumed that a singular's aim was impacted by mentality towards the conduct, emotional structure, and Perceived Behavior Control. This is material today with a few alterations. According to Dixit (2017), a person's attitude toward behavior is made up of social conviction, evaluation of conduct outcomes, emotional standards, standardized convictions, and inspiration to agree.

As per Dixit (2017), according to figure 3 beneath, Attitude towards the conduct affects an individual's demeanor towards playing out particular conduct because of the added set of convictions. Emotional standards address the shopper's impression of their thought process. What the referent needs them to do, i.e., It's a component of cooperative regularizing convictions and the customer's inspiration to consent to the referent. Seen Behavioral Control typically impacts conduct both straightforwardly and in a roundabout way, i.e., this control is not entirely settled from two parts: control convictions (impression of deterrents or assets influencing the conduct) and saw power (essential significance of those assets). In today's retail marketing, consumers are unique in selecting retail habits at shopping. This can be based on either one's habits or culture. For example, the habit of consuming fresh food makes a consumer do regular shopping, which in turn shapes their behavior/health (Ardhanar, 2013).

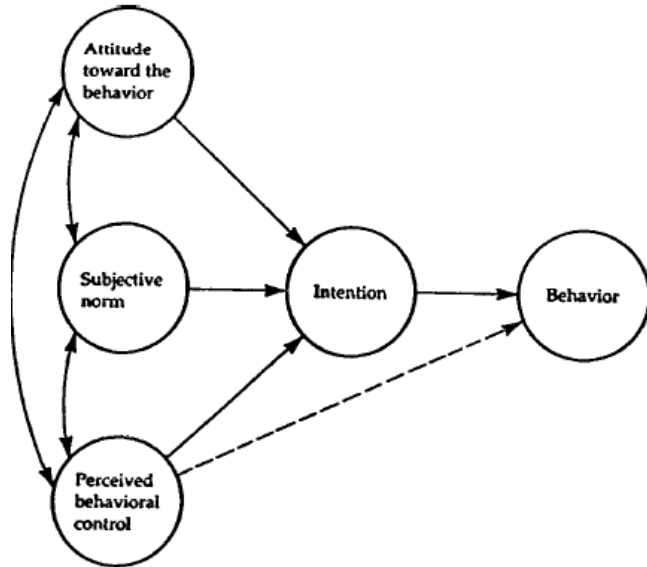


Figure 2: Theory of Planned Behavior developed by Ajzen (1991)

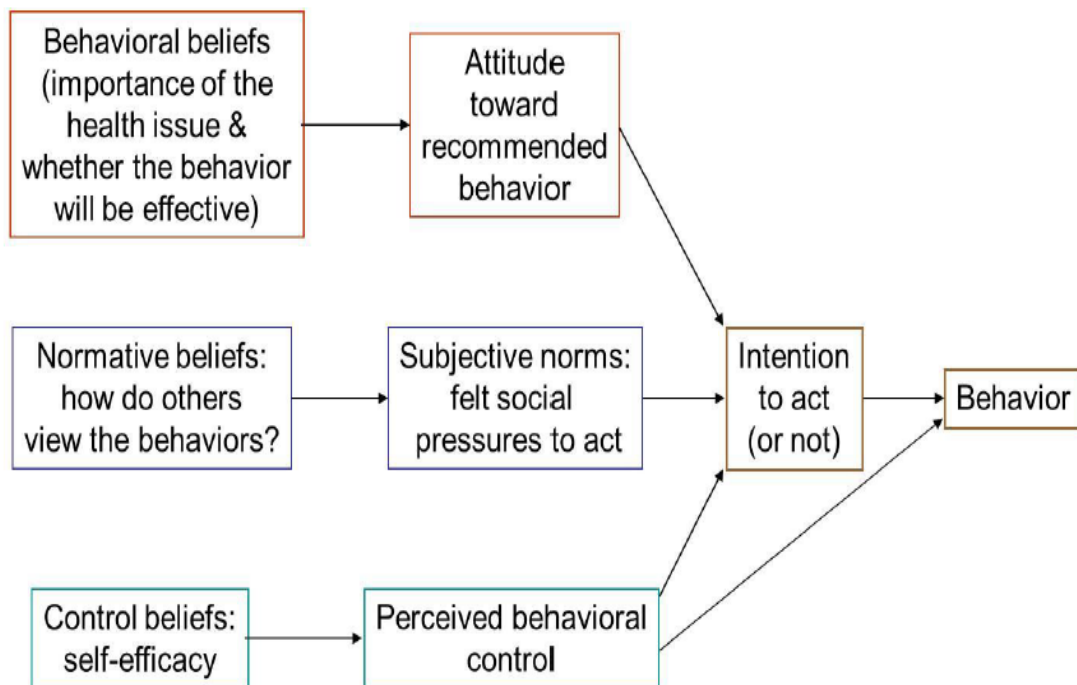


Figure 3: Theory of Planned Behavior developed by Dixit (2017)

According to Ardhanari (2013), a consumer's shopping habits can also be influenced by their family, friends from their peer group, personality, and gender. In the sense that a parent's attitude, for instance, affects how their children tend to feel about clothing. Peer friendships or reference

groups are an additional element. They have an impact on the quality of the acquired goods and the retail format choice made when shopping related to a person's lifestyle or culture. The shopping behaviors of people are also influenced by personality. For instance, an aggressive person is more likely to participate in competition and, as a result, will buy the most expensive items to set themselves apart from the competitors. Finally, Gender is considered a factor, in the sense that it affects the buying behavior of a consumer. A wife is notably known to handle domestic affairs in the household matters and children. Hence, the retail format selection becomes the authority of the normal wife. The theory applies to this study since it helps to establish that personal, social, and informational factors can affect behavioral, normative, and perceived control beliefs. This stimulates one's intention to behave and choose to do a particular behavior (Ardhanar, 2013).

2.2.3 Asymmetric Information Theory

The theory was first argued for by Akerlof (1970). The theory noted that in the market there exists imbalance in the knowledge about products interim s of where they are located, the difference in the quality of the products as well as how they are priced. Products that have different features and qualities may attract the same prices due to imbalance of the information pertaining to the product. Akerlof in his paper entitled 'market for lemons', noted that in the market of cars, sellers and buyers possessed different levels of information. This imbalance of information lead to sellers selling cars that were of low quality to buyers at very high prices without the awareness of the buyers (D'Andria, 2019). Where the sellers have more information, it might lead to exploitation of the buys or the buyers buying what they did not specifically need, imbalance in information has as well been blamed for having imbalanced distribution of products in different zones. Besides the theory added that goods of both superior and inferior quality can command the same price given the lack of buyers' information (Toly et al., 2019). Han (2018) indicated that in an organizational setting, a course or project is likely to fail if there exists an imbalance in information regarding the

project. For instance, in an insurance company, researchers noted that car owners have a different level of information about the risks that a car faces, on the other hand, insurance companies have actuarial life tables which they use to guide them on possibilities of risks.

In the retail industry, retailers have more information compared to consumers about the products they sell. In addition, in the process of marketing these products, some information may be exaggerated without the buyer's knowledge. This information includes defective appliances, the life expectancy, and the dos and don'ts of smart home appliances. Consumers may have little while others may have no information regarding these smart home appliances at all. Such incidence represents a failure in the retail industry which needs to be corrected by providing important information to the consumers. Providing such information to consumers helps them in making decisions on their purchases and therefore impacts consumer purchase behavior. For instance, a customer may make a better decision when given adequate decisions on different brand varieties as well as the functionalities of smart home appliances. Consequently, a purchaser may end up comparing what he ended up buying with what he intended to buy. Some smart home appliances are quite costly and may call for a complex buying decision to be made by the customer. It is therefore important for the seller to avail important information for the buyers to make purchase decisions rationally. However, it is not usually the case as some customers do not follow the game of rationality and end up making impulse buying. It is therefore important to analyze the influence that some elements of the marketing mix elements such as promotion play on customers' purchase behavior.

2.3. Relationship between Marketing Mix Elements and Consumer Purchase Behavior

Kareh (2018) defined marketing as the science of meeting consumers' needs profitably. Henceforth, the idea of advertising has stayed steady with the promoting blend factors changing concerning esteem conveyance significantly. Thabit and Raewf (2018) characterized promoting

blend as a mix of particular advertising choice factors, procedures, and strategies utilized by an association's administration to showcase its labor and products. The fundamental advertising technique involved by associations in advancing their items or administrations is the Marketing blend procedure. This is since; the showcasing blend assists increment client experience in light of their satisfaction with the association's items or administrations.

Consequently, this is a triumph factor in an association through promoting action. Customarily, the advertising blend was worked around the four Ps: Product, Price, Place, and Promotion. The four components help with ignoring the expansiveness and intricacy of current-day promotion. Be that as it may, two Ps have been added to the showcasing blend in the present promoting world. The two components are the following: Process and People. Such components help counter any significant changes made concerning Customer administration, online business, and web-based media. This implies that the promoting blend components can be overhauled to different procedures, including Consumer Behavior, and presented as a conventional stage customized to meet its specialty section of clients (Kareh, 2018).

Marketing mix may be considered as the variables under the control of the organizations that can be manipulated by the organizations to meet the interests of the seller (Kuester, 2019). The four Ps have for a long time been considered as important variables that organizations can take advantage of to win customers. They are also the founding principles of marketing. The marketing mix model are the only way through which organizations build their marketing strategies by understanding the different needs of a target market and coming up with strategies that resonates well with that target market (Peter & Olson, 2018). The understanding of the customers attitudes towards the marketing mix is important to align the strategies to the Behaviour of the customers. Therefore, the issues of understanding what the position of the consumers is towards the 4ps in the

retail market can be very crucial in the satisfaction of the customers need as well as a way of creating more business for the organization (Schiffman and Wisenblit, 2019; Ayu, 2017).

In this manner, advertisers need to comprehend the item blend components that shoppers need and need, how customers should buy and consume them, and what impacts their buy and utilization conduct. Moreover, Mutil (2020) proposed that in a cutthroat climate, the job of item blend components of buyer products has changed because of expanding self-administration and changing buyers' way of life. Firms interested in bundle as an apparatus for the advancement of deals is developing progressively. Bundle stands out for shoppers to a specific brand, improves its picture, and impacts buyers' insights into such products (Ashaduzzaman et al.,2019).

Over the years, consumer purchasing decisions and techniques have been unsettled or drastically altered. This is because most businesses constantly strive to stay updated with the latest marketing demands and trends to stay ahead of the competition. Every company should pay special attention to every customer who utilizes or purchases their goods because of the rising competition, necessitating differentiation methods that distinguish a company from its competitors. This is accomplished by ensuring that the products and services of customers are in high demand (Gunge et al., 2016). Consumers' decision-making process involves the technique used by a consumer or a buyer to analyze their potential consumption alternatives and buying power and evaluate the information at their disposal to help in decision-making. The consumer decision-making process is essential to most companies, including developing items suitable for the market, defining, messaging, assigning promoting budget charges, and building marketing programs appropriate for customers based on this consumer selection process. The consumer purchase process affects both small businesses and major businesses.

Price and location were the factors employed in the study by Nguyen and Greenland (2017) to determine the factors that influence the consumer purchasing process in various organizations. The study stated that these two variables primarily affected consumer purchase decision-making. While marketing a product, a consumer should consider location in the sense that the proximity of the enterprise should be close to its consumers. This is because being strategically located in a town will allow customers to easily access the products without going through many challenges such as traffic congestion.

Furthermore, the price of the product is also significant. An excellent strategic manager should understand the mass psychology of its target audience consuming their products because if the product's price is overly exaggerated, only a few customers may purchase. Still, if the prices are reasonable, there will be customers. Again, if the product's price is too low, customers will assume that the products are of poor quality and may not consider purchasing the product. Therefore, strategic management is essential to market products through price. The consumer purchase process involves several stages that affect the consumer's cycle of choice, including recognizing the problem as the first stage of the buying process where the customer understands they have a need (Serrenho et al., 2019). Although they have what they desire, they must consider the actual condition. Data search involves using the search engines such as Google, evaluating alternatives, choosing what to purchase, purchasing, and post-purchase evaluation where a customer considers whether the decision was correct.

There is a need to understand why the consumers prefer making their purchase, the factors that contribute to their decision-making process, and the altering aspects of the community. Consequently, different factors significantly affect the operation of the customer buying process, including personal, psychological, and social. The individual factors include how unique people

are and their preferences in choosing products and psychology, which involves the customer's attitude and driving force to a purchase decision. Finally, social aspects represent the external components such as family members and culture that influence the consumer's wants.

2.3.1 Product and Consumer Purchase Behavior

A product is the offering you deal with your clients, including their actual traits, what they do, how they contrast from your rivals, and what benefits they give (Duermyer, 2020). A portion of its sub-factors incorporates product quality and branding, which impact a client's purchase decision (Mohammed, 2018). Item quality has for quite some time been perceived as a critical element in driving business execution and accomplishing the upper hand, however, what we mean by quality can be emotional and difficult to characterize. For instance, while a specialist could pass judgment on quality as per whether a vehicle adjusts to specific plan norms and particulars, a client could see quality as per whether the entryway closes with the right sort of snap, but then one more could pass judgment on quality as per the size of the motor (Guru & Paulssen, 2020). The clients' decisions on the purchase of a particular product are therefore dictated by the customer feeling prevalence of a particular quality or uniqueness, the presence of such quality can also go a long way in a customer being loyal or not

A brand can be characterized as a name, term, sign, or image used to separate a company's products from its rivals (Gikonyo, 2020). According to Wamwandu (2018), a brand influences consumer behavior mainly through its brand image. This is since a brand image was considered the basic motive for the consumers' choice of a particular product or brand. In a recent article by Mccrocklin (2020) on FMCG Purchases: Consumer Behavior in Kenya. They noted that brand was the second highest factor influencing consumer purchase decisions on FMCG products. This was attributed

to the fact that many consumers look at the brand loyalty aspect. Hence, they are driven by brand name more than any other purchase consideration.

Rawat (2020) assumed that making and depicting a positive brand picture isn't sufficient. This is since an association needs to convey a decent encounter; in such cases, marketing goes about as a sign that assists clients with detecting an item that they like rapidly. The scholar noted that product is the key thing in business which without it there is no need of addressing these other variables including pricing, place and promotion. The scholar revealed that high quality of a product was highly collared with the customers' loyalty to the products as well customers purchasing Behaviour. The four important elements to look in a product includes how it is packaged, its quality, how the product has been designed as well as whether the brand is known or not. The reason is that consumers buy a brand adjacent to their values. This, in turn, leads to the creation of brand loyalty by the customers who assist in reducing the costs of attracting and retaining customers. Concerning Home Appliances in Kenya, Abuyeka (2021) mentioned in a recent article on the List of Best Home Appliances' Sellers in Kenya that several brands are rated highly on recommendations and customer reviews. Such brands include as follows: Hot Point Appliance Limited (leading sellers), Ram tons (leader in home and kitchen appliances in Kenya), Mika Appliances (which offers an exclusive range of home appliances focusing on innovative designs), LG online brand shop, Armco Kenya, Nairobi Home Appliances, Pat Bay and New match Appliances Kenya (which offers latest design trends, durables, and energy-saving home appliances).

Gikonyo (2020), argued that company product is are the symbols that a company identify with. A company should therefore differentiate the product by upgrading the current ones as well as modifying to ensure that they meet the needs of the consumers. A company should define its

product portfolio or mix so that they are able to relinquish the products that do not increase the company value as well as upgrading products to serve a wider market.

2.3.2 Price and Consumer Purchase Behavior

The Price implies the value that is placed on a thing. It depends upon costs of creation, section assigned, market limit to pay, natural market, and an enormous gathering of other prompt and deviant factors. There can be a couple of assessing philosophies, each associated with an overall field-tried system. Assessing can be used as a limit, to separate and overhaul the image of a thing (Lim, 2020). An especially picked cost should accomplish targets, for instance, achieving the association's financial goals which is the benefit, fit inside the genuine elements of the business place by which clients are willing and prepared to address the set expense and sponsorship a thing's arranging and be consistent with various elements in the publicizing mix, for instance, thing quality, dispersal issues, headway challenges (Harahap et al., 2018).

While thing, spot, and progression impact costs, the cost is the principal part that impacts wages and benefits a business. Cost can provoke an affiliation's perseverance or end. Changing the expense fundamentally influences the advancing framework, and depending upon the worth adaptability of the thing, it will impact the interest and arrangements as often as possible. Both a worth that is too high and too low can confine improvement. Some unsuitable expenses can similarly conversely affect arrangements and pay. Issues happen expecting the sponsor fails to set a worth that supplement various parts of the exhibiting mix and the business objectives, as assessing adds to how clients see a thing or a help. An extreme expense shows an unrivaled grade. The term lavishness rings a bell. On the off chance that a firm will charge low expenses regardless of the firm's requirements to arrange itself as a negligible cost provider. Also, customers know

what's in store with generally excellent quality providers when they see low expenses (Dolansky, 2020).

A new report indicates that around 60% of online customers settle on their last buying choice because the item's cost mirrors its worth and elements. Also, practically all customers invest an adequate measure of energy looking at the costs of gadgets they intend to purchase to guarantee the best incentive for their cash. For that reason, the cost is a significant component that can impact your plan of action, associations with clients, and, over the long haul, the place of your organization available. Current savvy home organizations view estimating as an associated technique that considers different industry patterns to client inclinations to advertise rivalry. Consequently, being a piece of this quickly creating industry also means challenging your organization with capricious methodologies and models of brilliant gadget estimating (Nemkova, 2020). An entrance evaluating technique aims to acquaint shoppers with an item at a generally safe, assemble interest in an item, and construct brand steadfastness not really to make money. All things being equal, the significant goals related to a market infiltration evaluating procedure are to snare in new clients, acquaint customers with an item, subvert laid out market pioneers and make a portion of the overall industry. (Yuan et al., 2019)

This sort of evaluation likewise considers the part of cost reasonableness, i.e., buyers' appraisals of whether a vendor's cost is sensible, satisfactory, or legitimate. Henceforth, charging a value assist with creating client fulfillment and steadfastness. Mohamud (2018) noted that the price of a product is its monetary value which is the sum of the cost of production and the profit it bears. The price of the product dictates purchasing Behaviour of consumers. Sellers who charge reasonably competitive and low prices win more customers than those that offer very high and unreasonable prices. However, firms that charge unreasonably prices are likely to suffer losses. This is since,

assuming items ascribed are included in ways of being positive, the client will in general change. Model Incorporating free units for the most part initiates a lesser reaction than outfitting and a unique cost decrease. Another model is the valuable item with an unconditional gift will in general create further deals than a cost rebate.

2.3.3 Place and Consumer Purchase Behavior

The place is likewise alluded to as conveyance is answerable for the undertaking of moving the item from the maker to the client (Wangari, 2018). It guarantees that the organization's items are accessible at the perfect locations and with flawless timing really, which would be generally helpful for expected clients to get to. The place of a product refers to where the actual purchase of the product is done. The place needs to be easily accessible stores for the retails as well as the product should be available whenever needed as well in right measures. Having a place that is right always ensures that the brand is clearly visible to buyers which in effect has the advantage of increasing sales. (Tumbuan, 2021).

Gikonyo (2020), investigating the effect that components of marketing mix have in the retail businesses in Nairobi County, observed that consumers became more accustomed to brands that are usually available to them in the sellers' stores because that is what they can see and makes enquires to know more about those products that are near to them, in the process they end up making purchases. Mohammud (2018) argued for the location of the business to be in such a way that the customers can easily access the store and also easily leave secure, therefore issue of security is very important. Sellers should consider agents and distribution agents that focus on creating end value to the consumers by bringing products more to them. The distributors also need to be re-assuring to the buyers to assure them that the products meet the international standards and meet the standards of manufacturing process. This way the final consumers feel safe while using the products as well as getting more confident while buying. In case the products are faulty

after buying the consumer also need to be sure that they can return them to the manufacturers or get their money back. Able of these practices in distribution is a sure way and good strategy for multi-international companies that have global distributors.

(Whetton, 2018).

As the world is evolving, so are new trends and new technologies. The marketplace can be online as well as physical. People can buy Smart Home appliances on companies' online sites and those with who they live transactions go to the physical stores to purchase the products so that they can have the live interaction to get the product they need and want. Social media is also acting as a vital distribution outlet because customers interact on social media frequently, hence companies can buy advertisement slots to advertise their smart home appliances. Tech companies post their smart home appliances on their websites and indicate where to find physical stores. Lately, there have been delivery services at your doorstep to encourage consumers and enable ease of transactions (Ampountolas et al., 2019).

2.3.4 Promotion and Consumer Purchase Behavior

In past studies, various definitions have arisen of what promotion is. Gikonyo (2020) defined promotion to communicate to current and potential customers about the availability of the products you sell, prices, and places. Mohamud (2018) posited that the promotional mix variable involves various tools such as Sales Promotion, Advertising, and Public Relations. He further expressed that deals advancement is a typical instrument advertisers use to impact and empower clients and end clients to buy specific items in a specific time frame. Boateng (2020) characterized Sales advancement as an arranged and carried out advertising action that improves item and administration allure and changes client conduct emphatically as a trade-off for an extra advantage for buy or investment. In his review on the Influence of Consumer Sales Promotion on Consumer

Purchasing Behavior of the Retailing of Consumer Goods in Tema, Ghana, Boateng (2020) further expressed that the utilization of deals advancement has happened to one of the significant showcasing procedures utilized by firms. This is since, it assists with affecting shoppers' decisions, increments the utilization of a specific item, further develops deals of an existing item, and holds and awards steadfast clients. Ultimately, it assists with presenting new items. Customers are acquainted with a few brands to choose from or reject for individual or family utilization. Thus, deals advancement will generally make consciousness of the item's presence under advancement. This is since it supports notice endeavors as a commitment to coordinated advertising correspondence techniques. A portion of the different deals' advancement exercises are as follows: coupons, cost limits, additional pack (get one-get sans one), free examples, and challenges/sweepstakes (Boateng, 2020). Mohamud (2018) placed that deals advancement apparatus is ordinarily utilized during the send-off of another item, to urge the customers to buy this item. It is utilized generally on account of the advantages, for example, making the craving for investment funds, quality, accommodation, esteem experience, and so forth Such advantages are significant since they help expand utility; while doing shopping.

Moreover, expanding effectiveness as well as the economy. This thus offers clients a natural feeling which prompts expanded client reliability. Promotion can be characterized as how advertisers offer their items to their clients. The point of a notice is to illuminate, convince and remind a client about an item and assume a huge part to accomplish the goal-related various phases of item life cycles (Kamran & Siddiqui, 2019). Mohamud (2018) set that promoting enjoys the benefit of selling the item's advantages rather than it ascribes; to stand out for the client. A property is just an item highlight. A promotion that highlights item highlights can be influential when these elements are connected with benefits. The reason is, that picking the right allure that turns out best

for the clients requires statistical surveying to recognize holes in the customer's life and looking to satisfy these holes by offering the advantages by utilizing a specific item. Kamran and Siddiqui (2019) through their study on the effect of advertising on the purchase of home appliances in Pakistan, noticed that many home appliances brands' embrace enthusiastic prompts in ads to sell what they need them to sell. Because of expanding openness, the purchasing choice of clients turns out to be more complex, which has expanded the requirement for more inventive notice offers. For instance, Using Love, Humor, and Happiness Appeal in promotion emphatically impacts client purchasing conduct and increments connecting and buying their items.

Mohamud (2018) characterized advertising as an instrument that includes special exercises to construct and support kindness between a business and its clients, representatives, providers, financial backers, government organizations, and the overall population. Gikonyo (2020) placed that fresher items are likewise entering the market expecting to acquire a fair piece of the pie in this day and age. Thus, there is a relentless contest in this day and age, and the difficulties lie vigorously in making and keeping a sincere relationship with the clients. This intends to increment and keep up with their piece of the pie. This implies that advertising is liable for developing and advancing the news and data distributed for being perused by people in general; including the customer. Advertising is essential to many organizations because of the accompanying reasons. First and foremost, it empowers organizations to work on their glory and picture with the general population by conveying explicit messages or thoughts to the target crowd. Another explanation is that this special apparatus assists a firm with laying out attention to labor and products, then, at that point, fabricates a positive picture of them. Consequently, when an organization has a decent standing; customers are more attracted to its items and have faith in the item publicizing (Mohamud, 2018).

2.4. Empirical Literature review

Mashao and Sukdeo (2018) investigated the factors that have an influence on the purchasing Behaviour of customers for durable products in Kempton. Random sampling technique were used in arriving at a sample size of 134 respondents. The study utilized both interviews and questionnaires in data collections. The interviews were used for validation of results as well as collecting in-depth responses among the illiterate respondents. The study revealed the following: in purchasing refrigerators, it was noted that there was a bit of balance between cost and Price, i.e., some customers consider Price. In contrast, others consider quality as an influential factor. Secondly, in purchasing cooking stoves, for example, quality was perceived as influential. The reason is, that stoves should always be in a functional state and last for a longer period no matter the cost price. Thirdly, about household furniture such as lounge suites, and bedroom suits, quality was the influential factor in the basis of reliability and durability of the item. This is since, quality isn't confined to sturdiness and dependability, yet additionally after deals administrations like assurance and guarantee. Subsequently, highlights, cost, and quality were the ruling variables impacting buyer purchasing choices. This implies that makers ought to firmly think about such components, to support their business, increment portion of the overall industry, and gain market predominance.

Tamiselvan and Kumaresan (2020) accomplished an exploration study on the effectiveness of advertising on consumer buying decision-making style with special reference to home appliances in Chennai City. The objective populace was the buyers of home apparatuses in Chennai City. The expert used a defined testing process to create a sample of 100 customers in order to acquire data. The information assortment procedure utilized was the polls. Information examination instruments were Descriptive Statistics, Chi-Square Test, Structural Equation Modeling (SEM), and Kendall's W Test. In light of the discoveries of the review, the analysts noticed the accompanying outcomes.

First and foremost, because of illustrative insights, shoppers were noted to have a moderate assessment of publicizing of home apparatuses and consequently need consistency and accuracy in decision-production regarding home machines. Besides, laid on the chi-square test, it was perceived that there was a relationship between shoppers' financial elements, publicizing viability, and customer purchasing dynamic styles, i.e., around 92% of buyers' web-based purchasing conduct is impacted by their view of computerized promoting and its adequacy. In light of Kendall's W test, the analysts noticed a critical contrast between buyer inclinations' mean position on home apparatuses' image. This intends that, as a rule, there was a critical and beneficial outcome of publicizing on buyer purchasing dynamic style regarding home apparatuses at Chennai City.

According to a review done by Wangari (2018) on consumer behavior and marketing mix elements on Fast Moving Consumer Goods. The study overall goal was to investigate the marketing strategies mix that have a role on the purchasing of fast-moving consumer goods in retail markets in Nairobi. The recognized was the powerful buyers' requirements and needs because of the changing general climate. The review embraced enlightening examination plan; in which information was gathered utilizing polls. The example size utilized was 100 respondents; however, just 71 answered giving out a reaction pace of 71%. Given the discoveries, the reasoned that advertising blend factors respectably impacted the choice of FMCG in enormous stores in Nairobi.

In a review done by Mohamud (2018) on The Influence of Marketing Mix on Consumer Preference: A Case Study of Nairobi County. For this situation, the center was corresponding to Liquefied Petroleum Gas (LPG) energy in Kenya. The review embraced an unmistakable exploration plan and the populace included families in 5 domains in Nairobi County, Kenya. Information was gathered by utilization of polls; in which the example size utilized in the review was 95 respondents. Given the discoveries, the analyst noticed that generally, the advertising blend

impacted customer inclination toward Liquefied Petroleum Gas. He likewise finished up the accompanying: Firstly, item ascribes impacted to a great extent on what brand to pick. Also, the cost was considered a powerful element of purchaser inclination. Thirdly, the store area was also a key component in impacting shopper inclinations. At long last, advancement was huge regarding captivating customers on what brands to pick. Gikonyo (2020) reviewed the Influence of Marketing Mix on Consumer Buying Behavior in the Retail Supermarkets in Nairobi, County. In light of the examination technique, illustrative exploration configuration was taken on. The scientist utilized a separate examining procedure, to decide an example size of 400 respondents on chose general stores. Information was gathered by the utilization of polls to gather information from respondents. Given the review's discoveries, the explored noticed the accompanying: Firstly, corresponding to item's components, for example, quality, dependability, saw item worth, bundling and brand name affect customer purchasing conduct. Also, value components, such as cost limits, free units and extra packs, were considered viable in drawing clients to a retail location. Thirdly, comparable to special components deals advancement, adaptability, and web-based media showcasing impact purchaser purchasing conduct. Ultimately, put components, such as circulation channels, the actual area of a store, security, and accommodation of shopping, affect the purchaser by choice.

CHAPTER THREE: RESEARCH METHODOLOGY

3.1. Introduction

Among the concepts that were included in chapter three were research design applied by the study, how the target population was determined, how the study came up with a sample, how data was collected using a chosen instrument and finally the way collected data was analyzed and presented in the final project report.

3.2 Research design

Konthari (2004) defined research design as the researcher's research pattern. The current study applied a descriptive survey research design. The chosen design was because of its ability to relate variables in a study with a specific time. The design chosen was also able to report findings from the field without manipulation which enables the researcher to answer questions such as how? what? And which? Among consumer purchase process about Smart Home Appliances in the Kenyan retail outlets.

3.3 Population of the study

Kothari (2004) refers to the population as the individuals, observations, or persons that share similar attributes in a study. Target population is the total number of respondents/items the researcher is interested in or the study is about. The study population included customers of Smart Home Appliances' retail outlets in sixteen leading outlets in Kenya (see appendix ii). Due to the large population size, collecting data from all customers who purchase Smart Home Appliances in their Kenyan retail outlet is challenging. As a result, it became necessary to choose a sample of the target population that was representative.

3.4 Sample size and sampling procedure

A sample refers to a sub-set of the entire population from which the researcher wants to draw findings as well as conclusions about a particular topic in question (Kothari, 2004). Sampling on

the other hand is the process of arriving at a representative sample for purpose of conducting a survey or interview to obtain data for a study (Orodho, 2002). This study employed a non-probability sampling design based on the large population. Under non-probability sampling, a convenience sampling technique was adopted to obtain the study's sample size within all the eight leading retail outlets in Kenya. Etikan et al. (2016) indicated that convenience sampling is an easier and cheaper procedure compared to other probabilistic procedures used in selecting units to include in a study's sample. As a result, the researcher can easily contact the respondents. As a consequence, the study selected 5 random smart home appliances' customers at each outlet, yielding a sample size of 80 that provided useful data for the study.

3.5 Data Collection Method

This study used primary data collection. This was carried out through the use of questionnaires comprising both closed-ended questions and Five Likert Rating Scale Questions. Using questionnaires as a collection tool of primary data is based for the following reasons. Firstly, they are low in cost. Secondly, they are free from the bias of the interviewer; since the answers are in the respondents' own words. Thirdly, the respondents have adequate time to give well-thought-out answers. Fourthly, questionnaires can also be accessible to not easily approachable respondents. Lastly, they produce reliable results; especially in collecting data from large samples (Konthari, 2004). Regarding the choice of questions, both matrix and structured questions will be implemented. The structured questions will be used mainly on the background information of the respondent.

On the other hand, Five Likert Rating Scale Questions were used in the last two sections of the questionnaire, respectively: marketing mix influence on consumer purchase and choice of smart home appliance influenced by the marketing mix factors. The questions were set in a way that the respondents could rank their responses between 1 and 5 whereby 1 was strongly disagree and 5

was strongly agree (Mugenda & Mugenda, 2003). The questionnaires were administered through the drop and pick a method as well as electronically due to COVID-19 pandemics calling for social distancing guidelines.

3.6 Data Analysis

According to Konthari (2004) data analysis is the process of packing information in such a way that it makes meaning to the intended user. To analyze data the researcher used SPSS version 25 to enter and analyze the data. Both descriptive and inferential analysis are possible with the software. Descriptive statistics including mean and frequency were used to describe data for both the marketing mix practices as well as the demographic information. Besides, to carry out hypothesis tests regression analysis were conducted through coming up with a model fit, analysis of variance and regression coefficients. The significance level was set at 0.05, values generated that were lower than 0.05 was considered significant predictor. Simple linear regression models of the following form were used.

$$Y_1 = \alpha_1 + \beta_1 X_1 + \epsilon \dots\dots\dots \text{(Equation i)}$$

$$Y_2 = \alpha_2 + \beta_2 X_2 + \epsilon \dots\dots\dots \text{(Equation ii)}$$

$$Y_3 = \alpha_3 + \beta_3 X_3 + \epsilon \dots\dots\dots \text{(Equation iii)}$$

$$Y_4 = \alpha_4 + \beta_4 X_4 + \epsilon \dots\dots\dots \text{(Equation iv)}$$

Where: Y= Dependent variable (Consumer Purchase behavior);

X₁= Product, X₂= Price, X₃= Place, X₄= Promotion

α₁.... α₄ are the constants in the simple regression models.

β₁..... β₄ = Regression Coefficient; ε= error.

Frequency tables and charts presented results for easier understanding and interpretation of the study's findings.

CHAPTER FOUR

FINDINGS AND DISCUSSIONS

4.1 Introduction

The chapter presents the findings and discussions of marketing mix elements and the consumers' choice behaviors for smart home appliances in Kenyan retail outlets. The questionnaires were checked for completeness to enhance the accuracy of the findings.

4.1.1 Response Rate

Out of the targeted sample of about 80 respondents, the researcher was able to get responses from 64 respondents. This was equal to a response rate of 80%. Thus, responses from the 64 respondents were used to come up with this project report. According to Mugenda and Mugenda (2008), a response of 80% is ideal whereas a response of above 50% is adequate. The findings are presented in Table 4.1.1.

Table 4.1.1: Response Rate for The Study

Response	Frequency	Percent
Responded	64	80.0
Not responded to	16	20.0
Total Questionnaires Issued	80	100.0

Source: Primary Data

4.2 Demographic Information

The demographic characteristics considered by the study included the gender of the respondents, education qualification levels, age of the respondents, marital status, religious background as well as their monthly incomes.

4.2.1 Gender of the Respondents

The results for the gender of the respondents are shown in table 4.2.1.

Table 4.2.1: Gender of the Respondents

Gender	Frequency	Percent
Male	31	48.4
Female	33	51.6
Total	64	100.0

Source: Primary Data

Results in table 4.2.1 on gender show that respondents to the study was dominated by female as shown by 51.6% while 48.4% of the respondents were male. The study, therefore, revealed that choices on what to buy in the household are made almost equally by either men or women in a household.

4.2.2 Education level of the Respondents

Table 4.2.2: Level of Education

level of Education	Frequency	Percent
Primary	6	9.4
Secondary	11	17.2
Certificate/diploma	17	26.6
undergraduate	26	40.6
Post Graduate	4	6.3
Total	64	100.0

Source: Primary Data

Table 4.2.2 shows that respondents had undergraduate qualifications as shown by 40.6%, this was followed by 26.6% of the respondents who had a certificate/diploma as their highest level of academic qualification, followed by 17.2% who attained secondary school certificate highest level of academic qualification, participants with a primary school certificate as their highest academic

qualification were only 9.4% and finally, only 6.3% of the participants in the study had post-graduate as their highest educational qualification. The results, therefore, revealed that a good majority of the respondents can read and provide answers to the questions sought by the study.

4.2.3 Age of the Respondents

Results on the age of the respondents are presented in table 4.2.3.

Table 4.2.3: Age of the Respondents

Age bracket	Frequency	Percent
Less than 19 years	1	1.6
20-29	23	35.9
30- 39	23	35.9
40-49	7	10.9
50-59	9	14.1
above 60	1	1.6
Total	64	100.0

Source: Primary Data

Table 4.2.3 revealed that respondents in the study were between 20 and 39 years (20-29; 30-39) as shown by 35.9%, for each category, this category was followed by respondents whose age ranged between 50 to 59 years as shown by 14.1%, which was followed by 10.9% for respondents whose age was between 40 and 49 years only 1.6% of the respondents had their age below 19 years and above 60 years respectively. Respondents who made households decision on the purchase of smart home appliances were above 20 years and only a few were above 60 years.

4.2.4 Marital Status

Table 4.2.4: Marital Status

Marital Status	Frequency	Percent
Not yet-married	26	40.6
Married	31	48.4
Living with partner	2	3.1
Separated	5	7.8
Total	64	100.0

Source: Primary Data

Table 4.2.4 results revealed that 48.4% were married, followed by 40.6% of the respondents who were not yet married (single), and only 7.8% of the respondents were separated. The study revealed that the majority of the respondents had households where they can make decisions on the smart home appliances to have in their homes.

4.2.5 Monthly Gross Income Range of the Respondents

Results on the income levels of the respondents are shown in table 4.2.5.

Table 4.2.5: Monthly Gross Income Range of the Respondents

Income level (Ksh)	Frequency	Percent
Less than 50,000	11	17.2
50,001 - 100,000	21	32.8
1000,001 - 150,000	14	21.9
150,001 to 200,000	10	15.6
above 200,001	8	12.6
Total	64	100.0

Source: Primary Data

Table 4.2.5 results revealed that respondents to the study earned between Ksh 50,001 and 100,00 as shown by 32.8%, this was followed by respondents who earned between Ksh 1000,001 and

150,000 as shown by 21.9%, followed closely by respondents who earned less than Ksh 50,000. 15.6% of the respondents earned between Ksh 150,001 and 200,000, Finally only 12.6% of the respondents earned above Ksh 200,001. The study revealed that at least a majority of the respondents were able to purchase smart home appliances because they earned something at the end of the month.

4.3 Marketing Mix Elements in Consumer Purchase Behavior

This section of the study used a Likert scale to assess how strongly respondents agreed with statements about the marketing mix elements (influence of price, product, promotion strategies, and location or place), with 1 = strongly disagreed, 2 = disagreed, 3 = Neutral, 4 = agreed, and 5 = strongly agreed.

4.3.1 Descriptive Statistics on Effect of Price Element on Consumer Behavior

To establish the effect of price on consumer purchase behaviors of smart home appliances, the respondents were asked to rate statements related to price as shown in table 4.3.1.

Table 4.3.1: Price Element

Statement On Price Sub-Elements	N	Mean	Std. dev
I choose smart appliances depending on the discount that the seller gives me	64	3.87	1.008
My choice for smart home appliances depends on the prices that the seller is offering	64	4.27	0.859
My choice of smart home appliance depends on the repayment period that the technology firm is giving me	64	3.53	1.007
I would not mind buying a smart home appliance at very high prices	64	2.97	1.181

Composite Mean**3.66**

Source: Primary Data

According to the results in table 4.3.1, respondents agreed with the statement that they choose smart appliances depending on the discount that the seller gives them, shown by a mean score of 3.87. The respondents also agreed that they make their choice for smart home appliances depending on the prices that the seller is offering, as evidenced by a mean score of 4.27. The study also revealed that respondents did not have a choice of smart home appliance as it depends on the repayment period that the technology firm is giving them, as demonstrated by a mean of 3.53, and that respondents disagreed that they would not mind paying high prices for smart home appliances, as demonstrated by a mean of 2.97. The overall results with a mean of 3.66, therefore, revealed that price is a determinant in making decisions in the purchase of smart home appliances among Kenyans. Discounts given by smart appliance –outlets are also important for consumers in making decisions as to whether they would buy products. However, high prices of smart home appliances discourage the purchase of smart home appliances. This means that price indicators such as discounts, prices offered and repayment options are important in making purchasing behavior.

4.3.2 Descriptive Statistics on Effect of Product Element on Consumer Behavior

The researcher sought to understand how product features as an element of the marketing mix affected the consumers' choice behaviors for smart home appliances as indicated in Table 4.3.2.

Table 4.3.2: Product Element

	N	Mean	Std. dev
Statement on product sub-elements			
How a smart home appliance is designed affects how I make	64	4.02	0.864

my choice			
My choice for a product has to do with the brand I need	64	4.05	0.765
I choose products depending on the value I derive from it	64	4.34	0.672
I chose products depending on their quality and guaranteed use	64	4.53	0.616
period			
How a product is packaged affects my decisions when buying	64	3.64	0.932
the product.			
Composite Mean		4.12	

Source: Primary Data

As shown in table 4.3.2, the results revealed that the respondents agreed that how a smart home appliance is designed affected how they made their choice as shown by a mean of 4.02. The respondent's choice for a product had to do with the brand they need as shown by a mean of 4.05. Respondents choose products depending on the value they derive from the product as shown by a mean of 4.34. The study also revealed that the respondents chose products depending on their quality and guaranteed use period as shown by a mean of 4.53. Finally, the respondents were neutral on the statement that how a product is packaged affects their decisions when buying the smart appliance. This meant that consumers consider buying smart home appliances after evaluating the product in terms of: brand offered, where they seek popular brand and if it meets most of his or her values. Besides, customers make buying choices as a result of packaging on the product for features such as ease of handling or protection, especially for fragile smart home appliances.

4.3.3 Descriptive Statistics on Effect of Promotional Strategies Element on Consumer Behavior

The researcher sought to establish how promotional strategies affected the behavior of consumers of smart home appliances in leading outlets in Kenya. Table 4.3.3 presents the results obtained.

Table 4.3.3: Promotional Strategies Element Statement on Promotional strategies

	N	Mean	Std.dev
Promotion exercise carried out about a smart home appliance affects my choice at that period	64	3.73	0.919
I choose a product depending on the extent to which the advertisement for that product has been made	64	3.36	1.089
I usually choose to buy smart home appliances depending on the offers that are given when I buy the product	64	3.14	1.139
I mainly buy smart home appliances from sellers who make direct selling to me	64	3.33	1.099
I usually make purchasing decisions during exhibitions done about the product	64	3.27	1.027
Composite mean		3.37	

Source: Primary Data

Respondents to the study agreed with the statement that The promotion exercise carried out about a smart home appliance affected my choice as shown in Table 4.3.3 at that period as given through a mean of 3.73, respondents were neutral with the statement that they chose the product depending on the extent to which the advertisement on that product has been made which is also given through a mean score of 3.36, respondents were neutral on the statement that they usually chose by buying smart home appliances depending on the offers that were given when they were buying the product this is shown by a mean score of 3.14, respondents were also neutral on the statement that they

mainly bought smart home appliances from sellers who make direct selling to them which is shown through a mean score of 3.33. Finally, with a mean score of 3.27, respondents were neutral on the statement that firms' use of exhibitions and fairs influences their choice of smart home appliances. Therefore, overall, a composite mean of 3.37 for promotion implied that customers did not necessarily choose to buy the smart home appliances as a result of promotion carried out through advertisements made, exhibitions offered as well as direct selling.

4.3.4 Descriptive Statistics on Effect of Location Strategies on Consumer Behavior

The researcher sought to understand the respondents feeling on distribution/place/ location of smart home appliances on the choice behaviors. Table 4.3.4 shows the findings.

Table 4.3.4: Descriptive Statistics on Effect of Location Strategies on Consumer Behaviour Statement on Place or Location Strategies

	N	Mean	Std.dev
I usually buy smart home appliances that are usually available when I need them	64	4.13	0.826
Location and the ways smart home appliances are transported by sellers affect my choice of smart appliances	64	3.81	0.990
The choice of channels that the seller uses to distribute products affects my choice of smart appliances	64	3.50	0.992
The extent to which smart appliance is available affects my choice of smart appliances	64	3.97	0.872
Composite Mean		3.85	

Source: Primary Data

According to table 4.3.4 results, the respondents agreed that they usually buy smart home appliances that are usually available when they needed them which is given by a mean of 4.13.

The respondents also agreed, through a mean of 3.81, that location and the ways smart home

appliances are transported by sellers affected their choice of smart appliances. The respondents also agreed, through a mean of 3.97, that the extent to which smart appliances are available affected their choice of smart appliances. The respondents were, however, neutral on the statement that the choice of channels that the seller uses to distribute their products affected their choice of smart appliances as given by a mean of 3.50. The overall composite mean of 3.85 is an observation that location is an important factor for customers to make purchasing decisions for smart products.

4.3.5 Descriptive Statistics on Consumer Behavior

The researcher wanted establish the how respondents felt on consumer behaviors toward smart home appliances. Table 4.3.5 reveals the results.

**Table 4.3.5: Descriptive Statistics on Consumer Behavior
Statement on consumer behavior**

	N	Mean	Std.dev
While buying expensive products we take time to search to make decisions (complex behavior)	64	4.39	0.884
We always search for the best deal possible to get value for our money	64	4.47	0.734
We buy things that are missing in our lives to fill them completely	64	3.27	1.133
We buy items once we come across them in an impulsive way	64	2.80	1.184
We buy more products when we find different varieties of the products we need (variety-seeking behavior)	64	3.31	1.220
Composite Mean		3.65	

Source: Primary Data

Respondents agreed that while buying expensive products they take time to search to make decisions as shown in table 4.35 (complex behavior). This is as implied by the 4.39 as the mean. The respondents also agreed that always search for the best deal possible to get value for our money as shown by a mean of 4.47. The respondents were also neutral on the statement that they buy

things that are missing in our lives to fill as implied by the 3.27 as the mean. The respondents disagreed that they buy goods impulsively as implied by the 2.80 as the mean. Finally, a neutral effect was realized from the respondents that they buy more products when they find different varieties of the products needed (variety-seeking behavior) as implied by the 3.31 as the mean. Hence, consumers of smart home appliances were implied to be rational while purchasing such appliances, since they would have to go for the best deal. Furthermore, they do not go for impulse buying, but instead take considerably enough time to buy expensive or complex products.

4.4 Inferential Analysis

The researcher further sought to establish the relationship between marketing mix elements and consumer behavior toward smart home appliances. Coefficient of determination (model fit), Analysis of Variance (ANOVA), and regression coefficients were determined.

4.4.1 Inferential Analysis of Price Element and Consumer Purchase Behaviour

H0₁: Price does not significantly affect the consumer purchase process toward smart home appliances in Kenya.

The researcher further sought to establish the relationship between price elements and consumer purchase of smart home appliances. Results are presented in table 4.4.1.

Table 4.4.1: Inferential Analysis of Price Element and Consumer Purchase Behaviour

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
dimension0 1	.674 ^a	.454	.445	.829

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35.382	1	35.382	51.473	.001 ^a

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
dimension0 1	.674 ^a	.454	.445	.829
Residual		42.618	62	.687
Total		78.000	63	

Regression Coefficients

Model		Unstandardized		Standardized		
		Coefficients		Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.439	.372		3.871	.000
	Price	.722	.101	.674	7.174	.000

a. Predictors: (Constant), Price.

b. Dependent Variable: Consumer Purchase Process

Table 4.4.1 revealed an R square of 0.454, therefore price element explains about 45.4% of the variations in consumer behavior toward smart home appliances. The F-ratio result was 51.473 which was significant at 0.05 ($P\text{-value}=0.001 < 0.05$), therefore price element is a significant predictor of consumer purchase of smart home appliances.

4.4.2 Inferential Analysis of Product and Consumer Purchase Behaviour

H_{02} : *Product does not significantly affect the consumer purchase process toward smart home appliances in Kenya.*

The researcher further sought to establish whether product features significantly influence consumer purchase of smart home appliances. Table 4.4.2 below indicates the results obtained.

Table 4.4.2: Inferential Analysis of Product and Consumer Purchase Behaviour

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
dimension0 1	.587 ^a	.345	.334	.908

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26.873	1	26.873	32.588	.001 ^a
	Residual	51.127	62	.825		
	Total	78.000	63			

Regression Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.271	.491		2.586	.012
	Product	.707	.124	.587	5.709	.000

a. Predictors: (Constant), Product

b. Dependent Variable: Consumer Purchase Process

Results in table 4.4.2 revealed an R-square of 0.345, therefore product features explain 34.5% of the variation in a consumer purchase. The ANOVA revealed an F-ratio of 32.588 which was significant at 0.05 ($P\text{-value}=0.001 < 0.05$). Therefore, a product feature is a significant predictor of consumer purchase of smart home appliances.

4.4.3 Inferential Analysis of Promotional Strategies and Consumer Purchase Behaviour.

H_{03} : Promotion does not significantly affect the consumer purchase process toward smart home appliances in Kenya.

The researcher sought to establish whether Promotional Strategies significantly influence consumer purchases of smart home appliances. Table 4.4.3 below indicates the results obtained.

Table 4.4.3: Promotional Strategies and Consumer Purchase Behaviour

Model Summary						
Model		R	R Square	Adjusted R Square	Std. Error of the Estimate	
dimension0 1		.690 ^a	.476	.468	.812	

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	37.167	1	37.167	56.433	.001 ^a
	Residual	40.833	62	.659		
	Total	78.000	63			

Regression Co-efficient Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.916	.423		2.165	.034
	Promotional strategies	.826	.110	.690	7.512	.000

a. Predictors: (Constant), Promotional strategies

b. Dependent Variable: Consumer Purchase Process

Results in table 4.4.3 revealed an R-square of 0.476, therefore product features explain 47.6% of the variation in a consumer purchase. The ANOVA revealed an F-ratio of 56.433 which was significant at 0.05 ($P\text{-value}=0.001 < 0.05$). Therefore, promotional strategy is a significant predictor of consumer purchase of smart home appliances.

4.4.4 Inferential Analysis of place/ Location Strategies and Consumer Purchase Behavior

H_{04} : *Place does not significantly affect the consumer purchase process toward smart home appliances in Kenya.*

The researcher further sought to establish whether place/location strategies significantly influence consumer purchases of smart home appliances. Table 4.4.4 below indicates the results obtained.

Table 4.4.4: Inferential Analysis of place/ Location Strategies and Consumer Purchase Behaviour

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
dimension0 1	.769 ^a	.592	.585	.716

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	46.173	1	46.173	89.947	.001 ^a
	Residual	31.827	62	.513		
	Total	78.000	63			

Regression Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.466	.383		1.217	.228
	Location Strategies	.942	.099	.769	9.484	.000

a. Predictors: (Constant), Location Strategies

b. Dependent Variable: Consumer Purchase Process

Results in table 4.4.4 revealed an R-square of 0.592, therefore place/location strategies explain 59.2% of the variation in a consumer purchase. The ANOVA revealed an F-ratio of 89.947 which was significant at 0.05 ($P\text{-value}=0.001 < 0.05$). Therefore, place/location strategies are a significant predictor of consumer purchase of smart home appliances.

4.5 Discussions of Findings

The study aimed at establishing the influence of marketing mix elements (4Ps) on the consumer purchase of smart home appliances. The study established that the respondents agreed that the 4

Ps influence the consumer purchase process towards smart home appliances. The study further established that price, product, promotion, and place significantly influence customers' purchases of smart home appliances. Mohamud (2018) is in agreement with the findings of the study when the researcher studying The Influence of Marketing Mix on Consumer Preference in Nairobi County revealed that brand name affects customer purchasing conduct. Also, value components, such as cost limits, free samples, and extra packs, were considered viable in drawing clients to a retail location. The study also concurred with the findings that web-based media showcasing impacts purchaser purchasing conduct. Besides, circulation channels, the actual area of a store, security, and accommodation of shopping, affect the purchaser by choice.

The study established that the consumer behavior on the purchase of smart home appliances in leading outlets in Nairobi County is highly attributed to the four marketing mix elements. Wangari (2018) agreed with the study findings when the researcher revealed that advertising blend factors impacted the choice of FMCG in enormous stores in Nairobi. The study findings are also in agreement with those of Mashao and Sukdeo (2018) revealed that cost and quality were the ruling variables impacting buyer purchasing choices of durable goods. This implies that makers ought to firmly think about such components, to support their business, increment portion of the overall industry, and gain market predominance.

CHAPTER FIVE

SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

5.1 Introduction

The chapter presents the summary of key findings of the study, recommendations, and conclusions of the study.

5.2 Summary of Findings

The study revealed that price affected the consumer purchase process toward smart home appliances in leading outlets. The respondents agreed that discounts given to customers and low prices offered on smart home appliances affect the choice of smart home appliances.

A neutral effect was realized on the question as to whether the packaging of the product influenced customers' choice of the product. However, the respondents agreed that the design of products affects, the brand, the value and the quality of a product affects the choice of smart home appliances.

The findings revealed that the respondents were indecisive on the effect of advertising, sample and gifts associated with certain products, direct selling by firms and through exhibitions and fairs as represented by an overall composite mean of 3.37.

The study also revealed that availability of goods when wanted, distribution channels used by a firm, and stock availability affects the choice of smart home appliances.

The study revealed that the marketing mix elements positively and significantly influenced the purchasing behavior for smart home appliances in outlets in Kenya. Distribution of the smart home appliance was found to have the highest influence on consumer purchase behavior with an R-square of 0.592 whereas price had the lowest influence on the purchase behavior of smart home appliances in Kenya with an r-square of 0.445.

5.3 Conclusion

The study concluded that lower prices for smart home appliances positively influenced the choice purchase of smart home appliances in leading outlets in Kenya. Therefore, the study rejected the hypothesis that: Price does not significantly affect the consumer purchase process toward smart home appliances in Kenya.

The study also revealed that attractive product features positively influenced the purchase process of smart home appliances in leading outlets in Kenya. The study, therefore, rejected the hypothesis that product does not significantly affect the consumer purchase process toward smart home appliances in Kenya.

The study also revealed that effective promotion strategies positively influenced the purchase process of smart home appliances in leading outlets in Kenya. The study, therefore, rejected the hypothesis that Promotion does not significantly affect consumer purchase of smart home appliances in Kenya.

Finally, the study concluded that effective place/distribution strategies positively and significantly influenced the purchase process of smart home appliances in leading outlets in Kenya. The study, therefore, rejected the hypothesis that Place does not significantly affect the consumer purchase process toward smart home appliances in Kenya.

The study, hypothesis revealed that marketing mix elements significantly influence the consumer purchase behavior of smart home appliances in Kenya. Since hypothesis testing is used in improving the predictability of a theory explaining a phenomenon, the study conclusions support the theory of asymmetry in the information that where one party has more information about a particular product, they can use that to the advantage of the other party. The promotion of smart home appliances involves passing on information to consumers for them to buy. The findings of

the study contribute to information asymmetry theory because with sellers of smart home appliances having more knowledge about the smart home appliances, they can use that knowledge to promote the products resulting therefore to more purchases. With the entrepreneur having more knowledge over the consumers of the product business in this case is realized through consumers purchasing the smart home appliances.

5.4 Study recommendations

The study recommended that smart home appliance outlets give discounts as well as offer smart home appliances at reasonably low prices to enhance consumer choice of their products.

The study also recommended that smart home appliances outlets offer high-quality smart home appliances as well as sell brands that are known and attractive to the consumers to enhance the consumption of smart home appliances.

The study also recommended for the companies to promote their products through avenues where the consumers can easily know of the availability of the products in outlets as well as familiarize themselves with how the products are used to enhance more consumption of the products. The use of social media is one of the ways which has recently gained a lot of attention where the appliance features can be made aware to the products as well as the different places to find them because many people nowadays own a smartphone.

Finally, the study recommended that smart home appliances handlers distribute their products through channels that ensure an all-time availability of the smart home appliances in the outlets as well as bringing the products closer to the consumers.

To achieve competitive advantage companies must strive to satisfy the needs of the consumers including being able to access the products easily, accessing products that meet their needs as well

as products that add value. Therefore, access to information is important in understanding consumer purchasing behaviors which can, in turn, be used in marketing mix decisions. It is therefore important for sellers of smart home appliances to understand the requirements of the buyers by dealing in products that abide to their expectations. It is therefore important to understand the different dimensions of the consumers and align the marketing mix practices by the smart-products outlets in Kenya.

5.5 Study Limitations

The study did not achieve 100% of the response because the time given to carry out the field in the study was limited, though according to the response rate, the researcher achieved 80% which was fair enough. Some customers also shied away from participating in the study because of the confidentiality of information gathered by the researchers such as income levels by the researcher. Being a time when the world is grappling with COVID-19, the researcher was not able to reach out to some respondents who shield away from the fear of contracting the virus. The researcher was only able to mainly reach out to respondents in smart appliances outlets in Nairobi County. It would have been better to consider respondents across the country for a better generalization of the report.

5.6 Further Research Recommendations on the study area

A study needs to be carried out to include also consumers in rural areas in the country to establish whether variations in income levels moderate the relationship between marketing mix elements and the consumer behavior toward smart home appliances in Kenya. Another study also needs to be carried out where non-smart home appliances or appliances are considered to find out how the marketing mix elements influence purchasing behaviors. Besides, another study can also be carried out where a probabilistic sampling procedure is used to overcome the challenges of convenience sampling such as lack of representativeness.

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APPENDICES

Appendix I: Questionnaire

This questionnaire is meant to collect data to undertake an academic research project on marketing mix elements and the consumer purchasing behaviors of smart home appliances among outlets in Kenya. Please respond to the questions asked, there are no correct or wrong answers, the questionnaire also takes about 15 minutes to complete.

Instruction: Please Tick appropriately

SECTION A: BACKGROUND INFORMATION

1. What is your gender

Male Female

2. Please indicate your schooling level?

Primary Secondary undergraduate Post graduate

3. Please tick your age bracket?

Less than 19 years 20-29 30- 39 40-49 50-59 above 60

4. Indicate your marital status

Not yet-married

Married

Living with partner

Separated

5. What is your monthly income in KES?

0 to 50,000 50,001 - 100,000 100,001 - 150,000

150,001 - 200,000 above 200,001

SECTION B: MARKETING MIX ELEMENTS

To what extent do the following marketing mix practices influence selection of goods you buy frequently? Tick as appropriate using the following Likert scale of 1-5 where: 1= Strongly Disagree; 2= Disagree; 3= Uncertain; 4= Agree; 5=Strongly Agree.

6	Statements on Price	1	2	3	4	5
7	I choose smart appliances depending on the discount that the seller gives me					
8	My choice for smart home appliances depends on the prices that the seller is offering					
9	My choice of smart home appliance depends on the repayment period that the technology firm is giving me					
10	I would not mind buying a smart home appliance at very high prices					
	Statements on Product	1	2	3	4	5
11	How a smart home appliance is designed affects how I make my choice					
12	My choice for a product has to do with the brand I need					
13	I choose products depending on the value I derive from it					
14	I chose products depending on their quality and guaranteed use period					
15	How a product is packaged affects my decisions when buying the product.					
	Statement on Promotional strategies	1	2	3	4	5
16	promotion exercise carried out about a smart home appliance affects my choice at that period					
17	I choose a product depending on the extent to which the advertisement for that product has been made					
18	I usually choose to buy smart home appliances depending on the offers that are given when I buy the product					

19	I mainly buy smart home appliances from sellers who make direct selling to me					
20	I usually make purchasing decisions during exhibitions done about the product					
	Statement on Place or Location Strategies	1	2	3	4	5
21	I usually buy smart home appliances that are usually available when I need them					
22	Location and the ways smart home appliances are transported by sellers affect my choice of smart appliances					
23	The choice of channels that the seller uses to distribute products affects my choice of smart appliances					
24	The extent to which smart appliance is available affects my choice of smart appliances					

SECTION C: CHOICE OF SMART HOME APPLIANCES

To what extent does the choice of smart home appliances that you buy frequently get affected by the marketing mix? Tick as appropriate using the following Likert scale of 1-5 where: 1= Strongly Disagree; 2= Disagree; 3= Uncertain; 4= Agree; 5=Strongly Agree.

	Statement on consumer Behaviour	1	2	3	4	5
25	While buying expensive products we take time to search to make decisions (complex behavior)					
26	We always search for the best deal possible to get value for our money					
27	We buy things that are missing in our lives to fill them completely					
28	We buy items once we come across them in an impulsive way					

29	We buy more products when we find different varieties of the products we need (variety-seeking behavior)					
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Thank You for Taking Your Time to Fill out This Questionnaire

Appendix II: A List of Leading Retail Outlets/Supermarkets in Kenya 2022

1. Housewife's paradise.
2. ARMCO
3. Budget Supermarkets.3.4
4. CARREFOUR.
5. Chandarana Supermarkets.
6. CHOPPIES.
7. Eastmatt Supermarkets.
8. FOOD PLUS.
9. Hotpoint Kenya.
10. Khetia's Supermarkets.
11. Maathai Supermarkets.
12. Nairobi Home Appliances ltd.
13. Naivas Limited.
14. QuickMatt Supermarkets.
15. Society Stores Supermarkets.

Appendix III: Research Permit



UNIVERSITY OF NAIROBI
FACULTY OF BUSINESS AND MANAGEMENT SCIENCES
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March 29, 2022

TO WHOM IT MAY CONCERN

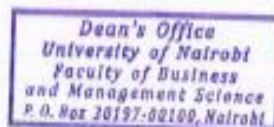
RE: INTRODUCTION LETTER: SYLVIA NDUKU KIVUVA

The above named is a registered Master of Business Administration Student at the Faculty of Business and Management Sciences, University of Nairobi. She is conducting research on **"The Influence of Marketing mix Elements on the Consumer Purchase Behaviour of Smart some Appliances in the Kenyan Retail Outlets"**

The purpose of this letter is to kindly request you to assist and facilitate the student with necessary data which forms an integral part of the Project.

The information and data required is needed for academic purposes only and will be treated in **Strict-Confidence**.

Your co-operation will be highly appreciated.



PHILIP MUKOLA (MR.)
FOR: ASSOCIATE DEAN,
FACULTY OF BUSINESS AND MANAGEMENT SCIENCES

Influence Of Marketing Mix Elements On Consumer Purchase Behaviour Of Smart Home Appliances In Kenyan Retail Outlets

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