

*Manjere*

A STUDY OF THE MARKETING OF  
AGRICULTURAL PRODUCTS BY  
ROADSIDE TRADERS (HAWKERS)  
IN NAIROBI

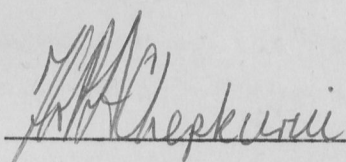
BY

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A PROJECT SUBMITTED IN PARTIAL  
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FACULTY OF COMMERCE  
UNIVERSITY OF NAIROBI.

1981

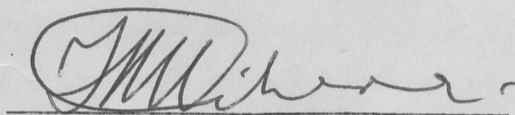
This Research Project is my original Work and has not been  
presented for a degree in any other University.



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PETER, G. ARAPCHEPKURUI

This Research Project has been submitted for examination  
with my approval as University Supervisor .



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DR. F.N. KIBERA

## TABLE OF CONTENTS

|  | Pg    |
|--|-------|
| Table of contents .....                  | (i)   |
| Abstract .....                           | (ii)  |
| Acknowledgement .....                    | (iii) |
| Part 1                                   |       |
| 1.1. Introduction .....                  | 1     |
| 1.2. The need for the Study .....        | 2     |
| 1.3. Objective of the Study .....        | 3     |
| 1.4. Importance of the Study .....       | 5     |
| Part 2                                   |       |
| 2.1. Literature review .....             | 6     |
| 2.2. Methodology .....                   | 9     |
| Part 3                                   |       |
| DATA ANALYSES                            |       |
| Section A. Product decisions .....       | 13    |
| Section B. Price decisions .....         | 21    |
| Section C. Distribution decisions .....  | 27    |
| Section D. Promotion decisions .....     | 30    |
| Section E. Market .....                  | 33    |
| Part 4                                   |       |
| SUMMARY AND CONCLUSION                   |       |
| Summary .....                            | 39    |
| Appendix A Map of Nairobi .....          | 45    |
| Appendix B Questionnaire .....           | 46    |
| Appendix C Pilot Survey .....            | 54    |
| Appendix D Traders Stock Purchases ..... | 55    |
| Appendix E Consumers Purchases .....     | 56    |
| Bibliography .....                       | 57    |

ABSTRACT

Roadside trading in agricultural products is often considered a dirty and undesirable activity by the City authorities; yet this marketing activity (hawking) is of crucial importance to some of the very poor residents of Nairobi who depend in varying degrees upon the activity as a source of income.

Roadside trading (in agricultural products) is illegal as far as the city authorities are concerned. The City Council requires that agricultural products be sold in retail shops, markets or licensed kiosks. Despite these regulations, some of the economically deprived residents of the city, take up hawking in agricultural foodstuffs which are highly demanded by the workers in the city. The trade carries some risk since the traders lose their products if caught up by the city authorities. Thus, this situation has a bearing on the type of decisions made by the hawkers. They have to be crafty in avoiding the city authorities.

This study outlines the type of decisions made by the hawkers with respect to some of the controllable variables of marketing. The basis on which these decisions were made were also discussed. The study also outlined the market characteristics especially the demographic variables.

On the basis of the analysis of the data collected from the hawkers, the author made conclusions on various issues. It is especially striking that decisions regarding marketing variables such as product, price, distribution and promotion are taken seriously by the hawkers and that the entire trade is dominated by women as both sellers and consumers.

ACKNOWLEDGEMENT

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## PART 1

### INTRODUCTION

Agriculture is the backbone of the Kenyan economy. It contributes more than a third of the total national gross domestic product.<sup>1</sup> Only less than one fifth of the country is productive, so that the rest of the Country depends on this proportion for the necessary food supplies. The country lies astride the equator. This, coupled with the morphology of the landmass create a variation in the climatic conditions in different parts of the country. Therefore, there are seasons and places of scarcity and abundance for certain types of products. Movement of crops to areas of scarcity is therefore necessary. These scarcity zones become target markets for the producers.

A number of marketing institutions are involved in the process of marketing agricultural products. Roadside traders<sup>2</sup> are among these institutions. Roadside trading is itself an old activity which dates back to the days of Caravan trade in Africa. The Caravan traders, especially in West Africa, established specific trade routes. Other traders found points on these trade routes to be suitable for selling their items of value to the slave, salt, and ivory traders while in transit.

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1. Republic of Kenya: "Agriculture" Economic Survey, 1981. Central Bureau of Statistics, Ministry of Economic Planning and Development: Nairobi. P. 18
  2. Any persons young or old, women or men who offered agricultural products for sale in an open-air area by the roadside.

Most of the items sold along these roads were foodstuffs which were highly needed by the Caravan traders.

Today, Roadside trading is still a common site in both rural and urban areas in Africa. In urban areas two conditions gave rise to Roadside trading. The first is the deficiency of food supply coupled with the relatively high per capita income of the urban workers resulting from the nature of economic activities such as mining, industry, and so on.<sup>3</sup> The second condition is the establishment of specific traffic flows of the workers from places of work to residential quarters.

#### 1.2. THE NEED FOR THE STUDY

Roadside trading in agricultural products<sup>4</sup> forms part of the total commercial activities of Nairobi.<sup>5</sup> The trade serves the needs of some, if not most, of the city residents by providing the vital foodstuffs.

Late last year, Roadside trading in agricultural products met with great resistance by the city authorities. The city authorities claim that the trade makes the city dirty, obstructs traffic flows and above all it is not operated in authorized places (Retail markets) where revenue can be collected from the retailers. The fuss about the undersirability of this trade culminated in a dialogue between the mayor of Nairobi and the hawkers.<sup>6</sup>

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3. Paul Bohannon and George Dalton. Marketing in Africa. New York: Double Day and Company INC., 1965, p.228.

4. Includes all unprocessed agricultural products.

5. Means a geographical area bounded by the University Way, Uhuru Highway, Haile Selassie Avenue, Kariokor, and Ngara within which the study was restricted.

6. Daily Nation: "Kahara exchanges ideas with hawkers" December 14, 1980. p.7.

(b) Price decisions:

The research aimed to find out the methods and mechanics by which price was determined, the objectives of price setting and the factors that influence the setting of prices.

(c) Distribution decisions:

Here, the major objective was to identify the sources of the products and the channels of distribution. The institutions that facilitated the trade were also determined e.g. transporters.

(d) Promotion decisions:

The research aimed at finding out the nature and type of promotional tools used by the roadside traders and the objectives underlying the choices made.

(e) Market characteristics:

Here, the study was aimed at identifying the market for the agricultural products and to describe the nature of the market. This included demographic and economic aspects of the market.



1.4 IMPORTANCE OF THE STUDY:

The findings of this study are likely to have academic benefits. Little is known and written about this subject. For that reason, the findings of this study will be an addition to the already existing stock of knowledge in this area.

The findings of the present research may also be beneficial to the City Council. This is one area where the city authorities find problems in keeping the city clean and loss of revenue. The findings of the research project may help them to plan and execute the above functions efficiently.

## 2.1 LITERATURE REVIEW

Little has been done in this area of marketing. However, the following studies are worthy noting.

Lorenzl and Quik<sup>8</sup> made a study of Wakulima Wholesale Market in Nairobi. In their study they found that seventy-five per cent of the total agricultural products handled through Wakulima Wholesale Market was consumed within Nairobi; twenty per cent was delivered to areas outside Nairobi; and five per cent was lost in trimming. They did not, however, mention how the Nairobi consumed products reached the final consumers.

*In which sense  
marketing etc.*

Another study<sup>9</sup> carried out under the auspices of the Ministry of Agriculture dealt with the Nairobi Wholesale system. Among other things, it highlighted the wholesale problems of storage facilities, space and sanitation of Wakulima Wholesale Market. It concluded that the market was crowded, dirty, untidy and that there were no storage facilities. The situation retarded the distribution of agricultural products. It further estimated that about seventy-one per cent of commodities handled through Wakulima was also consumed in Nairobi. It indicated that there were 795 licenced hawkers who handled a market share of eighteen percent in Nairobi. The research mentioned that some consumers bought illegally from the wholesalers

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8. Lorenzl and Quik. "Wakulima Wholesale Market" 1975 (Unpublished).

9. Mar Plan-Toepfer Institute Consultants "Nairobi Wholesale System" Horticultural Development Studies. Wholesale Market feasibility Studies Vol. II. Nairobi, Ministry of Agriculture. September, 1979.



in Wakulima Market but did not say whether these were Roadside traders. The research further revealed that the modes of transportation used from Wakulima Market to retail outlets were lorries, pick-ups, and handcarts.

Three other studies by Wilson,<sup>10</sup> Alvis et al<sup>11</sup> and Kimurei<sup>12</sup> dealt with the flow of agricultural produce from catchment areas to Nairobi. In addition, Wilson looked at the market structure in Nairobi and identified three separate marketing institutions.

These were:

- (i) The retail markets supplied by the Mincing lane market.
- (ii) The retailers and others supplied by the wholesalers or directly by the producers.
- (iii) The wholesale traders other than the Mincing lane market.

Wilson did not say whether the retailers and others he mentioned in the second category included roadside traders.

- 
10. Wilson, S.F. "Marketing of fruits and vegetables in Kenya: An economic assessment of the structure and efficiency of the market system". Nairobi, August, 1969 (Unpublished).
  11. Alvis, Q. and Temu, P. "Marketing of staple foodstuffs in Kenya". Morgantown, Department of Agriculture, Economics, and Office of International Programs. West Virginia University, 1968.
  12. Kimurei, M.A. "Analysis of produce to Wakulima Wholesale Market" (Unpublished Master of Science Thesis, University of Nairobi, 1976).

Alvis and Temu traced the Channels of distribution from catchment areas through various intermediaries to the final outlets. They studied the retail shops in Biashara and Muindi Mbingu Streets, but no mention of Roadside traders was made. Kimurei traced the flow to Wakulima Wholesale Market only. In his study he also reviewed the work of Heinrich.<sup>13</sup> Heinrich carried a gate check at Wakulima market and established the origins of major products, as shown below.

ORIGIN OF SELECTED COMMODITIES ENTERING WAKULIMA MARKET

| MARCH/APRIL 1973 |                             |
|------------------|-----------------------------|
| COMMODITY        | ORIGIN                      |
| Cabbages         | Nyandarua, Kiambu           |
| Carrots          | Kiambu                      |
| Green Maize      | Kiambu, Nyeri               |
| Peas             | Kiambu, Nyandarua           |
| Tomatoes         | Machakos, Kiambu            |
| Bananas          | Kisii, Nyandarua ? N-tamira |
| Mangoes          | Machakos                    |
| Pawpaw           | Machakos                    |
| Oranges          | Mombasa                     |

13. Heinrich, F. "Basic Data on Domestic Horticultural Marketing System in Kenya" Nairobi, Ministry of Agriculture, 1972. Table 22.

An investigation of the quantities handled and the measurements used at the market was done. The measures used were found to be as follows:-

- (i) Carrier Units - Lorries and pick-ups. These were used by producers and traders.
- (ii) Seller Units - Bags, boxes, baskets, nets, etc. These were used by wholesalers.

The above studies did not mention the activities of Roadside traders. The authors either assumed that Roadside traders did not exist or ignored them. However, where Roadside traders were implied (other retail outlets) mention was restricted to one marketing variable only - distribution. Other variables like product, price and promotion which are the concern of the present research were omitted.

## \* 2.2 METHODOLOGY AND SCOPE

### (a) FRAME OF REFERENCE:

The population comprised all the Roadside traders selling within the geographical area of the study (Map 1). A casual (unmethodical) survey done by the author showed that there were approximately ~~One hundred and eighty~~ LIES W more Roadside traders in the area (Appendix C). Most of these traders were women Basic of women

The traders were found to concentrate on the roads, that carried greater pedestrian traffic, and at converging points such as crossroads, bridges and bus stops.

At these points the Roadside traders lined up along a section of the road and displayed their products. In general, the traders seemed to have been organized in straight lines wherever they were found.

Most of the traders dealt with vegetables and fruits.

like what? BE Specific!

(b) SAMPLING

It was estimated by the author that twenty-five per cent of the total population was a fair sample size. With this size of sample, it was possible to include both single product and multiproduct traders.

The sample was randomly selected. Every third trader on each row of traders on all the roads was selected; with the first one having been randomly selected. This method avoided the problem of selecting the traders who dealt with the same items owing to the tendency of such traders positioning themselves close to each other.

The size of sample was also chosen so that the author may be able to finish the collection of data within the time availability for the project - four months.

(c) RESEARCH INSTRUMENT:

Data was collected by means of a structured questionnaire combined with an observation form. The questionnaire was personally administered by the author and his assistants at the respondent's place of operation. The information obtained from the respondents was filled in the questionnaire on the spot.

The author and his assistants posed, dressed and behaved in a manner conducive to the normal environment of the traders, to avoid arousing suspicion among the traders. The names of the traders were also not recorded to encourage them to give information freely.

The radio, daily papers, magazines and so on formed secondary sources of information.

(d) ANALYSES:

Two sets of data were collected. These were quantitative and qualitative data. Both sets of data were analyzed and interpreted appropriately. Here statistical tools such as measures of central tendency, dispersions, tables, percentages, and charts were used to illustrate, determine relationships, or summarize the data.

(e) LIMITATION:

The study has got several limitations:-

- (i) Agricultural products are normally produced according to the various seasons of the year. This research was done within a period of only two months - March and April. The products found in the market during this period were in no way representative of the products offered to the market throughout the year. However, they were representative of the period.
- (ii) There was an erratic movement of some traders in search of vantage selling points and in an attempt to avoid the City Council authorities.

This tended to weaken the selection of every third trader.

However, no respondent was interviewed twice.

- (iii) Roadside trading is considered illegal trade by the city authorities. The traders are, therefore, constantly harassed by the City askaris. For that reason, the traders remained highly suspicious of anybody asking about their trade. In this case the possibility of having obtained some inaccurate or erroneous information cannot be ruled out completely.



## PART 3

## DATA ANALYSES AND FINDINGS

The data was analysed in five separate sections. Findings and conclusions reached for each issue together with possible interpretation are discussed hereunder.

## SECTION A: PRODUCT DECISIONS

The products offered to the market by Roadside traders were basically of two categories. These were fruits and vegetables. The table below shows the number and percentages of the traders in a sample of forty who traded in either fruits or vegetables or both.

Table 3.1: Products handled by traders.

| CATEGORY                        | NO OF TRADERS | PERCENTAGE |
|---------------------------------|---------------|------------|
| Fruits                          | 14            | 35         |
| Vegetables                      | 24            | 60         |
| <i>Both</i> Fruits & Vegetables | 2             | 5          |

It is evident from table 3.1 that a majority of the traders preferred trading in vegetables to either fruits or fruits and vegetables.

There were several types of fruits and vegetables offered to the market. Tables 3.2 and 3.3 show the fruit types and vegetable types respectively, and also the percentage of the traders always trading in each type.

Table 3.2 : Fruit types handled by traders

| FRUIT ITEM | NO OF TRADERS | PERCENTAGE |
|------------|---------------|------------|
| Pears      | 7             | 43.8       |
| Pineapples | 2             | 12.5       |
| Oranges    | 5             | 31.3       |
| Tangerines | 1             | 6.3        |
| Passion    | 3             | 18.8       |
| Lemons     | 4             | 25.0       |
| Mangoes    | 1             | 6.3        |
| Apples     | 2             | 12.5       |
| Bananas    | 7             | 43.8       |

Table 3.3: Vegetable types handled by traders

| VEGETABLE ITEM | NO OF TRADERS | PERCENTAGE |
|----------------|---------------|------------|
| Cabbages       | 3             | 11.5       |
| Sukuma         | 6             | 23.0       |
| Spinach        | 3             | 11.5       |
| Cow peas       | 2             | 7.7        |
| Mrenda         | 1             | 3.8        |
| Potatoes       | 7             | 26.9       |
| Onions         | 2             | 7.7        |
| Tomatoes       | 3             | 11.5       |
| Carrots        | 3             | 11.5       |
| Maize          | 5             | 19.2       |

Tables 3.2 and 3.3 show that Roadside traders trade in highly perishable products. For that reason, the traders decided to purchase small quantities that were all sold on the same day. The frequency distribution of the purchases is shown on table 3.4.

Table 3.4

FREQUENCY DISTRIBUTION OF PURCHASES  
MADE BY FORTY TRADERS

| PURCHASES IN KSH. | FREQUENCY |
|-------------------|-----------|
| 0 - 40            | 10        |
| 41 - 80           | 13        |
| 81 - 120          | 7         |
| 121 - 160         | 5         |
| 161 - 200         | 4         |
| 201 & Over        | 1         |

2004  
=  $\frac{164}{44}$

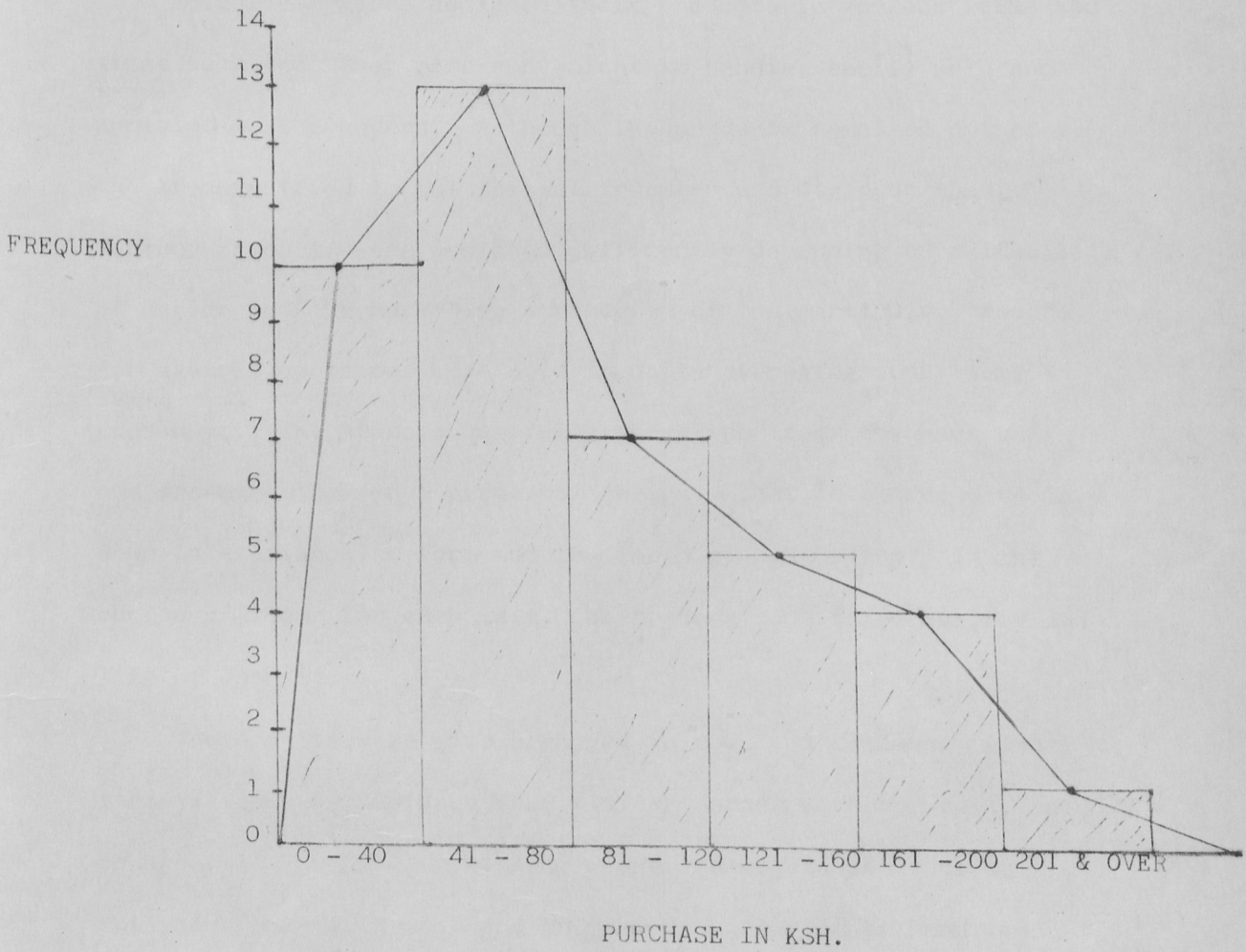
The modal class 41 - 80

The modal purchase ( $M_o$ ) is

$$\begin{aligned}
 M_o &= 41 + \frac{3}{3+6} \times 40 \\
 &= 41 + 13.3 \\
 &\approx 55 \text{ Shillings.}
 \end{aligned}$$

FIG 1

HISTOGRAM FOR THE ABOVE DISTRIBUTION



The mean purchase and the modal purchase were calculated to be eighty-three shillings and fifty-five shillings respectively. The distribution of the purchases as shown by the frequency polygon, (Fig. 1) is right skewed indicating that most of the purchases were less than the mean purchase. It is therefore, possible to infer that the quantities purchased by Roadside traders were small.

Roadside traders designed their products in various forms and sizes such that they were convenient to handle, easily sold and appealed to the buyers. Although the products remained natural, the traders tried to put special features and style on them. Various products were designed differently depending on suitability of design and the marketing strategies of the particular traders. For example, potatoes were sold in units averaging four items in each unit. The traders carefully chose the items for each unit and arranged them in a pyramidal design. That is, three were laid down in a triangular form and the fourth placed on top. In the choice of items for each unit, the traders considered quality and size of each item.

These units were also arranged in rows and columns. Other items which were designed in a similar manner were tomatoes, onions, oranges, lemons, etc. The long leaves of vegetables such as spinach, sukuma, Mrenda and so on were on the other hand tied together in bundles. Each bundle formed a sales unit. The number of items in each unit varied depending on the quality, size, and objectives of the traders. Table 3.5 shows the range and average number of items in each sales unit for selected products.

Taking sukuma as an example:

When the leaves per bundle are as few as nine, then either the quality of the sukuma is high or the prices have been increased or both. On the other hand, when the leaves in each bundle are as many as sixteen, then either the quality is low or the prices are reduced or both.

In the case of short leaved vegetables such as Cowpeas, leaves were lamped together in heaps. An average heap weighed about one quarter of a Kilogram.

*Did you measure the wt. Shupia?*

Table 3.5

SIZES OF SALES UNITS OF VARIOUS PRODUCTS

| ITEM       | RANGE OF ITEMS | AVERAGE NO. PER UNIT |
|------------|----------------|----------------------|
| Sukuma     | 9 - 16         | 10                   |
| Spinach    | 3 - 10         | 6                    |
| Tomatoes   | 2 - 5          | 4                    |
| Onions     | 3 - 8          | 4                    |
| Potatoes   | 4 - 6          | 4                    |
| Pears      | 3 - 5          | 4                    |
| Oranges    | 1 - 6          | 4                    |
| Tangerines | 5 - 12         | 9                    |
| Pineapples | Single         | 1                    |
| Bananas    | 3 - 6          | 4                    |
| Apples     | 10 - 16        | 12                   |
| Lemons     | 6 - 15         | 12                   |
| Mangoes    | 1 - 5          | 4                    |

The following marketing objectives were found to underlie modes of packaging:-

- (i) Sixty percent of the sample said that they aimed at indicating the unit of sale to the buyers.
- (ii) Thirty-seven percent said that they wanted to cut down the rejection of inferior items (in this case superior items were packaged together with inferior items).
- (iii) About forty-eight percent said that they were creating an attractive display to enhance the quality of the product that was intended to lure buyers.
- (iv) Twenty percent said that they aimed at offering a range of choices to the buyers.

It should be noted that the percentages add up to more than one hundred. This is because some traders mentioned more than one objective.

At this stage, the form in which the products were presented to the buyers was completed. It was only after the buyer had purchased the products that wrapping was done. The products were wrapped in polythene bags. This was a service given to the buyer so that carrying was convenient to him. The traders also admitted that they feared potential buyers may not buy if they were not going to wrap the products.

#### PRODUCT MIX

Assuming that fruits and vegetables were two different product lines of the entire product mix offered to the market, table 3.1 shows that only five percent of the sample chose to



operate a product mix of two lines. The rest of the traders preferred one line to two lines. That is, sixty percent sold vegetables and thirty-five percent sold fruits. However, thirty percent of the sample dealt with a product mix whose depth did not exceed three items.

Asked whether they were planning to add on their existing product mix, seventy percent of the sample said they were not planning to add on their product mix. In fact, most of them suggested that they were planning to delete. The major reason given for that was that the traders were not able to handle a product mix whose depth exceeded three items. They said that there would be a lot of work in designing the various forms in which the products were to be presented to the market. Additions to the product mix also meant additional investment yet the funds for that was not available. Movement from place to place in search of buyers was another factor which restricted the number of items dealt with. It was easier and convenient to carry the same commodity around than to carry several types of commodities in different containers.

SECTION B: PRICE DECISIONS:

The traders basically used three pricing procedures. These were: Cost - Oriented, Competition - Oriented and Demand- oriented. Table 3.6 shows the number of respondents using each pricing procedure;

Cost  
Competition  
D.O.

Table 3.6

USE OF PRICING PROCEDURES

| METHOD               | NO OF USERS | PERCENTAGE |
|----------------------|-------------|------------|
| Cost-Oriented        | 31          | 77.5       |
| Demand-Oriented      | 7           | 17.5       |
| Competition-Oriented | 2           | 5.0        |

Cost-Oriented pricing procedure was used by most of the traders. The explanation was that the procedure was easy to apply. Since they knew the cost of their purchases, all they did was to add the desired profit margin. They did this through a quantity reduction mechanism rather than a direct monetary addition.

The mechanism is illustrated below for tomatoes:

Purchase price (cost) Ksh. 2 for 6 items

i.e. Ksh.  $\frac{1}{3}$  for 1 item.

Selling price: Kshs. 2 for 4 items

i.e. Ksh.  $\frac{1}{2}$  for 1 item.

Profit on each item is Ksh.  $(\frac{1}{2} - \frac{1}{3}) = \text{Ksh. } \frac{1}{6}$

Profit on six items is Ksh.  $(\frac{1}{6} \times 6) = \text{Ksh. } 1$

This is equivalent to adding one shilling to the cost of six tomatoes. Other costs such as transportation and packaging were not included in this illustration.

This method of pricing was found to have two important marketing implications. Firstly, the two-shillings pricing was convenient in payment. This is because it reduced the problems of change especially when the city authorities were harassing the traders.

Secondly, the procedure assumed the same buyer psychology as the odd pricing but approached from a different point of view.

Demand-oriented pricing procedure ranked second to the Cost-oriented procedure. This method was used only occasionally when an opportunity arose. This was applied through sudden hike or reduction of prices during peak or off peak periods. Eighty-five percent of the sample indicated that five O'clock to six O'clock in the evening was the peak hour. During this peak hour, the author observed a substantial reduction in the quantities sold by the Roadside traders. This behaviour could only be explained in terms of situation exploitation by the Roadside traders. The demand was high and so the traders hiked the prices with an aim of making as much profit as possible.

By seven O'clock (off peak hour) quantities per units were noticed to increase. The demand was low and thus the prices were reduced. Apart from the demand being less intense, the traders also explained that they wanted to clear their stock. Needless to say, if the traders did not clear their stock, they faced problems of storage and perishability.

Only five percent of the sample used competition-oriented procedure of pricing. These were the traders who obtained the products from their own farms (seven percent of the sample).

The reason they gave for choosing to use competitors' price was that it was difficult for them to determine the prices for their self-produced products and in any case the competitors' price was the market price. They further stated that there was product homogeneity in the market and so the competitors price' was also accepted by the buyers.

#### FACTORS THAT AFFECTED DETERMINATION OF PRICES

The two main factors that influenced price setting in this market were the supply and demand conditions. During wet season (the time when this study was done) the supply of agricultural products was high. There were also very many Roadside traders. High supply coupled with keen competition kept the prices low as compared to prices during the dry season. (Table 3.7)

Supply and demand conditions caused prices at Wakulima Wholesale Market to fluctuate on a daily basis (Table 3.8). When the supply was low and demand high, the prices were raised; and when the supply was high and the demand low the prices were reduced. These conditions tended to influence the prices of the Roadside traders especially those who obtained their products from the Wakulima Wholesale Market; and these were about thirty-eight percent of the traders.

Table 3.7

SEASONAL PRICE COMPARISON  
FOR SELECTED PRODUCTS

| ITEM          | SEASON          |            |                  |            |
|---------------|-----------------|------------|------------------|------------|
|               | WET APRIL - MAY |            | DRY JAN. - MARCH |            |
|               | Qty             | PRICE KSH. | Qty              | PRICE KSH. |
| Sukuma        | 10 leaves       | 1          | 6 leaves         | 1          |
| Cabbages      | 1               | 2 - 3      | 1                | 3 - 5      |
| Spinach       | 7 leaves        | 1          | 5 leave          | 1          |
| Tomatoes      | 4               | 2          | 2 - 3            | 2          |
| Passion fruit | 6               | 2          | 3 - 4            | 2          |

Table 3.8

PRICES OF VARIOUS COMMODITIES DURING FIRST WEEK OF MAY

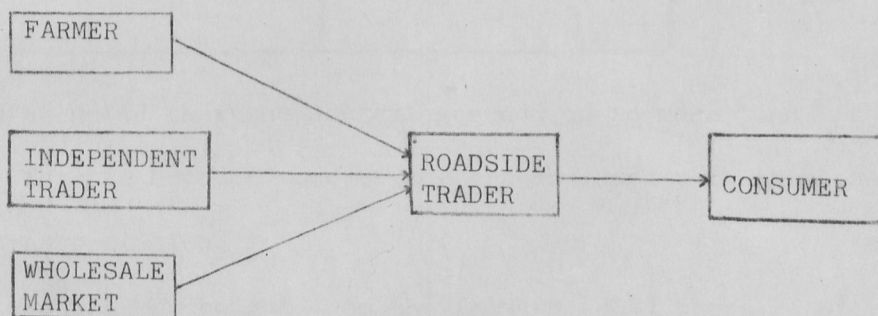
| ITEM               | PRICE KSHS. |      |      |       |      |      |      |
|--------------------|-------------|------|------|-------|------|------|------|
|                    | MON.        | TUE. | WED. | THUR. | FRI. | SAT. | SUN. |
| Sukuma 1 bag       | 150         | 145  | 160  | 140   | 150  | 160  | -    |
| Mrenda 4 bundles   | 1           | 2    | 1    | 1     | 1.50 | 1    | 1.5  |
| Cowpeas 1 bag      | 75          | 40   | 45   | 60    | 65   | 65   | 65   |
| Kisochet 3 bundles | 1           | 1.50 | 2    | 1     | -    | -    | 2    |
| Cabbage 1 bag      | 225         | 300  | 390  | 350   | 420  | 400  | 420  |
| Spinach 6 bundles  | 5           | 5    | 6    | 6     | 6    | 5    | -    |
| Tomatoes 1 box     | 300         | 300  | 400  | 350   | 300  | 300  | 400  |
| Bananas 1 bunch    | 17.50       | 15   | 11   | 15    | 16   | 16   | 12   |
| Lemons 1 net       | 50          | 60   | 65   | 60    | 70   | 60   | 65   |
| Pineapples 1 dozen | 42.50       | 50   | 55   | 30    | 30   | 30   | 30   |
| Tangerines 1 box   | 135.50      | 150  | 155  | -     | -    | -    | -    |
| Carrots 1 bag      | 310         | 300  | 320  | 330   | 330  | 300  | 300  |
| Mangoes 1 bag      | 70          | 80   | 100  | 120   | 120  | 70   | 80   |

SECTION C. DISTRIBUTION DECISIONS:

Roadside traders are, among others, the last link in the distributive chain of agricultural products marketed in Nairobi. They form part of the final marketing intermediaries.

The distributive channel is illustrated below. This represented both the physical and title flows.

PRODUCT CHANNEL FLOW



Roadside traders obtained their products from three sources. About forty-three percent of the sample bought from the farmers, twenty percent bought from the traders, and thirty-seven percent bought from Wakulima Wholesale Market.

The physical movement of the products to their points of sale was facilitated by a variety of transportation modes. These were the buses, matatus, handcarts, and porters. Table 3.9 shows the percentage use of different modes of transportation.

Table 3.9

PERCENTAGE USE OF DIFFERENT MODES OF TRANSPORTATION

| MODE      | PERCENTAGE |
|-----------|------------|
| Buses     | 40         |
| Matatus   | 22         |
| Handcarts | 35         |
| Porters   | 47         |
| Others    | 3          |

It should be noted that the percentages add up to more than hundred. This is because some of the traders used more than one mode of transportation.

The traders who bought from the farmers (43%) chose to use the buses (40%). These traders who bought from farmers found the buses to be the most convenient mode of transportation since the buses were available wherever they bought from. The fare was also cheap. Roadside traders used the handcarts and porters because they were very convenient in moving the products from the bus stops and wholesale market to the points of sale. They were particularly advantageous since they could get to any point in Nairobi.

The essential service provided by the transporters was the physical movement of the products to places where they gained place and time utility.



Agency was another form of facility used by the Roadside traders. Only about three percent of the traders used it. The situation was such that two Roadside traders chose to be agents for each other. In one case where two lady traders were agents for each other, one sold along Tom Mboya street and the other along Haile Selassie Avenue. They stated that there was one advantage in doing so. They increased their market shares. This was done in two ways. First, by placing their products along two different roads at the same time they were exposed to more potential buyers than if they were placed along one road. Second, the co-trader's items helped to attract potential buyers for the agent's products. For example, buyers of spinach ended up buying onions from the same trader. Co-trading was used because hiring agents was expensive and the Roadside traders did not have the funds.

Storage was yet another facility used. Although a majority of the traders indicated that they did not want their products to stay overnight in fear of damage, isolated cases were found to need storage. A Cripple selling along Haile Selassie Avenue had this to say:

Owing to my inability to carry away these items when they remain at the close of the business, I usually enter into agreement with the K.P.C.U. Watchman to be looking after the items overnight. In return, I pay him something little either in kind or cash.

ABCDE

Albert

In other cases, traders were observed by the author keeping their products in City Council dust bins, wooden boxes and carton boxes overnight. This type of storage was also useful during the time of crisis when the City askaris came on a "Keep-the-City-clean" operation. The items were safe in these containers and were retrieved later when the askaris had left the scene.

#### SECTION D. PROMOTION DECISIONS

Roadside traders dealt with essential commodities. These are the foodstuffs necessary to satisfy the consumers basic needs. Therefore, even without any promotion, the potential buyers tried to find and purchase the products.

However, Roadside traders promoted their products. The forms of promotion used were personal selling and sales promotion.

#### PERSONAL SELLING

This, of course, was done by the traders themselves. The task in this case was to persuade potential buyers to buy their products. They did this by calling potential buyers "Rafiki", customer, Chief, etc. These words were meant to please the buyers so that they may buy. The traders also praised their products by using words like "Matunda safi", "Chakula fresh", etc.

An expression of anxiety and willingness to serve the interested buyers was a powerful tool that the traders used. The expression was intensified by kind talk and looks - that instilled confidence in the potential buyers.

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One elderly lady trader had this to say:

Sales are obtained as a result of polite and sincere talk. But not because a seller has what the potential buyer is looking for.

The lady's words seemed to be in response to the following wise words: "We despise no source that can pay us a pleasing attention"  
(Mark Twain)<sup>14</sup>

#### SALES PROMOTION:

Roadside traders used four methods of sales promotion. These were display, free samples, trade discounts, and cash discounts. The display method was generally a trade promotion used by all traders. In this case the products were arranged and displayed in an attractive design. The attractive high quality items were displayed visibly at the top of the less attractive ones. This seemed to encourage generalization among the buyers.

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14. Cited by Philip Kotler.  
Marketing Management: Analysis, planning and control, New Delhi. Prentice Hall, 1980.(4th Ed.) p. 526.

Edw  
Bob Kalam

Consumer promotions used by the sample were as shown in table 3.10

Table 3.10

USE OF CONSUMER PROMOTION

| METHOD        | TRADE DISCOUNT | TRIAL SAMPLE | CASH DISCOUNT |
|---------------|----------------|--------------|---------------|
| No of traders | 26             | 8            | 6             |
| Percentage    | 65             | 20           | 15            |

The trade discount method was predominant, especially among the vegetable traders who comprised sixty percent of the sample. The traders merely added an arbitrary amount of the product to what was already purchased by the buyer, and only in those cases that the traders deemed were large sales. The additional product had the same effect as price cuts.

The free sample method was popular among the fruit sellers. This was mainly because the fruits could be tasted on the spot. Also in certain cases, fruits looked alike. Tasting could therefore show the difference. The traders gave potential buyers whole fruit or cut pieces to taste. The trader hoped that the potential buyer could buy after undergoing the experience. In most cases a sale resulted.

Cash discount was the method least used. It was only used when there was a problem of change. For instance, if a buyer bought products worth eleven shillings and presented fifteen shillings in notes, he would be allowed to pay only ten shillings if change presented a problem. In effect the buyer had had a cash discount of one shilling. The aim in this case was to let the sale occur

otherwise the buyer could make up his/her mind to withdraw the purchase if change offered much problem.

#### SECTION E. THE MARKET

It was necessary for the purpose of this section to adopt the economist's definition of a market. An economist defines a market as a situation where there exists actual or potential sellers and buyers for a given commodity. This definition considers both sides of a market - the sellers and the buyers. The marketer's definition considers only one side of the market - the buyers. He defines a market as "a set of actual or potential buyers of a commodity".<sup>15</sup>

The highest proportion of the Roadside traders were women (Table 3.11). Out of these women, about seventy-seven percent were above the age of twenty six years and were either unmarried, widowed or divorced. Each of these women had an average of four children to support. A majority of the men were above the age of twenty-six years and they too, had families to support. Tables 3.11 and 3.12 shows the break down of the traders by age and sex.

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15. Philip Kotler. Marketing Management  
Analysis, planning and Control. New Delhi  
Prentice Hall, 1980. 4th Ed. p.21

Table 3.11

TRADERS BREAKDOWN BY AGE AND SEX

|                       | UNDER 10 | 10-18 | 19-26 | ABOVE 26 | TOTAL |
|-----------------------|----------|-------|-------|----------|-------|
| Male                  | 2        | 1     | 5     | 6        | 14    |
| Percentage of Sample. | 5        | 2.5   | 12.5  | 15       | 35    |
| Female                | 1        | 3     | 2     | 20       | 26    |
| Percentage of Sample. | 2.5      | 7.5   | 5     | 50       | 65    |

Table 3.12

CATEGORIES OF THE TRADERS ABOVE THE AGE OF TWENTY-SIX YEARS.

|       | MARRIED | UNMARRIED | WIDOWED | DIVORCED |
|-------|---------|-----------|---------|----------|
| MEN   | 90%     | 10%       | -       | -        |
| Women | 30%     | 42.3%     | 25.9%   | 1%       |

All the Roadside traders in a sample of forty reported that roadside trading was their only source of income. This trade earned them an average monthly income of about two hundred shillings. They further indicated that they lived at Kawangware, Mathere, Pumwani, Makongeni, Muthurwa, Kariokor and Banana Hill. These are places inhabited by the economically poorer group of Nairobi's population.

Educationwise, two distinct groups were identified. The first was the illiterate<sup>16</sup> group which comprised all the women, girls, and boys under the age of nineteen years. The second was the literate group which consisted of all the men in the sample above the age of eighteen years. Most of these men were secondary school drop-outs while the rest were Certificate of Primary Education (C.P.E.) graduates.

Tribal distribution of Roadside traders in a sample of forty is given below:-

*No correlation with roadside trading*

|          | Kikuyu | Luo | Luhya | Others |
|----------|--------|-----|-------|--------|
| Men      | 45%    | 35% | 18%   | 2%     |
| Women    | 96%    | 2%  | 1%    | 1%     |
| Children | 20%    | 40% | 35%   | 5%     |

It is evident from the above findings that a majority of the hawkers are Kikuyu by origin. The factor which may be responsible for this is that a greater proportion of Nairobi residents are Kikuyu.<sup>17</sup> Since Nairobi adjoins Kiambu District which is dominated by the Kikuyu people who are enterprising and also agricultural, these people easily filter into the city to grasp some of the commercial activities available, e.g. roadside selling.

Nairobi offered three market segments for agricultural products. The market was segmented on the basis of income levels. These segments were the high income, middle income, and low income. Asked who they thought their customers were, the following responses were obtained:

16. Have not been to school and cannot read or write.
17. The Republic of Kenya "Population by Tribe for Provinces" Kenya Population Census, 1969 Vol. 1 p.70 Statistical division Ministry of Finance and Economic Planning. November, 1970.



| <u>SEGMENT</u>                | <u>PERCENTAGE OF RESPONDENTS</u> |
|-------------------------------|----------------------------------|
| Low income segment            | 22.5%                            |
| Low & Middle income Segment   | 35.0%                            |
| Middle income segments        | 12.5%                            |
| Middle & High income segments | 7.5%                             |
| High income segments          | 5.0%                             |
| Anybody was a customer        | 18.0%                            |

Roadside traders pursued a market concentration strategy targeting on the low and middle income markets.

Most of the buyers were pedestrians who walked home or to the bus stops. This was indicated by the number of traders selling along popular pedestrian routes or at the bus stops (Map 1). A physical count of the traders at the Kenya Bus station showed that there were eighty-seven traders out of a population of approximately one hundred and eighty traders. That is about fifty percent of the total number. Twenty traders were at the same time located at Ngara pedestrian bridge. From the map it can also be noted that most of the points of sale are restricted to the eastern half of the map. This is the region dominated by Nairobi's low and middle income groups.

The traders gave three reasons for concentrating on the low and middle income groups.

- (i) They said that the market was accessible. The traders could easily reach the buyers by placing themselves along popular pedestrian routes and at bus stops.

- (ii) the market was large,
- (iii) the traders were certain of the existence of the market for their products.

Certainty of the market came up as a result of the purchasing pattern of the consumers. Buyers purchased small quantities of the products each time (day). This made them buy the same quantities frequently. The author made sixty observation in two different occasions (Appendix E.). The mean purchases were 3.3 shillings for the first set of thirty observations and 3.2 shillings for the second set of thirty observations. The standard deviations were 1.0116 and 1.0231 shillings respectively. The means of the two sets of observations were tested to find out whether or not they were significantly different. Thus, a statistical test was made as follows: It was assumed that

- (i) the population variances for the values of the two observations were different ( $\sigma_1^2 \neq \sigma_2^2$ )
- (ii) the samples were large, and
- (iii) the two parent populations were approximately normally distributed.

Observation 1

$$\begin{aligned} n_1 &= 30 \\ \bar{x}_1 &= 3.3 \\ \sigma_1 &= 1.0116 \end{aligned}$$

Observation 2

$$\begin{aligned} n_2 &= 30 \\ \bar{x}_2 &= 3.2 \\ \sigma_2 &= 1.0231 \end{aligned}$$

The hypotheses are:

$$H_0 : \mu_1 - \mu_2 = 0$$

$$H_1 : \mu_1 - \mu_2 \neq 0$$

The value of the test statistic is computed as

$$Z = \frac{[(3.3 - 3.2) - 0]}{\sqrt{\frac{(1.0116)^2}{30} + \frac{(1.0231)^2}{30}}} = 1.45$$

With a two-sided test and a 95% level of confidence, the critical value of Z is 1.96.

Thus, because  $Z = 1.45 < Z_{.025} = 1.96$ , the null hypothesis

that there is no significant difference between the two means was accepted.

This led to a conclusion that consumers always bought small quantities of the products. Consequently, the buyers purchased frequently, thus ensuring the Roadside traders of a market for their products.

During the course of the above observations, buyers were classified into two groups i.e men and women. It was noted that ninety-seven percent of the buyers were women.

PART 4

SUMMARY AND CONCLUSIONS

SUMMARY

Part one of this paper outlined the objectives of the study. In brief, the main objective of the research was to explore the decisions made by Roadside traders regarding the controllable variables (product, price, distribution and promotion) of marketing agricultural products. The research also sought to determine the market characteristics such as demography (sex, income, education and family size).

Part two of the paper dealt with the research design. The design was basically descriptive in nature. A survey of the literature was carried out to assess what others have accomplished. A structured questionnaire and an observation form were used to collect data from a sample of forty Roadside traders. The data was then subjected to a variety of statistical analyses, which was dealt with in part three of the paper.

CONCLUSION:

On the basis of the findings it is possible to make a broad and general conclusion. That is, the roadside traders make various decisions regarding the controllable variables of marketing which were used to influence the market. Conclusions regarding specific issues are given below:

Product decisions:

Roadside traders in Nairobi traded essentially in food-stuffs. These foodstuffs mainly comprised fruits and vegetables. The decision to trade in these products possibly was evoked by the demand for them by the city residents. The research revealed that sukuma, potatoes, lemon, oranges, pears and bananas were the prevalent items. It was also demonstrated statistically that traders tended to purchase products of their choice in small quantities. It was also possible to deduce that, among other factors, the nature of the trade influenced this behaviour. The nature of the trade was such that the traders were unexpectedly "ambushed" by the city authorities for illegal trading. This "ambush" caused a stampede that resulted in loss of traders' products and some times money. For that reason, the traders purchased small quantities so that they could run away with their stock or not lose much if the city askaris pounced on them

It was evident from percentage comparison that most traders handled a product mix of up to three items all of which were in the same product line. The traders redesigned the products. That is, arranged them in specific style and quantity. Convenience to handle; ease with which to sell and appeal to the potential buyers were the bases of this decision.

### Price decisions

The most dominant pricing method used by Roadside traders was the cost-oriented method. By use of percentage comparisons it was evident that the traders preferred cost-oriented method to the other methods. This also implied that the traders were conscious of their costs and knew the costs well. Thus the method was easily applicable. The pricing method was facilitated by an addition - reduction price setting mechanism.

It is also possible to conclude that the main pricing objectives were to make a profit for daily subsistence and to clear the stock.

### Distribution decisions.

The distribution channel was short. This was depicted by the major flow of the products. "Farmers → Roadside trader → consumer" formed the main distribution channel. The following were the basis of the decision: meagre resources which could only be invested at the distributive level where the bulk of the product had been broken and direct purchasing from the farmer.

Facilitators were used. Porters formed the main mode of transportation. The decision in this case was based on the facts that porters were convenient, cheaper and easily available. The handcarts were also used. This parallels the findings of Mar Plan-Toepfer Institute consultants as noted earlier that handcarts were used to transport agricultural products to the retail outlets.

### Promotion decisions.

Roadside traders promoted their products and trade mainly by means of display and keen personal selling. Hence, the size of sales volume depended on the apparent quality of the products and personality of the seller.

### The market

Women dominate roadside trading in agricultural products in Nairobi. They are the majority sellers and consumers as well. As far as consumption is concerned may be they dominate because in most African homes, women are charged with the responsibility of planning and purchasing foodstuffs to feed their families.

The sellers market is characterized by illiteracy and poverty. The sellers average monthly incomes are two hundred shillings. Most of the women are heads of their house-holds and have an average of four people to take care of.

The consumers belong to the low and middle income groups. The market is consistent, large and certain. In this case the statistical measure (testing hypothesis) indicated that the consumers bought small quantities of the products so that there was frequent repeat purchase; thus ensuring Roadside traders of the existence of the market for their products.

Lastly, roadside trading in agricultural products is an economic activity which provides a source of livelihood to some of the poor residents of the city, while on the other hand, it serves the basic needs of some of the city workers by providing the highly needed foodstuffs.

IMPLICATIONS:

The following implications emanated from the study.

- (i) In the case of hawkers, it should be noted that roadside trading in agricultural products in Nairobi is a marketing institution, though illegal, that requires foresight and precise decision making as regards the controllable variables of marketing so as to influence the market. Craftiness in dodging to avoid the city authorities is an essential activity in order to survive in the trade.

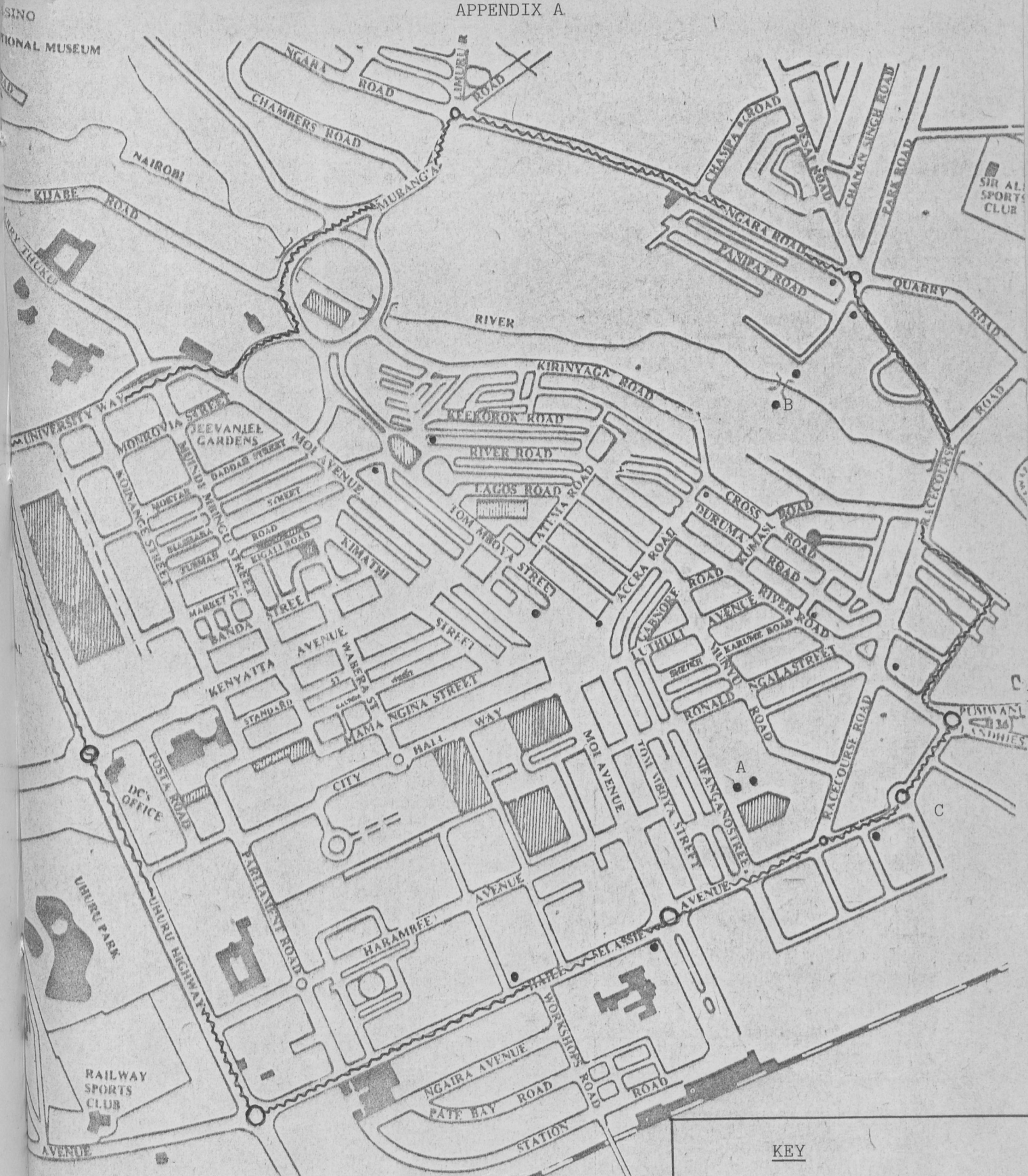
The market which comprises the low and middle income groups is large and promises to extend as demand increases. This offers a lucrative opportunity to potential roadside traders.

- (ii) Roadside trading in agricultural products in Nairobi is an economic activity which provides a means of livelihood to a number of poor city residents who could not obtain jobs elsewhere. These unfortunate fellows should be given an opportunity to exploit this economic activity. Despite the constant harassment of Roadside traders by City authorities, Roadside traders persisted and it is most likely that the city authorities will not be able to rid the city of roadside selling. For that matter the city council will be obliged to cater for roadside selling. For instance, an important step was taken when a Nyayo market was created through a presidential decree.



Roadside traders serve the needs of some of the city workers who prefer purchasing from the hawkers to purchasing from other retail outlets owing to convenience (service brought to buyers). Since these services were desirable to the consumers, the hawkers should be let to sell; and the city council design a means of collecting revenue from the hawkers. A minimal charge on daily basis could be levied on each trader's products. This charge should be so low that the traders are not tempted to evade it, and it should also be economical to collect.

- (ii) The findings of this study have shown that roadside trading in agricultural products is one of the final marketing intermediaries in bringing agricultural products to final consumers. This serves as a complementary part to some of the earlier studies which dealt with the flow of agricultural products to Nairobi, yet terminated the flow at the wholesale level. Furthermore the study has outlined the type of decisions made by traders regarding the marketing processes and the market characteristics. Conclusions made regarding these variables serve as tentative hypothesis on the issues. For example, roadside selling and consumption of agricultural products in Nairobi is dominated by women. Academicians can carry out further research on issues not dealt with adequately here such as consumer behaviour, socio-economic background of the traders and so forth.



KEY

- Points of sale
- A - Kenya Bus Station & Matatu terminus.
- B - Ngara pedestrian Bridge
- C - Wakulima Wholesale Market
- D - Machakos country stop.
- ~~~~~ Boundary for area of Study, (Nairobi).

FAIRVIEW HOTEL

APPENDIX B

THE QUESTIONNAIRE AND OBSERVATION FORM.

ROAD NAME \_\_\_\_\_

1. PRODUCT & PRICE DECISIONS

1.1. List all the products sold by the trader and quote their respective prices.

| Product | Qty/Unit | Price (KShs.) |
|---------|----------|---------------|
| 1       |          |               |
| 2       |          |               |
| 3       |          |               |
| 4       |          |               |
| 5       |          |               |
| 6       |          |               |

1.2. What other product items have you sold today? (Ask the trader).

- (a) \_\_\_\_\_
- (b) \_\_\_\_\_
- (c) \_\_\_\_\_

1.3. Do you sell the same product items always?

Yes

No

$\frac{2}{30} \times 100 = 20\%$

$\frac{50}{150} \times 100$   
 $\frac{20}{150} \times 100$

$\frac{30}{150} \times 100$

$\frac{25}{100} \times 100$   
 $\frac{25}{200} \times 100$   
 $\frac{25}{450} \times 100$

1.4. Why? 1. \_\_\_\_\_  
2. \_\_\_\_\_  
3. \_\_\_\_\_  
4. \_\_\_\_\_

1.5. Which of the following are you planning to do?

(a) Sell the same number of product types

(b) Sell a lesser number of product types  
than you are now selling

(c) Sell more of the product types than  
you are now selling

1.6. Why? 1. \_\_\_\_\_  
2. \_\_\_\_\_  
3. \_\_\_\_\_  
4. \_\_\_\_\_

1.7. How did you decide what price to charge?

(a) Cost-plus

(b) Competitors price

(c) Bargaining

(d) Other method (specify) \_\_\_\_\_

1.8. Why that method?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

1.9. Do you sell your products at the same price always?

Yes

Go to 1.11

No.

1.10. Why is there a variation in the prices?

1.11. Do you package your products?

Yes

→ Go to 1.13

No

→ Go to 1.13

1.12. (Interviewer) observe how the products are packaged and note.

---

---

---

---

1.13. Why?

---

---

---

2. DISTRIBUTION DECISIONS

2.1. From where do you obtain your products?

- (a) Farmer
- (b) Trader
- (c) Wholesale Market
- (d) Other (specify)

---

2.2. Are there other places you could get them from?

Yes

Where? \_\_\_\_\_

No

Go to 2.4

2.3 Why did you not buy them there?

because they were cheap  
\_\_\_\_\_  
\_\_\_\_\_

2.4. How do you bring the items here?

By

Bus

Matatu

Train

Portage

Handcart

Other (specify) \_\_\_\_\_

2.5. Why do you use that (mentioned) means of transportation?

most available  
\_\_\_\_\_  
\_\_\_\_\_

2.6. Do you always sell the items here?

Yes

Go to 2.8

No

2.7 Where else? \_\_\_\_\_

2.8. Why? \_\_\_\_\_

because of customers  
\_\_\_\_\_  
\_\_\_\_\_

2.9. What time do you always come to sell?

(Time) anytime

2.10. Why that time?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2.11. What time of the day do you have heavy selling?

7 - 12 a.m.

12.01 - 4 p.m.

4.01 - 8 p.m.

2.12. How often do you buy from the supplier?

Once every day

Once every two days

Once every three days

Once every five days

One every week

2.13. How much do you purchase each time

Quantity \_\_\_\_\_

Cost (KSh. \_\_\_\_\_

2.14. What is your average sales per day?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2.15. If your products remain at the close of the business;

Where do you keep them?

carry them home  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. PROMOTION DECISIONS.

3.1. How do you find customers to buy your items?

They come  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3.2. How do you influence prospective buyers to buy from you?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3.3. (Interviewer) observe the selling behaviour of the seller and note

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3.4. Do you wrap for your customers?

Yes

No

3.5. Why?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



4. MARKET (DEMOGRAPHY)

4.1. Sex of the trader    Male   

Female   

4.2. What is your age in years?

Under 10 years   

10 - 18 years   

19 - 26 years   

Above 26 years   

4.3. Where do you live.

(Place)           Nairobi          

4.4. What is your marital status?

Single   

Married   

Widowed   

Other (specify) \_\_\_\_\_

4.5. How many people depend on you for their livelihood?

Less than 4   

4 - 7   

More than 7   

None

4.6 What education level have you attained?

- Primary
- Secondary
- Post Secondary
- Have not been to school

4.7. What were you doing before taking up this trade?

Observing

---

---

---

4.8. Why did you decide to start this trade?

for an income

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4.9. Who do you think are your customers?

- Low income group
- Middle income group
- High income group

4.10. (Observation)

Two separate observation on the purchases made by sixty consumers .

(Record purchases in KShs.)

APPENDIX C

PILOT SURVEY

NUMBER OF TRADERS AT VARIOUS POINTS/ROAD

| POINT/ROAD              | NUMBER OF TRADERS |       |          |       |
|-------------------------|-------------------|-------|----------|-------|
|                         | MEN               | WOMEN | CHILDREN | TOTAL |
| Kenya Bus Station       | 2                 | 76    | 7        | 87    |
| Haile Selassie Av.      | 1                 | 9     | -        | 14    |
| Tom Mboya/Ronald Ngala  | 4                 | 3     | 2        | 16    |
| Price Road              | -                 | 8     | 2        | 10    |
| Ngara Pedestrian Bridge | -                 | 22    | -        | 22    |
| Walk lane               | -                 | 3     | 2        | 5     |
| Accra Road              | 1                 | -     | -        | 1     |
| Moi Avenue              | -                 | 6     | -        | 6     |
| Ngara                   | 7                 | 2     | -        | 9     |
| Race Course Road        | 10                | -     | -        | 10    |
|                         | 30                | 129   | 13       | 180   |

APPENDIX D.

STOCK PURCHASES OF FORTY ROADSIDE TRADERS IN KSH.

|     |     |     |     |
|-----|-----|-----|-----|
| 135 | 100 | 180 | 160 |
| 60  | 20  | 110 | 40  |
| 140 | 15  | 70  | 35  |
| 130 | 80  | 12  | 50  |
| 45  | 20  | 110 | 60  |
| 75  | 110 | 400 | 15  |
| 50  | 50  | 90  | 200 |
| 50  | 6   | 80  | 25  |
| 50  | 200 | 90  | 85  |
| 40  | 80  | 200 | 155 |

APPENDIX E

SIXTY OBSERVATIONS OF PURCHASES MADE BY CONSUMERS IN TWO OCCASIONS.  
IN KSH.

FIRST OCCASION.

|   |   |   |
|---|---|---|
| 3 | 3 | 2 |
| 5 | 4 | 3 |
| 4 | 4 | 4 |
| 2 | 3 | 2 |
| 4 | 5 | 2 |
| 3 | 4 | 2 |
| 4 | 4 | 3 |
| 4 | 4 | 4 |
| 2 | 2 | 3 |
| 3 | 2 | 5 |

SECOND OCCASION

|   |   |   |
|---|---|---|
| 4 | 2 | 4 |
| 4 | 2 | 3 |
| 4 | 3 | 2 |
| 3 | 3 | 3 |
| 6 | 2 | 2 |
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