

**FACTORS INFLUENCING DEMAND OF CONSUMER
PRODUCTS AMONG SUPERMARKET SHOPPERS IN
KIMILILI MUNICIPAL COUNCIL – BUNGOMA COUNTY
– KENYA.**

BY

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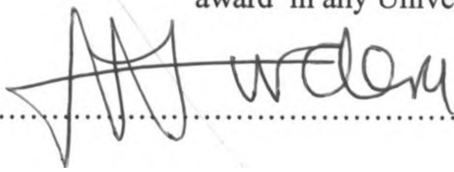
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**A RESEARCH PROJECT REPORT SUBMITTED IN PARTIAL FULFILLMENT
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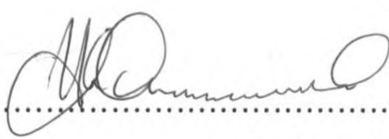
DECLARATION

The research project report is my original work and has not been presented for any other award in any University.

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This research project report has been submitted for examination with our approval as the University supervisors.

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DEDICATION

I dedicate this research proposal to my family, who have always supported me to see to it that I succeed in this undertaking; my beloved wife Agnes, son Rodgers, daughters Elizabeth, Anne Lucky and Janepher.

ACKNOWLEDGEMENT

It's with deep sense of gratitude that I acknowledge the support, advice and direction of my supervisor Dr. Harriet Kidombo and Mr. John Mbugua . I am grateful to my beloved wife Agnes Mulama whose inspiration moral and financial support made me go through this program. My children Rodgers Mulama, Elizabeth Mulama, Anne Mulama and Janepher Mulama who lacked my company during my period of study. The staff of New Kamusinga Studios and Printers Pamella Nyongesa, Rebby Minayo and David Lumbasi. They were involved in constant typing and binding of my work.

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The author would like to absolve all individuals and institutions mentioned in this work for any errors of omission and for commission or any interpretational (errors) for these I remain solely responsible.

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ABBREVIATIONS AND ACRONYMS

KEBS	-	Kenya Bureau of Standards
ISO	-	International Standards Organization
CSA	-	Canadian Standard Association
GI	-	Geographical Indication
MDGs	-	Millennium Development Goal
CRM	-	Customer Relationship Performance
KNBS	-	Kenya National Bureau of Statistics
KMC	-	Kimilili Municipal Council
SPSS	-	Statistical Package for Social Science
D.T.O	-	District Trade Officer
IP	-	Intellectual Property

ABSTRACT

The purpose of the study is to establish the factors influencing demand of consumer products among supermarket shoppers in Kimilili Municipal Council – Bungoma County in Kenya. The study used descriptive survey to collect data.

The objective of the study was to assess the influence of product certification on demand of consumer products. To establish the influence of consumer preference on demand of consumer products. To assess the influence of product price on demand of consumer products. The study had the following conclusions; demand of consumer products is greatly influenced by four variables, product certification, brand equity, consumer preference and product price.

The target population consisted of 2,733 consumers (supermarket shoppers) in the leading supermarkets of Kimilili Municipal Council which included both males and females. The sample size was 118 respondents. A questionnaire was constructed and used to collect the data. The received data was arranged, coded and analyzed descriptively. It was facilitated by the use of SPSS (statistical package for social sciences). The sample was described using frequencies, cross tabulation, tables, percentages, correlation and phrases and sentences were used to explain the meaning of the data and to make conclusions.

The major findings of the study was that consumers are greatly influenced by four variables in their purchases. That is product certification, brand equity, consumer preference and product price. The study revealed that 57.14% of supermarket shoppers in Kimilili Municipality were females while 42.86% were males.

From the findings the following recommendations were suggested:-

The manufacturers of products such as alcohol drinks, foodstuffs and cosmetics should give attractive names to their goods since names of these goods carry the value of their products. The government should open a department within the Ministry of Trade and Industry to handle consumer complains. Further research on factors influencing consumer preference for certain foods should be done.

CHAPTER ONE: INTRODUCTION

1.1 Background of the study

Uncertified goods are slowly penetrating the Kenyan market and reaching the consumers. Most consumers do not pay keen attention to standardization mark indicating that products are fit for consumption. Many consumers incorrectly assume the product is 'safe' and eat great amounts that are good for them (Kotler and Armstrong, 2004). In relation to cholesterol levels and uninformed consumers, there is an assumption by consumers that most products that reach the shelves are fit for consumption ignoring the fact that traders will sneak harmful products to the market to earn money. If this trend continues, Kenyan consumers will continue losing money, suffering and contracting health related problems associated with consumption of harmful products, as asserted by KEBS former Managing Director, Dr. Mangeli.

The Kenyan government in conjunction with the Kenya Bureau of Standards (KEBS) has put policies in place to try to monitor the circulation of quality goods in the market by having the standardization mark and the diamond mark of quality. The Kenya Bureau of Standards has ordered that all products in the shelves must be certified and a deadline has been set for the same. This is to ensure that all products produced in Kenya pass through the standardization requirements without exception. (East African Community Testing Act, 2005) and thus the study will seek to establish the perceived value, brand awareness, brand loyalty, brand association and brand identity.

In the recent past, buildings under construction have also hit the limelight as products that do not meet the specifications of not only the town engineers but Municipal and City Councils. Buildings have also continued to claim lives of the occupants either in collapsing or lacking emergency and first aid kits to help the victims involved in any inferno or accident. Kenya Bureau of Standards has therefore developed a law of also certifying buildings effective from March, 2009.

KEBS was established in 1974 by an act of parliament Chapter 496 , it's the national standards body and as such mandated to perform the following activities; Standards

Development, Product Certification (Issuance of the diamond mark of Quality, Quality Systems Certification (ISO 9001), hazards analysis and critical control points, Consumer protection through handling consumer complaints, Quality Assurance, Quality Certification of imports at ports of entry and training programs and technical assistance.

The aim of standardization is to provide solutions to repetitive problems by providing uniformity in products and services. Product standards and codes of practice assist the manufacturer to provide commodities that meet minimum certifications for quality and safety. KEBS therefore developed 3808 Kenyan standards. KEBS has harmonized 493 East African standards of which 265 are food standards. The need for standardization is to add value to foods through affirmation specifications by ensuring the food is manufactured and packaged ethically to meet safety requirements for consumers. However harmful products are still finding their way to consumers' households despite the KEBS effort to ensure that goods reaching consumer households are fit for consumption.

ISO is a non-governmental Organization established in 1947 to promote the development of standardization in the world. ISO is a worldwide body from some 90 countries that promote the development of standards related activities to facilitate the international exchange of goods and services and develop intellectual, scientific, technologies and economic co-operation. The organization is based in Geneva Switzerland and operates as a consultation of virtually all the world's industrialized nations. (B. Janakiraman and R.K. Gupal, 2008). In India most of the reputed auto manufacturers and automobile components manufacturers have received the certification. To name a few M/s Ashok Leyland MS purelators, (India) Ltd. Achieving this certification instills confidence among the customers; it makes a company more competitive in the market.

The President of Republic of Tanzania, the Republic of Kenya and the Republic of Uganda have also enacted an act to make provisions for ensuring standardization, quality assurance, metrology and testing of products produced or traded in the Community in order to facilitate industrial development and trade; to make provision for ensuring the protection of the health and safety of society and the environment. The date of Assent of the Act was 10th September 2006, date of commencement was 1st August, 2007 (East African Community Standardization Testing Act, 2006).

The increase of harmful products in the market is due to an assumption by consumers that every good in the market has reached quality specifications (KEBS Training and Advisory 2007). Another contributing factor is the issue of imitations by unscrupulous traders of certified products. Consumers have also slugged down on quality due to increasing reduction in purchasing power hence they choose to forego quality for cheaper prices. The same goes for traders in their efforts to cut costs they avoid the specifications.

Most consumers do not bother to pay attention on Standardization mark indicating that products are fit for consumption. Certification marks tell potential customers and users that a product has been evaluated by a formal process. It has been tested by experts and meets reorganized standards for safety and performance. Canadian Standard CSA www.csa.com. It is in lieu of this that the researcher carried a research on factors influencing demand of consumer products among supermarket shoppers in Kimilili Municipal Council-Bungoma County.

It was pointed out in parliament that toxic drinks had killed 145 since 1999. With more than 30 dying this year. In 2010 deaths occurred in Kibera, Shauri Moyo and Mutindwa in Nairobi, Thindigua in Kiambu and Laikipia (Daily Nation Thursday August 19 2010).

1.2 Statement of the Problem

There is a rise in uncertified products production in Kenya. Many consumers have lost lives, contracted health problems and lost their wealth due to harmful products. (Daily Nation Saturday March 21st 2009) KEBS has produced the diamond mark of quality and the standardization mark to certify products fit for consumption. Some studies have found out that low quality consumer products have their way into the market certified thus raising the doubt of consumer on the essence of certification (Ananias and Nastica 2004). Unscrupulous producers, have continued to leak into the market uncertified products whereas the consumers are not paying attention to quality certifications due to ignorance as well as financial problems overweighing quality issues. Black marketers have also increased in the market. This is seen where imports are brought to the market illegally without getting certified by KEBS and some goods are not safe for consumption (KEBS Training and Advisory, 2007).

The market provision of quality is notoriously fraught with difficulties under asymmetric information: when producers cannot credibly signal the quality of their products, consumers' choices are predicted on the perceived average quality on the market, and this pooling equilibrium has undesirable welfare properties (Akerlof, 1970). The research tried to reveal the extent to which consumers attach value to the certification mark. And if so what effects does this mark have on companies brand equity and thus benefit through brand loyalty, repeat purchases, brand awareness and perceived quality attached to their products due to their establishment of quality standards. The study investigated the factors influencing demand of consumer products among supermarket shoppers in Kimilili Municipal Council-Bungoma County. It addresses itself to other factors influencing demand like consumer preference and product price.

The study further tried to determine if the consequent brand equity had a resulting positive effect and if so it increased the demands substantially. Given that brand equity has the parameters of brand loyalty, brand awareness, brand association and perceived quality, what is the resulting impact on demands? Is it direct and is it far reaching so that purchasers of products can pay great attention to these details and hence increase demands by ensuring that their purchases are all certified. The study investigated the influence of demand of consumer products among supermarket shoppers in Kimilili Municipal Council-Bungoma County.

1.3 Purpose of the study

The purpose of the study was to establish the factors influencing demand of consumer products among supermarket shoppers in Kimilili Municipal Council-Bungoma County.

1.4 Objectives of the study

The objectives of this research was as follows:-

1. To assess how product certification influences demand of consumer products among supermarket shoppers in Kimilili Municipal Council
2. To establish how brand equity influences demand of consumer products among supermarket shoppers in Kimilili Municipal Council
3. To establish how consumer preference influences demand of consumer products among supermarket shoppers in Kimilili Municipal Council

4. To assess how the price of products influence demand of consumer products among supermarket shoppers in Kimilili Municipal Council

1.5 Research Questions

1. How does product certification influence demand of consumer products among supermarket shoppers in Kimilili Municipal Council - Bungoma County?
2. How does brand equity influence demand of consumer products among supermarket shoppers in Kimilili Municipal Council – Bungoma County?
3. To what extent does consumer preference influence demand of consumer products among supermarket shoppers in Kimilili Municipal Council – Bungoma County?
4. To what extent does product price influence demand of consumer products among supermarket shoppers in Kimilili Municipal Council – Bungoma County?

1.6 Significance of the Study

The key goals of ISO is to promote the development of standardization and product certification. This activity is to facilitate international exchange of goods and services. The study will help consumers to appreciate the importance of certification, standardization mark and the diamond mark of quality while carrying out their purchases hence they will be more keen while purchasing their products from supermarkets. The results will also assist consumers in purchasing products that are not harmful to their health and can cause injuries.

Members of the supply chain will recognize the importance of dealing with the certified products as they are the entry point to which the market receives the goods hence will be liable for any injurious or harmful products. In order to avoid lawsuits or other related costs, they will be very keen on the products they provide to consumers. Supermarket owners will endeavour to stock consumer products that have been certified to increase their volume of sales. The study will benefit the government, County governments and central government, scholars from different fields.

1.7 Assumptions of the Study

The following assumptions were made on this study: The information provided by all the respondents was accurate and valid. Brand equity was the best and accurate instrument

ent of evaluating the influence of demand among supermarket shoppers in Kimilili. The sample population and the enterprises for the study was homogenous in locality. Brand equity antecedents brand loyalty, brand awareness, perceived quality, brand association and brand identify best evaluates product demand.

1.8 Limitation of the study

The study was carried out among consumers living in urban areas – Kimilili Municipal Council. The results obtained might not be similar to those which may be obtained from consumers living in the rural areas as they live under different condition.

The time projected for the study was not enough to cover all consumers. Financial constraint did not allow all the consumers to be covered. The researcher was therefore forced to reduce the sample. This is likely to limit the generalization of results.

1.9 Delimitation of the study

The study was conducted in Kimilili Municipal Council – Bungoma County of Republic of Kenya. Information was provided by the District Trade Officer in Kimilili-Bungoma County and the Town Clerk Kimilili Municipal Council. The location was chosen to prove whether research done in other areas or place on factors influencing demand among supermarket shoppers in Kimilili. The area had been reported to have many uncertified goods penetrating the local market. According to (KNBS) (2001) Kimilili - Bungoma District has a population of 313,813 people with 164,754 being females and 149,056 males.

Kimilili Municipal Council has 6 major supermarkets namely, Riziki, Sammart, Khamulati, Good hope, Tokyo and Jazz. Residents who have regular income in the Municipality are teachers, civil servants, college lecturers and businessmen. Kimilili-Bungoma County has one local authority – Kimilili Municipal Council. It has 2 Divisions, Kamukuywa and Kimilili Divisions. Four locations namely; Kamukuywa, Kibingei, Kimilili and Maeni. It has eight Sub-locations

Kimilili Municipality comprise of business enterprises stratified in three categories: Big enterprises, middle enterprises and small enterprises who provided the target population. The town has many teachers and civil servants and farmers who were captured as respondents.

1.10 Definitions of significant terms used in the study

- Product certification** -is the process of certifying that a certain product has passed performance and quality assurance tests.
- Demand of Consumer products.** -Is the ability for consumers to make purchases of certain products. The willingness of consumers to buy commodities
- Price** - It is value or sum of money which is charged by the supplies of a product or a service.
- Consumer** - The individual who buys and consumes the bought item or good.
- Brand awareness** - Consumers being aware of certain brand products
- Brand loyalty** - To loyally associate with a certain brand
- Brand association** - Consumer behaviour of associating with certain specific products

1.11 Organization of the study

The study was organized in the following order. Chapter one was introduction which discussed the background of the study, statement of the problem, purpose of the study, objectives of the study, research questions, significance of the study, assumptions of the study, limitation of the study, delimitation of the study, definition of significant terms used in the study and organization of the study.

Chapter two (Literature review) was introduction, theoretical literature, empirical literature, the influence of product certification and demand of consumer products, brand equity and demand of consumer products, consumer preference and demand of consumer products, price of products and demand of consumer products, gender roles in supermarkets, culture and tradition, conceptual framework and summary of literature review.

Chapter three (Research methodology) which was discussed in the following order; introduction, research design, target population, sample size and sample selection, sampling procedure, research instrument, pilot testing, validity of research instrument, reliability of

instruments, data collection procedures, data analysis techniques, ethical considerations and operational definition of variables.

Chapter four (Data analysis and presentation) was introduction, questionnaire return rate, demographic information of respondents, gender of respondents, educational level of respondents, occupation of respondents, factors influencing demand for consumer products amongst supermarket shoppers in Kimilili, demand for consumer products, the influence of brand equity on demand of consumer products, product certification on consumer product demand, consumer preference, influence of consumer price on demand of products and summary.

Chapter five (Summary of findings, discussion, conclusions and recommendations) was introduction, summary of the findings, discussion of the findings, conclusion, recommendations and suggestions for further research.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter covers literature review by different authors and researchers concerning factors influencing demand amongst supermarket shoppers. Various aspects will be highlighted in a deeper perspective per their study concerning factors influencing demand amongst supermarket shoppers.

2.2 Theoretical Literature

Economics define demand as a schedule indicating, the amount of particular goods and services that consumers are willing and able to buy at each price in a set of possible price during a specified time and period.

A fundamental characteristic of demand is the inverse relationship between price and quantity; that is price increases the quantity demanded decreases and as price decreases the quantity increases. This relationship is commonly referred to as the law of demand, (Rogers and Ruchlin, 1971). Under normal circumstances, the higher the price charged the lower will be the quantity demanded. Conversely, the lower the price the higher the quantity demanded. This behaviour illustrates the law of demand which states that other things being equal, the higher the price, the lower the quantity demanded and vice versa. Consumer preferences are taste or liking that consumer's show for particular commodities at any one given time (Samuelson and Nordhaus, 2009).

Such tastes do not change with time. Once a consumer's tastes changes it would mean that the commodity's rank in the consumer's scale of preference will also change. If the change in taste is in favour of the commodity then the demand for that commodity other things being equal will increase. Methods like advertising can influence consumer preference. It will also influence demand for branded products. Effective demand is made up of two elements; namely a consumer's desire for a commodity and the same consumer's ability to buy the commodity.

The ability of a consumer to buy a commodity depends on consumer's level of disposable income. Normally there is a positive relationship between the quantity demanded by a consumer and the consumer's income, (Begg and Ward, 2009).

Demand also depends on consumer expectations about future changes in the price. The commodity where consumers expect prices to increase in the near future. They will prefer buying the commodity now when the prices are relatively lower demand for the commodity would thus increase. For example consumers generally expect prices of certain commodities to be increased in the annual budget. Such consumers would normally rush to buy such commodities before the budget day to avoid buying at a higher price.

Demand for a commodity also depends upon the size of the population. When population increases the quantity of the commodity demanded also increases. For example a high demand for commodities may be due to higher birth rates than death rates. This would also mean that demand for certified goods, for children increases conversely a decline in the size of population leads to low demand for goods and services, (Samuelson and Nordhaus, 2009).

Market demand is the sum of the individual demand for a product from each consumer in the market. If more people enter the market and they have the ability to pay for items on sale, then demand at each price level will rise. Demand in economics must be effective which means that only when a consumer's desire to buy a product is backed up by an ability to pay for it does demand actually have an effect on the market. Consumers must have sufficient purchasing power to have any effect on the allocation of scarce resources. For example, what price are you willing to pay for your consumer goods like Hodari brand of maize flour, superloaf, KCC milk and related foodstuffs.

Latent demand is probably best described as the potential demand for a product, it exists where there is willingness to buy among people for a good or service, but where consumer lack the purchasing power to be able to afford the product. Latent demand is affected by advertising – where the producer is seeking to influence consumer tastes and preferences, (Begg and Ward, 2009).

Derived demand for a product x may be strongly linked to the demand for a related product y giving rise to the idea of a derived demand. For example, the demand for wheat is strongly linked to the demand for baking flour and other related manufactured products, so that when an economy goes into a downturn or recession, so we would expect the demand for wheat to decline likewise. The major producer of steel in the UK is Curus. They produce for a wide range of different industries; from agriculture, aerospace and construction industries to consumer goods producers, packing and the transport sector. Steel is a cyclical industry which means that the total market demand for steel is affected by changes in the economic cycle and also by fluctuations in the exchange rate.

Undertaking *cetera paribus* is the key to undertaking much of microeconomics. Many factors can be said to affect demand. Economist assumes all factors are held constant (for example do not change) except one – the price in a factor being held constant invalidates the *cetera paribus* assumption.

The demand curve is the graphical representation of the demand schedule. The demand curve shows the relationship between the price of an item and the quantity demanded over a period of time. There are two reasons why more consumer goods are demanded as price falls. There is an income effect when the price of a good falls because the consumer can maintain current consumption for less expenditure. Provided that the good is normal, some of the resulting increase in real income is used by consumers to buy more of this product. There is also a substitution effect when the price of a good falls because the product is now relatively cheaper than an alternative item and so some consumers switch their spending from the good in competitive demand to their product.

A change in price of a good or service causes a movement along the demand curve. A fall in the price of a good causes an expansion of demand; a rise in price causes a contraction of demand. Many other factors can affect total demand – when this change the demand curve can shift.

There are various forces behind the demand curve. A whole way of factors influences how much will be demanded at the population, the prices and availability of related goods,

individual and social tastes, and special influences. The average income of consumer is the key determinant of demand. As people's income rise, individuals tend to buy more of almost everything, even if prices don't change. Automobile purchase tends to rise sharply with higher level of income. The size of the market, this is normally measured by the population – clearly affects the market demand curve. California's 40 million people tend to buy 40 times more apples and cars than do Rhode Island's 1 million people. The price and availability of related goods also influence the demand of the commodity, a particularly important connection exist among substitute goods, substitutes are goods in competitive demand and act as replacements for another product. For example a rise in the price of Esso petrol should cause a substitution effect away from Esso toward competing brand. A fall in the monthly rental charge of cable companies or vodaphone mobile phones might cause a decrease in the demand for British Telecom services. Consumers will tend overtime to switch to a cheaper service or provider.

Tastes and preferences, tastes represent a variety of cultural and historical influences. They may reflect genuine psychological or physiological needs (for liquids, love, or excitement). They may include artificially contrived craving (for cigarettes, drugs of fancy sports, cars). They may also include a large element of religion (eating beef is popular in America but taboo in India, while curried jelly fish is a delicacy in Japan but would make many American gag).

Finally special influence will affect the demand for particular goods. The demand for maize flour is high in Kenya and low in Uganda, the demand of coffee is high in the rainy season and low in the dry season. The demand for umbrella is high in rainy season but low in sunny phoenix, the demand for cold soda and mineral water will rise in hot weather.

Does the demand for a product always vary inversely with the price? There are two possible reasons why some might be demanded even when the price of a good or service is increasing. We consider this briefly – Ostentatious consumption and the effect of speculative demand.

Some goods are luxurious items where satisfaction comes from knowing both the price of the good and being able to flaunt consumption of it to other people. The demand for the

product is a direct function of its price. A higher price may also be regarded as a reflection of product quality and some consumers are prepared to pay this for the snob valve effect, Example might include perfumes, designer clothes and top of the range of cars, (Samuelson and Nordhaus, 2009).

Goods of ostentatious consumption are known as Veblen goods and they have a high-income elasticity of demand that is demand rises more than proportionately to an increase in income. The demand for a product can also be affected by speculative demand, here, potential buyers are interested not just in the satisfaction they may get from consuming the product, but also the potential rise in market price leading to a capital gain or profit.

When prices are rising, speculative demand may grow adding to the upward pressure on prices. The speculation demand for housing and for shares might come into this category and we have also seen, in the last few years, strong speculative demand for many of the world's essential commodities.

Speculation drives the prices of commodities to fresh heights. World commodity prices have reached new heights this year helped by an increase in the rate of economic growth in the global economy. Among the metals that have achieved record price level are copper, zinc, gold and platinum; prompting skeptics to question how much longer prices can continue rising. Many markets experts believe that the demand for commodities has been spurred by heavy speculator activity. For example, pension funds and hedge funds have been investing in commodity mutual funds over recent years leading to increased demand for precious metals. Prices have risen quickly because commodity producers are unable to raise output sufficiently to meet unexpectedly strong demand, (Adapted from news reports, July, 2006).

Price points are points on the demand curve where demand is relatively high, but where a small change in price may cause a sizeable contraction in demand leading to a loss of total revenue for the producer. Price point can be justified in a number of ways. A price rise at the price point may make the product more expensive than a close substitute causing consumers to change their preferences. Consumers may have become used to paying a certain price for a type of product and if they see as further price rise, this may cause them to revalue how much

satisfaction they get from buying and consuming something leading to a decline in demand. There may be psychological effects at work, supermarkets for example know the importance of avoiding price point -£2.99 somehow seems cheaper than £3.00 despite the tiny price difference.

For As level economic, one is expected to draw and use linear demand curve in your basic analysis. But it is important to realize that in the real world of business, price-demand relationships can be complex and often a business does not have enough information about the behaviour of consumers for them to actually construct an accurate demand curve. As with many aspects of economic theory.

2.3 Empirical Literature

2.3.1 The influence of product certification and demand of consumer products

According to Landis and Posner (1987) the market provision of quality is notoriously fraught with difficulties under asymmetric information. When producers cannot credibly signal the quality of their products, consumer choices are predicted on the perceived average quality in the market and this pooling effect has an undesirable welfare properties. Brand names must themselves be informative of course and that in turn requires a credible trademark system. Other studies by Gardner, 2003; Iapane and Moschini, 2007, given that effective trademarks also provide an incentive for firms to produce goods of consistent quality as expected by consumers, lest they lose consumer loyalty and suffer a loss on their investments in trademark development.

Quality is an important feature that enables firms to sustain their competitive advantage and maintain growth level. The quality of a firm product depends not only on its quality but also on the supplier's quality. In general the supplier quality is unobservable leading to a moral hazard problem. The moral hazard problem is mitigated by mechanisms such as appraisal certification, (Baiman, 2001). Recently buyers have been eliminating incoming inspection which is a form of appraisal and requiring higher certification (ISO 9000 CERTIFICATION) which is a form for vendor certification, (Randhahrshan, 2005), Showing that consumers do pay attention to certification and are even keener on more credible certification institutions. It appears buyers are replacing less expansive vendor certification as the mechanism to induce

supplier quality (Reyniers and Topiero, 1995). The buyer's desires a higher level of quality because the external failure loss is large. The buyer can use the traditional inspection or the ISO 9000 regime, to induce the supplier's high quality. Moreover the effectiveness of inspection has been improving in recent years, thus more expensive inspection it appears is replacing less expensive vendor certification as a method of inducing supplier quality which has a positive effect on product demand.

ISO 9001 an International standard related to Quality Management, applicable to any organization from all types of business sectors and activities is based on eight quality management principles which are all fundamental to good business practices like customer focus leadership, involvement of people, process approach system approach to management and continual improvement. Fact based decision making mutually beneficial supplier relationship (Bureau Veritas, 2007). ISO 9001 further stipulates that to keep customers and to keep them satisfied your product or service must meet their requirements. ISO Bureau veritas certification offers the value of an independent third party specialist that assesses management systems and provides certification to the standard.

Individually firms are typically too small to credibly signal quality to consumers directly and this is one of the justifications for specific types of government intervention such as the development of food standards and agencies. Product certification however was seen to be diverting from its previous role given that certifications other researchers have found is now being used as a form of grouping certain producer goods that is differentiating themselves from other producers and the means to enter into such grouped is not through the laid down procedures but 'a who knows who basis, Zago and Pick 2004).

A particularly interesting instance of producers bundling together to achieve the critical mass required for brand name and trademark development and hence indicate quality is the use of geographical indications (GI) the use of GIs based labels to brand products has been in use for a long time especially in Europe and has been recognized ad a distinct form of intellectual property (IP) (Josling 2006).

Thus consumers link certain quality attributes of interest to the specific geographic origin of the good and particular production methods used in that region and such attributes cannot be determined through inspection by the consumers prior to purchasing the product. The fundamental role of GI's in this setting therefore, is that of providing a credible certification mechanism that solved a real world information problem which is basically the work of Kenya bureau of standards in our Kenyan context to issue the diamond mark of quality as an affirmation that products have met quality standards. Some studies have found out that low quality products have found their ways into the market certified thus raising the doubts of consumers on the essence of certification (Ananias and Nistico 2004).

Zago and Pick (2004), question the desirability of GIs by showing that with exogenously determined supply of quality market; the quality implications of a fully credible certification system based on GIs are ambiguous. (Ananias and Nistico 2004,) low quality producers can choose to sell their products in the high quality market; to cheat, given the imperfect enforcement mechanisms, then a certified good might be desirable for both low and high quality producers.

(Regnekor 2004 chap 4) has discussed on geographical identifications and this has further been adopted by (Langinier and Babcooch, 2006) that government provide certification rights to high quality producers who are free to decide "the size of the club" that is who among the high quality producers has access to it, thus raising issued on the credibility of the certification institutions.

Therefore the impact of certification cannot be downplayed and consumers are aware of the higher opportunity cost of dealing with low quality products and possibly harmful goods. This has been shown by their higher response to renowned certification institutions due to a miss-trust of their geographical institutions given the entry of some harmful products into the market. A product benefit, buyers are interested in the safety on the consumption of the product. Therefore certification answers the question, 'what is in it for me?' since it induces demand.

When vending machines were first in demand that resulted to quick sales market place, machine owners were very pleased with the level of sales. Soon however, many users became;

if vending machines accepted the coins but did not deliver the product, there was usually no one to whom customers could complain. Keeping the customer happy to maintain demand is the basic rule in all types of marketing and being aware of complaints often benefits the marketer. If you know why a customer is unhappy, you can take steps to improve your product or service and possibly gain more customers as a result. (Murphy Roy, 3rd Ed)

Certification strengthens buyer's perception on a product positively hence their chances of repetitive buying therefore increasing product demand. Knowledge about a product certification increases a buyers confidence hence increased sales. When a buyer is assured of the product safety, he is willing to spend more and make repetitive purchases. Knowledge about the company and its products creates a position in buyers mind hence chances of increased sales are high (Furtrell 2002).

Product certification builds trust on both the sales man and the buyer hence their relationship becomes easier and fears are swayed away. Most professional buyers have elephant like memories that can be used to the advantage of the seller if he follows through. Some industries are typically too small to credibly signal quality to consumers directly, and this is one of the justifications for specific types of government intervention such as development of food standards and grades; a specific mandate of US federal agencies (Gardner 2003) this creates awareness of the product by customers and generates trust worth hence increasing sales.

The fundamental role of GIs (geographical indicators) is that of providing a credible certification mechanism that solves a real world information problem. This is in relation to quality attribute perception by consumers. Quality attribute of interests to consumers are presumed linked to the specific geographic origin especially on food or particular method used in that region and such attributes can not be determined through inspection by consumer prior to purchasing the item hence certification bodies come in.(Josling 2006)

In US, the government provides a GI certification rights to high quality producers who are free to decide the size of the club (market) also the degree is vital so as avoid imitations which are costless and if imitation occurs, the brand is likely to be diluted hence reducing

customers resulting to sales reduction. Entry of new firms that wish to produce GI certified high quality goods is possible. This can be determined by carrying out a study on how the competitive structure of agricultural production affects the supply of quality in presence of a mechanism that mimics the nature of GI.

2.3.2 Brand equity and demand of consumer products

(Washburn, 2002; Donthu, 2001) states that brand equity as evaluated by customers has a significant influence on the purchasing and repurchasing influence on customers and their decisions to retain a close relationship with a firm. Brand equity provides value to customers by enhancing their interpretations and processing of their information, providing confidence in the purchase decision thus enhancing satisfaction.

Brand equity is the favorable impressions attitudinal dispositions and behavioral predilections. According to (Rangasway, 1993), its brand knowledge another proprietary brand assets while (Aaker, 1991) ; (Keller, 1993), states that it's the added value endowed by the brand. Thus brand equity is the value that the consumer attaches to the brand and how well they understand the brand. This is the consumer based brand equity which according to (Keller, 1993) is the differential effects of brand knowledge on consumer response to the marketing of a brand.

Knowledge by the customer of a certified product will enhance the brand equity and this will lead to increase in purchase and the repurchase of the product thus improved demand of the company products. Brand equity can be well understood antecedents, that is, brand loyalty which according to (Assail, 1992) is a favorable attitude towards a brand resulting in consistent purchase of the brand over time. Another antecedent is brand awareness which (Aaker, 1991; Keller 1993) defined as the ability of a buyer to recognize that a brand is a member of a certain product category. Also, brand association (Aaker 1991, Keller 1993) is anything of significance linked in memory to a brand and is one of the antecedents while another is perceived quality which (Wang 2004) is the consumers judgment about an offerings overall excellence of superiority. The other is brand association which refers to the overall evaluation based on the total purchase and consumption experienced with brand over time. Past research has witnessed that higher confidence in expectations should produce a stronger relationship between expectations and perceived performance (Spreng and Page 2001) the more confident one is in a belief, the more likely it is the belief will influence attitude

formation and more likely the attitude will influence future behavior. Higher confidence in expectation will result in those expectations exerting a greater effect on satisfaction and on purchase intention.

A study conducted by (Wang, 2004) in China on two large stock broking companies in Shenzhen and Beijing whose parent groups are involved in a variety of industries and one bank in Tianjin. The respondent customers were required to have at least one transaction with the selected firms within the past three months. Stratified sampling was used on 500 customers. The study looked at brand equity and its impact together with corporate reputation, on different aspects of Customer Relationship Management (CRM) performance the research will assess the factors influencing demand of consumer products among supermarket shoppers in Kimilili Municipal Council- Bungoma County.

Another study conducted by Kim, Hong-Bunn which is depicted in the Ohio, QSR Magazine described the following;

There is a growing emphasis on building and managing brand equity as the primary drivers for any firm success. Effective brand management results from understanding and managing brand equity to produce solid operational performance. Kim, Hong-Bunn carried out a study to uncover the underlying reasons of brand equity and examined how they affect firms' performance in terms of sales and conducted an empirical research of 394 supermarket shoppers in South Korea by use of questionnaires confirming if brand awareness, perceived quality, brand loyalty and brand image are important dimensions of consumer based brand equity. The result invited further research. Brand awareness appeared to be the dimensions that gave the greatest boost to a firm's sales performance even though brand awareness had relatively less importance in the brand equity construct it. In contrast, brand loyalty which was a large element of the construct of brand equity in a firm chain did what exhibits significant relationship with firms' performance.

King, Hong-Bunn also found out that Strong brand equity is significantly correlated with revenue. In another study he conducted, testing the four elements of brand equity for example brand awareness, brand image, brand loyalty and perceived quality he discovered that brand awareness had the strongest effect on revenue while loyalty had the lowest effect.

The most important aspect for many restaurant businesses is the brand name and what the brand represents. If handled properly, brandings boost to competitive advantage because most customers have recognized brand identifiers.

Strong brands aid customers in better visualizing and understanding intangible products, reduce customer perceived monetary, social or safety risking buying services which are difficult to evaluate before purchase which raises sales. Also building strong brands with great equity provides a number of possible benefits to a service firm (compared to having a wear brand) greater customer loyalty, less vulnerability to competitive marketing action, larger profit margins, potential favourable customer reaction to price changes, increased marketing communication effectiveness and brand extension opportunities. Customers often have only price and equity to differentiate one brand from its competitors. In the absence of strong brands, the only remaining ongoing marketing mechanism is price manipulation, usually in the form of discounting.

Successful companies are to be driven to deliver quality from the way they operate to the customer service standards they establish and the products they deliver. This is a strategic vision to improve brand equity and image and ensure you give better equipped to win new opportunities in an increasingly competitive global market place.

2.3.3 Consumer preference and demand of consumer product

Consumer preference is taste or liking that consumer's show for particular commodities at any one given time. Such tastes do change with time once a consumer's taste changes it would mean that the commodity's rank in the consumer's scale of preference will also change. If the change in taste is in favour of the commodity then the demand for that commodity other things being equal will increase. Tastes represent a variety of cultural and historical influences. They may reflect genuine correct psychological needs. (Samuelson and Nordhaus, 2009). Methods like advertising can influence consumer preference. Effective demand is made up to two elements namely, a consumers desire for a commodity and the same consumers ability to buy the commodity, (Rogers and Ruchlin, 1971).

The ability of a consumer to buy a commodity depends on consumer's level of disposable income. Normally there is a positive relationship between the quantity demanded by a consumer and the consumer income, (Begg and Ward, 2009). The buying process is essentially a decision process. The first stage in the process is the awareness of a need or a want; this is followed by information – processing stage prior to the purchase decision. (Cox and Brittain, 2004) states that the buying process should not be considered complete until the product or service has been used and resulted in satisfaction or dissatisfaction in the original need or want.

Human being have certain fundamental needs for survival; food, water, shelter, warmth and security. For example a consumer's need for mineral water is as a result of a basic biological requirement. A consumer may express preference for coca-cola, Hodari maize flour or a myriad of other products designed to satisfy the want. Pre-purchase activity is another factor that will influence consumer preference. This stage is concerned with gathering and processing it to allow the consumer to move towards a purchase decision (Cox and Brittain, 2004).

The Mnemonic AIDA simply describes the stages of pre-purchase activity. First consumers become aware of the product that may satisfy their requirement. Interest is generated which becomes more intense as more information is gathered, resulting in a desire to obtain the item and finally Action – the decision to purchase.

The purchase decision is yet another factor that will influence consumer preference. The purchase decision is not a single decision, any one of which can result in a change of mind and an alternative route being followed. For example a consumer may have decided on product brand but is finally persuaded that this is infact wrong choice because the price in that store is not competitive. Helpful courteous and attentive sales assistants. (Cox and Brittain, 2004). Influences may have an impact on consumer preference (Cox and Brittain, 2004). These are the people who encourage, inform or persuade at any stage in the buying process. Television advertisement of a product. Supermarket proprietors can use this concept effectively in their promotion effort either using TV personalities or through advertising.

Very many factors influence consumers in buying a certain product from supermarkets. Factors may be perceived as internal variables, needs, motivation, personality, learning and attitudes or external - family reference groups, social class and culture (Cox Brittain, 2004). A need can be defined as an inner force that prompts or moves the individual to behaviour. A retail organization may opt a strategy of appealing to the need of a consumer.

The retailer can motivate consumers through stimulation of a need or want that will be sufficiently strong to give rise to purchasing behaviour. There are two stages to the process. First the retailer must generate awareness of the product or service as a satisfier of the need. Second, consumer motivation is enhanced by making the product more desirable. Both these objectives can be achieved through communication devices providing incentives to action. Advertising and personal selling are useful as methods of increasing motivation in store the provision of discounts.

Personality influences choice. It is a complex concept and has given to many theories. One element of personality that has proved to be of particular value to retailers is the study of lifestyles. Lifestyles – how people lead their lives – can be measured by looking at three variables; activities, interest and opinions. Through measuring those dimensions it is possible to differentiate groups of consumers who lead their lives in a particular way.

Perception is the way an individual interprets the stimuli received from the environment. For supermarkets proprietors it is imperative that they realize that perception is reality. In other words, it is not what they are that is important but what they are. Thus some consumers' perception of demand for some consumer products may be traditional, reliable, stable thus favourable impression. Others may interpret the same stimuli in a negative way as old fashioned, dowdy unexciting thus unfavourable response.

Learning can be thought of a modification of behaviour as a result of experience. Two important objects for the retailer are the concepts of reward and punishment, and the enhancement of learning by reputation. A consumer who constantly finds satisfaction of need through purchasing a brand of foodstuffs will build up a loyalty to said foodstuff. (Cox and Brittain,2004).

2.3.4 Price of product and Demand of consumer product

The price of commodities affects an organization: profit which are its life blood for long term survival. Price affects the profit equation in several ways. Price has traditionally been determined by the cost of goods and then adding a bit to cover profit (Cox and Brittain, 2004).

The price earning ratio is widely used by the security analyst to value the firm's performance as expected by investors (Panday, 1979). Customers often have only price and equity to differentiate one brand from its competitors. In the absence of strong brands, the only remaining ongoing marketing mechanism is price manipulation usually in the form of discounting.

Various factors influence the pricing decisions like target markets. The pricing decision should very closely need the requirement of the target market. If that need is for the best possible price deal' then low prices would be offered. (Cox and Brittain, 2004) say that analysis of the competition's pricing strategy will determine what pricing strategy retailers may adopt in order to compete effectively.

The role of price in the retailing mix should also be determined. If price is perceived as a key element in the consumer purchase decision, the price will be used to establish a differentiating role. There are several ways in which retailers may set prices according to the anticipated demand for products or services. By consumer, price discrimination is determined by the retailer's assessment of what an individual consumer might be willing to pay (Begg and Ward, 2009). In order for a firm to extract consumer surplus, it needs to undertake price discrimination. First the firm must have some control over its prices. It therefore cannot face a perfectly elastic demand time. Economists refer to this as having some degrees of power in setting prices.

(Begg and Ward, 2009) state that the negative relationship between price and quantity demanded is often exploited by business enterprises. Enterprises use such offers because they are sometimes, reluctant to reduce the price of their products. Lower prices may also provide a signal to the consumers that the product is of an inferior quantity. Research carried out by

(Begg and Ward, 2004) revealed that price cutting measures influence consumer demand. In this particular case, the price reductions are attracting consumer interest but are not generating sales. This is because of other factors which all affect demand including income, the cost and availability of complementary products and future price expectation.

Higher prices for one product limit how much money a consumer can spend on all goods and services. The demand curve for foodstuff should have a negative slope because a consumer will decrease the quantity of foodstuffs purchased. Some consumers prefer products that have an element of exclusivity. A higher price not only ensures exclusivity but also signals that the product is special. A low price would not create the same image (Begg and Ward, 2009). Therefore the high price attracts particular consumers into the market.

2.4 Gender Roles in Supermarkets

Gender roles refer to the set of social and behavioural norms that are considered to be socially appropriate for individuals of a specific sex in the context of a specific culture, which differ widely between cultures and overtime.

There are differences of opinion as to whether observed gender difference in behaviour and personality characteristics are at least in part, due to cultural or social factors and therefore, the product of socialization experiences or to what extent gender differences are due to biological and physiological differences. Gender based division of labour is prevalent under which duties are allocated on the basis of one's sex, (Berkeley, 2003).

Views on gender-based differentiation in the workplace and in interpersonal relationships have often undergone profound changes as a result of feminist and/or economic influences, but there are still considerable differences in gender roles in almost all societies.

It is also true that in times of necessity, such as during a war or other emergency, women are permitted to perform functions which 'norm' times would be considered a male role, or vice versa. Being a male or a female determines the life-patterns of each person, especially in cultures that have strong traditions. If an individual was born female, she would be expected to grow up to become a wife and mother and to pursue domestic tasks-taking care

of the household, the children and the food. If an individual was born male, he would be expected to grow up to become a hunter, gatherer and/ or a warrior. He would spend more of his time away from the household. Each culture had slightly different expectations based on sex. For instance, in some cultures women do most of the agricultural work. Modern anthropology has elaborately documented these sex – roles as found in every know culture except a few where only slight differences were expected between the two sexes.

Sex- roles have become much less rigid in advanced cultures. Now women can pursue medicine, law and construction – occupations from which they used to be excluded. And men can pursue teaching, nursing and child care – occupation which used to be almost exclusively for females.

Men have always been afraid that women could get along without them, (Mead 2006). In addition to age, gender is one of the universal dimensions on which status differences are based. Unlike sex, which is a biological concept, gender is a social construct specifying the socially and culturally prescribed roles that men and women are to follow. According to (Lerda 1998), in the creation of patriarchy, gender is the “costume, a mask, a straitjacket in which men and women dance their unequal dance”. As (Wolfe 2004) reports, of all the ways that one group has systematically mistreated another, none is more deeply rooted than the way men have subordinated women and this is seen in shopping roles and commercial roles among the Luhya community.

In all countries of the world, women continue to exist in roles and relationships that often make them subordinate to men because they are paid less than men for the same job, their movements are restricted and they are not permitted to take on higher status work, (Kabber 2003). He continues to say that despite the fact that many governments in the world have ratified international gender instruments such as CEDAW (Convection on the Elimination of All Forms of Discrimination against Women), gender inequality persists.

Gender inequality through the lens of the MDG's, particularly the first one of having world poverty by 2015 explains that gender equality merits specific attention from policy makers, practitioners and researchers because it's a feature of social relations in most societies

and structures of production in different societies, (Neimanis 2007). Efforts to promote the productivity of the poor are largely targeted to men while women are expected to carry on contributing to household livelihoods and caring for the family with little or no recognition or support for efforts, UNDP (2007).

In 1980 the UN summoned up the burden of this inequality: Women, who comprise half the world's population, do two thirds of the world's work, earn one tenth of the world's income and own one hundredth of the world's property. In Leviticus, God told Moses that a man is worth 50 shekels and a woman worth 30.

In Luhya culture, women are to a great extent subordinate to men. Men purchase food for their wives and by extension women depend on them. Women have less decision making power and lack access to information. The disparities in gender access to information have been identified as a major cause of slow socio-economic growth in the Kimilili Municipality Bungoma County. However, since both the government, the community based organizations and NGO's recognize the need for participatory development approaches, the Municipality ensure gender issues are addressed to foster faster and equitable distribution of resources.

2.4.1 Culture and tradition

The need to focus more explicitly on women is becoming more urgent since the number of poor households headed by women has expanded rapidly especially in Africa, East Asia and Latin America, (Leonard 1990). These households were found on average, to have less access to productive resources because of cultural and economic constraints, (Mustafa and Osama et al 1992).

In Asia for instance, married women unlike their unmarried counterparts, have to ask for permission from their elders of the family or from their husbands to go for shopping. Also married women are forbidden to say their names in public. They can only do so through a proxy lest they show disrespect for their husbands (Meena , 2009).

There is insufficient account of the special needs of women arising from their biological and gender roles. This is evident in the fact that posts requiring skilled labour and physical strength such as trench digging and concrete making for the building of the reservoirs are mainly filled

by men, (UNESCO, 2008) and in cases where digging of trenches pass near homes, in some communities women are told that culture forbids them to enter or pass near them, (Tasha, 2009).

According to (IFAD 2003), even at household level, prevailing power relations between men and women usually ensure that the water needs of women receive a lower priority than those of men, although the economic contribution of women's work can be of significant to households in often strictly controlled, both directly and indirectly by existing culture, norms and practices, (Rudolph 2007). White et al (1972) also noted that husbands determine the arrangements, such as the site of a house or investment of money in equipment, which make the job light or heavy. This research revealed that women were not significant decision makers even with respect to domestic workhouse and sourcing.

Although research in 1990's demonstrated that African women are active participants in economic development, there has been relatively little systematic factoring of gender considerations into resources allocation decisions. Despite substantial evidence of the economic profitability of this approach, traditional assumptions about the domestic roles of women continue to guide policy-makers.

2.4.2 Conceptual Framework

Figure 1 shows the perceived model which encompasses the major variable and their possible patterns of influence on each other and eventually on the influence of demand of consumer products among supermarket shoppers in Kimilili Municipality-Bungoma County. Brand equity on product demand. The conceptual framework applied in figure 1 identifies the dependent variable in this case product demand. It also identifies the independent variable such as product certification and brand equity.

CONCEPTUAL FRAMEWORK

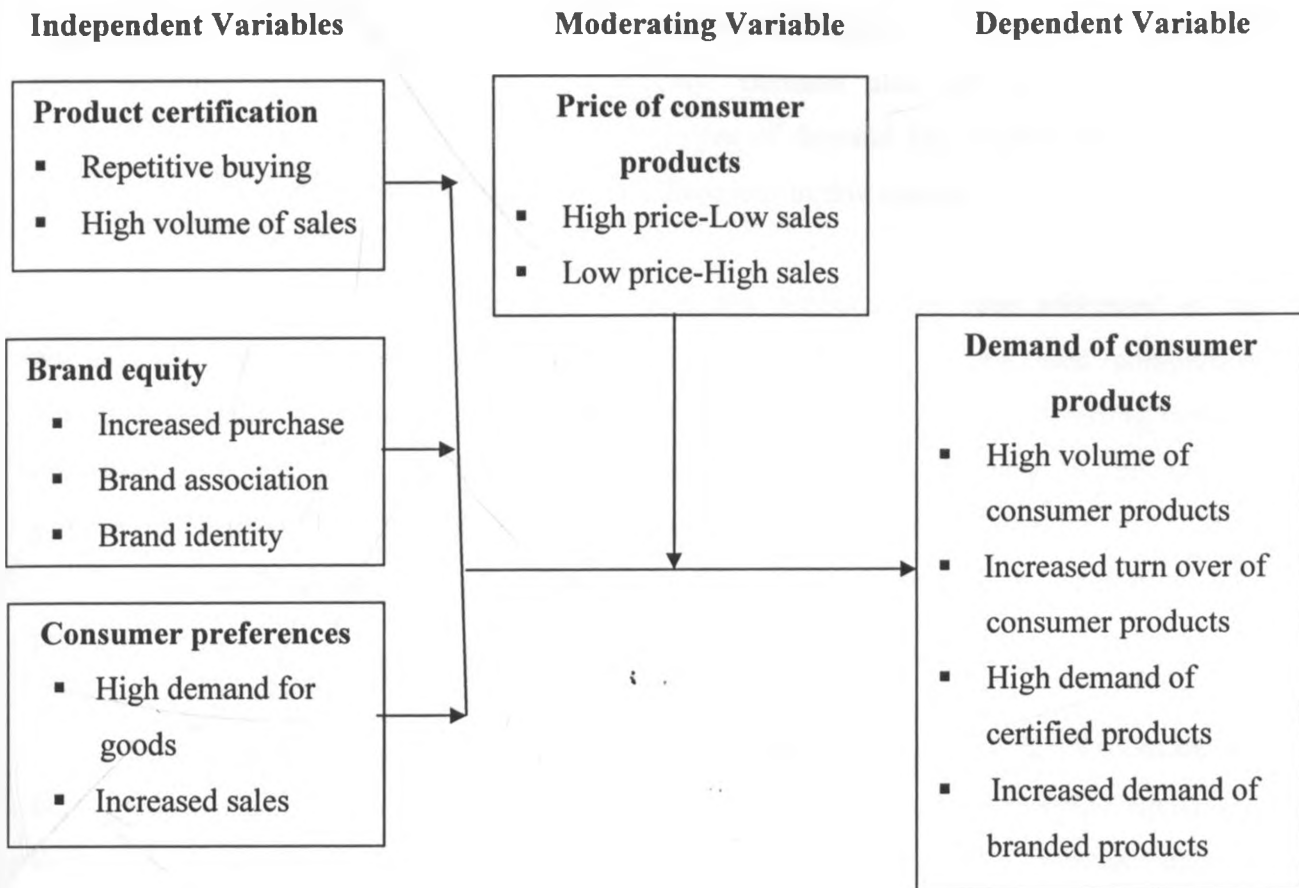


Figure 1: Perceived conceptual framework on factors influencing demand among supermarket shoppers in Kimilili Municipal Council.

2.5 Summary of Literature Review

Theoretical literature was discussed in this chapter. The Law of demand was highlighted. Demand for products depends on the consumer's desire for a commodity and the same consumer's ability to buy the commodity. Demand also depends on consumer's expectation about future changes in the price. Types of demand like market demand, latent demand and speculative demand have also been discussed in this chapter.

Product certification and demand of consumer products has been addressed in this chapter. Quality is an important feature that enables firms to sustain their competitive advantage and maintain growth level. Product certification was seen to be diverting from its previous role given that certification. Consumers link certain attributes to the specific geographic origin of the goods and particular production methods used in that region and such attributes cannot be determined through inspection by the consumers prior to purchasing the product.

Brand is the value that consumers attach to the brand and how well they understand the brand. Knowledge by the consumer of a certified product will enhance the brand equity and this will lead to increase in purchase and the repurchase of the product thus improved demand of consumer products. Consumer preference is taste or liking that consumer's show for a particular commodities at any given time. The ability if a consumer to buy a commodity depends on consumer's level of disposable income. These exist a positive relationship between the quantity demanded by a consumer and the consumer's income

The price of consumer products affects an organization profit which are its life blood for long term survival. Consumers often have only price and equity to differentiate one brand from its competitors. In order for a firm to extract consumer surplus, it needs to undertake price discrimination. Negative relationship between price and quantity demanded is often exploited by business enterprise. Lower price may also provide a signal to the consumer that the product is of an inferior quality price cutting measures influence demand of consumer products. Lastly the chapter discussed the perceived conceptual framework.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

The content in this chapter clearly defines methodologies and due processes that was used during the process of conducting the research which includes research design, target population, sample size and sample selection, sampling procedure, pilot testing, validity of research instrument, reliability of research instrument, data collection procedure, data analysis procedure, ethical consideration and operational definition of variables.

3.2 Research design

The study used descriptive survey. Descriptive survey method is the most ideal for the kind of data that was collected. (Koul 1984) says that at times descriptive survey as the only means through which views, opinions, attitudes and suggestions for improvement of educational practice, instructions and other data can be collected.

The research design chosen for this particular survey is descriptive. According to (Ombok 2006) a descriptive study tries to discover answers to questions of who, what, when and where and sometimes how. The researcher attempts to describe or define a subject, often by creating a profile of a group of problems, people or events. Such studies may involve the collection of data and the creation of a distribution of the number of times the researcher observes a single event or characteristics. This research design will facilitate discussions of issues like product certification, brand equity, consumer preference and product price and other factors that affect demand.

3.3 Target population

The term population refers to the entire group of individual's objects or things that share common attributes or characteristics and may or may not be found within the same geographical location (Orodho and Kombo, 2002). Target population is the total population that the researcher specifies in his or her research (Mugenda 2008). The target population consisted of 2,733. This included both females and males. The target population was the total number of consumers provided by respective proprietors of the six supermarkets.

3.4.1 Sample size and sample selection

To determine the sample size, the Yamane 1967 formula was used

$$n = \frac{N}{1 + Ne^2}$$

Where n = required responses
 N = sample size
 e² = error limit

Placing the formula for Kimilili Municipality will yield a size of Kimilili Municipality

$$\frac{2733}{1 + 2733 \times 0.09^2} = 118$$

3.4.2 Sampling procedure

Stratified and proportionate sampling techniques was used to select sample from the population. In order to get sampled, respondents for each supermarket proportional sampling procedure were followed. The procedure is as follows

$$n_i = \frac{N_i \times n}{N}$$

Where

n_i = is the sample size of consumers in a given enterprise
N_i = is the proportion size of consumers in the municipality
N = is the population of consumers in the municipality
n = is the desired sample size already got through Yamane formula

Table 3.1 was provided by respective proprietors of the six supermarkets in the Municipality. Proportional sampling technique was applied to achieve the sample sizes shown in table 3.1.

Table 3.1. Target population as provided by proprietors of six supermarkets in Kimilili Municipality Bungoma County

SUPERMARKETS	CONSUMERS	PROPORTIONAL SAMPLING	SAMPLE SIZE
Riziki Supermarket	560	$560/2733 \times 118$	24
Sammart Supermarket	602	$602/2733 \times 118$	26
Khamulati Supermarket	481	$481/2733 \times 118$	21
Good Hope Supermarket	250	$250/2733 \times 118$	11
Tokyo Supermarket	120	$120/2733 \times 118$	5
Jazz Supermarket	701	$701/2733 \times 118$	31
Total	2733		118

3.5 Research instrument

The study used questionnaire to collect data, (Warwick and Lininger,1975) have the following; the responses and scoring will be efficient. The questionnaire was preferred to other instruments because of the larger number of subjects that was used. It facilitated easy and quick information collected within a short time.

Questionnaire includes all forms of technique of data collection in which each person is asked to respond to the same set of questions in a predetermined order. The questionnaire was issued to consumers in Kimilili enterprise vicinity vide the drop and pick method to consumers. Others were required to fill and handover to the research assistants.

Part A of the questionnaire gave an introduction of the study. It captured gender, age in years, level of education occupation. Section B. Assessed product certification of consumer products. It assessed the extent to which mark of quality to which KEBS was important in the purchase of alcoholic drinks, foodstuffs and cosmetics. Section C. Assessed brand equity. It established the frequency of purchase of branded consumer goods. Section D. Captured data on consumer preference. It found out the extend to which preference influenced them in the purchase of alcoholic drinks, foodstuff and cosmetics. Section E. Assessed the influence of

consumer price against demand of consumer products. A license from town Clerk Kimilili Municipal Council was obtained to enable the researcher collect data from respondents. Six research assistants were trained for one day. The questionnaire was administered to the respondents by research assistant. The questionnaire were collected the same day by the researcher.

3.5.1 Validity of research instrument

The validity of research instrument referred in this report is content validity. Content validity is the degree or success of an instrument in measuring what or set out to measure so that differences in individuals or different attributes scores can be taken as representing true differences in the characteristics under study (Maser and Alton 1971-355). It is basically asking a relevant question framed in the least ambiguous way (Mugenda and Mugenda 1999). (Mugenda and Mugenda 2002), validity refers to the accuracy and meaningfulness of inferences made based on the results obtained. It is asking a relevant question framed in the least ambiguous way. Content validity enables data being collected to be reliable in representing the specific content of a particular concept. The content validity of the items of the instrument was discussed with the supervisors and colleagues. They were able to indicate by ticking or crossing for every item in the questionnaire if it measured what it is supposed to measure or not. The designed questionnaire for this report was also given to the divisional quality control officer, Trade and Industry to determine their suitability. The corrections, suggestions and inputs made were used by the researcher to improve the questionnaire. A coefficient of what was measured was computed.

Pearson product moment correlation.

$$r = \frac{\sum d x dy}{n6x - 6y}$$

3.5.2 Reliability of instruments

(McMillan and Schumacher, 1989) refer reliability to the consistency of measurement the extent to which the results are similar over different forms of the same instrument or occasions of data collecting.

A pilot test was conducted with a pilot of six supermarkets randomly selected in Bungoma Municipal Council to ensure content clarity of each research instrument. The content validity was discussed with the supervisor and colleagues. They were able to indicate by ticking or crossing for every item in the questionnaire if it measured what it was supposed to mean or not. The purpose of pre-testing was to identify weaknesses, ambiguities and omissions before finalizing the questionnaire.

3.6 Data collection procedures

Before proceeding to the field, the researcher obtained an introductory letter from the University of Nairobi to enable him collect data, the collected a permit from the from the National Council of Science and Technology. Copies of notification were availed to the respective proprietors of the six supermarkets and the respondents, six research assistants were trained for one day. The research assistants administered the questionnaires to the respondents. The questionnaire were collected, packed and were delivered to the researcher.

3.7 Data Analysis Techniques

In the report, data was analyzed descriptively. Descriptive statistics, such as frequency, cross tabulation, tables, percentages and correlation. Data analysis was facilitated by use of SPSS (Statistical Package for Social Science). This helped to describe the data findings, that is, its feature and characteristics. After carrying out the data collection activities, data was compiled and edited to come up with the relevant and final copy of the data which formed the results of the research.

3.8 Ethical issues

The researcher and six research assistants observed ethical issues while carrying out the research. The researcher took into account factors in relation to privacy, freedom and procedure. Information collected did not encroach on private life of respondents. Respondent's decision was respected. Complete confidentiality of information was observed. The consumers participated in the research voluntarily. No consumer was forced to give information.

3.9 Operational definition of variables

Objectives	Variables	Indicators	Scale
Obj. 1	Dependent variable - Product demand Independent Product certification	<ul style="list-style-type: none"> ▪ Volume/quantity of products purchased ▪ Types/variety of products purchased with the quality mark 	Nominal Ordinal Interval or Ration
Obj. 2	Independent variable Brand equity	<ul style="list-style-type: none"> ▪ Loyalty ▪ Awareness ▪ Identity etc 	ordinal
Obj. 3	Dependent variable <ul style="list-style-type: none"> ▪ Product demand Independent variable <ul style="list-style-type: none"> ▪ Consumer preference 	<ul style="list-style-type: none"> ▪ High sales of product ▪ High turnover of product 	Nominal Interval
Obj. 4	Dependent variable <ul style="list-style-type: none"> ▪ Product demand Independent variable <ul style="list-style-type: none"> ▪ Price 	<ul style="list-style-type: none"> ▪ High price low purchase ▪ Low price high purchase 	Nominal Ordinal Interval scale

CHAPTER FOUR

DATA ANALYSIS, PRESENTATION AND INTERPRETATION

4.0 Introduction

The results of the data analysis are presented in this chapter. Data has been organized and presented as per the objectives of the study and demographic information of the consumers handled as deeply as possible. The study was guided by the following objectives; to establish the influence of product certification on product demand, to establish the influence of brand equity on product demand, to assess the influence of consumer preference on product demand and to investigate the influence of product price on product demand.

4.1 Questionnaire return rate

Out of 188 questionnaires that were delivered to respondents (consumers) 98 (83.1%) were returned fully filled while 20 (16.9%) were not returned. The table below shows this information.

Table 4.1 Questionnaire return rate

Questionnaire	Number (f)	Percentage %
Returned	98	83.1
Not returned	20	16.9
TOTAL	110	100%

4.2 Demographic information of respondents.

In this part, general information of respondents was analyzed by use of frequencies and percentages for example, gender, age, level of education and age of respondents in years.

4.2.1 Gender of respondents

The report captured the Gender of consumers. The Gender frequencies to compare the supermarket shoppers between male and females. See table 4.2

Table 4.2 Gender frequencies

Gender	Frequency	Percentage	Valid percent	Cumulative percentage
Male	56	57.14	57.1	57.1
Female	42	42.86	42.9	100.0
Total	98	100.00	100.0	

From the table 4.2 the study revealed that most of the people who purchase consumer products from supermarket; food stuffs alcoholic drinks, and cosmetics were mostly men 56 (57.14%) while women were only 42 (42.86%).

4.2.2 Educational level of respondents.

The level of education of respondents was necessary to enable the researcher find out if it had an impact on demand of consumer products. The research found out that out of the 98 consumers that were interviewed, those who reached 33 (31.4) reached secondary level, college/university were 54 (51.4%) while those who never received formal education were 3 (2.9%). Table 4.3 summarizes the information.

Table 4.3 Level of education of Respondents

Education level	Frequency	Percentage	Valid percent	Cumulative Percent
Primary	8	8.2	8.2	8.2
Secondary	33	33.7	33	41.2
College/University	54	55.1	55.1	96.3
None	3	3.7	3.7	100.0
Total	98	100.0	100.0	

From Table 4.3 the study revealed that most consumers in supermarkets have attained either college or university level.

4.2.3 Occupation of respondents

The research also revealed that out of the 98 respondents (supermarket shoppers) in Kimilili Municipal Council, 25 were teachers, 8 were farmers, 42 businessmen, 6 civil servants and 17 were others thus those who do other jobs. This report reveals that a high number of supermarket shoppers are businessmen, followed by teachers as shown in the frequency Table 4.4.

Table 4.4 Occupation of Respondents

Occupation	Frequency
Teachers	25
Farmers	8
Businessmen	42
Civil servants	6
Others	17
Total	98

4.3 Factors influencing demand for consumer products amongst supermarket shoppers in Kimilili.

This section discusses the factors influencing demand amongst supermarket shoppers in Kimilili Municipal Council. This include; product certification, product brand, consumer preference and product price.

4.3.1 Demand for consumer products.

From the study out of 98 respondents who were interviewed 34 (60.7%) men out of 56 (100%) purchase alcohol more oftenly while 10 (23.6%) out of 42 (100%) women that were interviewed purchase it more oftenly. This shows high demand of alcohol among men than women. The cross tabulation table below shows this information

Table 4.5: Purchase of alcohol

Gender	Frequency to purchase alcohol								Total
	Very often	%	Often	%	Not often	%	Not at all	%	
Male	24	24.5	10	10.2	17	17.3	5	5.1	56
Female	7	7.1	3	3.1	12	12.2	20	20.4	42
Total	31		13		29		25		98

On asking on demand of foodstuffs, the following were the results on gender

Table 4.6: Gender and purchase of foodstuffs cross tabulation.

Gender	Frequency to purchase foodstuff							
	Very often	%	Often	%	Not often	%	Not at all	%
Male	40	40.8	9	9.2	2	2.1	51	52.1
Female	34	34.7	13	13.3	0	0	47	47.9
Total	75		27		3		98	100

From table 4.6 above again (78.43%) out of (100%) male purchase foodstuffs oftenly while (72.3%) of the female, (100%) purchased foodstuffs. Just like in table 4.3 above, men are frequent purchasers of foodstuffs than women in Kimilili Municipal Council. The Table 4.7 shows the frequency of purchase of cosmetics by gender.

Table 4.7: Gender/frequency to purchase cosmetics cross tabulation.

Gender	Frequency to purchase cosmetics				Total
	Very often	Often	Not often	Not at all	
Male	13	10	13	20	56
Female	22	16	4	0	42
Total	35	26	17	20	98

Table 4.7 reveals a high demand of cosmetics among women than men. Out of 56 men who did their shopping in Kimilili Municipal, 23 out of 56 purchased cosmetics oftenly compared to 38 out of 42 women who purchased cosmetics.

4.3.1.1 The influence of Brand equity on demand of consumer products.

Table 4.6 shows the frequencies to which consumers purchase alcohol basing on their brands. From the table, the study revealed that 17 people out of 98 purchase alcohol very frequently because of their brand names, 12 people purchase oftenly. This gives a total of 28 respondents who are influenced to buy alcohol because of their brand names 37 respondents said though they do not buy alcohol oftenly, they agree to the fact that brand equity influences the purchase of alcohol. This gives a total of 65 respondents out of 98 who agreed to this fact while 6 people (respondents) purchases alcohol but they are not influenced by brand equity and 27 respondents do not purchase alcohol at all and do not agree that brand equity influenced their purchase of alcohol.

Table 4.8: Brand equity on alcoholic drinks and frequency to purchase alcohol cross - tabulation

		Frequency to purchase alcohol				
		Very often	Often	Not often	Not at all	Total
Brand equity on alcoholic drinks	Strongly agree	7	8	3	10	28
	Agree	9	4	17	7	37
	Disagree	5	1	4	6	16
	Strongly disagree	0	0	3	14	17
Total		21	13	27	37	98

4.9 Symmetric measures

	Value	Asymmetrical Std Error ^a	Approx.T ^b	Approx.
Pearson's R	0.330	0.087	3.426	0.001
Spearman's correlation	0.304	0.100	3.126	0.002
No. of valid cases	98			

From the table 4.9 there is a rank correlation of between 0.2 and 0.5 hence a strong relationship between brand equity of alcohol and the purchase of alcohol. This is a clear indication that purchase of alcohol in Kimilili Municipal council is highly influenced by brand equity. Popular brands of alcohol attracts more sales. This in result led to brand loyalty, brand awareness, brand association of branded alcoholic drinks.

Table 4.10 and 4.11 shows the frequency to which respondents purchase the foodstuffs and cosmetics basing on brand equity.

Table 4.10: Brand equity on foodstuffs

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly agree	53	54.1	54.1	54.1
Agree	32	32.7	32.7	86.7
Disagree	9	9.2	9.2	95.9
Strongly disagree	4	4.1	4.1	100.0
Total	98	100.0	100.0	

From the Table 4.10 above out of 98 respondents 53 (54.1%) strongly agree that brand equity influences their purchase of foodstuffs while 32 (32.7%) also agrees. Only 13 (13.3%) do not agree. This shows a high number of consumers who buy foodstuffs basing on their brand names.

On asking the respondents about whether their purchases are influenced by the brand names in cosmetics, 40 (40.8) agreed strongly while 33 (33.7%) agreed, so out of 98 respondents only 13 (13.3) disagreed while 13 (12.2%) disagreed strongly. This again shows a high number of consumers who are guided strongly by brand names to purchase their goods. Table 4.9 below summarizes this information.

Table 4.11: Brand.

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly agree	40	40.8	40.8	40.8
Agree	33	33.7	33.7	74.5
Disagree	13	13.3	13.3	87.8
Strongly disagree	12	12.2	12.2	100.0
Total	98	100.0	100.0	

4.3.2.1 Product certification on consumer product demand.

From the Table 4.12, 4.13 and 4.14 show the responses of product certification mark (KEBS) quality to the purchase of alcohol, foodstuffs and cosmetics. This is when the consumers (respondents) were asked how the rate the KEBS mark of quality on products.

Table 4.12: KEBS Mark of quality on alcoholic drinks

Responses	Frequency	Percent	Valid Percent	Cumulative Percent
Very high	42	42.8	42.8	42.8
High	20	20.4	20.4	63.2
Low	13	13.3	13.3	76.5
Very low	23	23.5	23.5	100.0
Total	98	100.00	100.0	

From Table 4.12 on what extent the Kenya Bureau of Standards (KEBS) mark of quality is important to the purchase of alcohol, (42.8%) said they rate it very highly, (20.4 %) rates it highly, while those who rated it very lowly were (23.5%). This points how the KEBS mark of quality is important and influences the purchase of alcohol in Kimilili Municipality. About the KEBS mark of quality on foodstuffs. The results were as in he following frequency table.

Table 4.13: KEBS Mark of quality on food stuffs

Responses	Frequency	Percent	Valid Percent	Cumulative Percent
Very high	62	63.3	63.3	63.3
High	25	25.5	25.5	88.8
Low	9	9.2	9.2	98.0
Very low	2	2.0	2.0	100.0
Total	98	100.0	100.0	

From Table 4.13 a mark of quality (KEBS) on foodstuffs is rated very highly; 62 (63.3%) very highly, 25 (25,5%) highly, 9 (9.2%) low and 2 (2.0%) very low. Compared to alcohol, the certification mark of quality on foods is rated more highly than on alcohol.

Looking at the rate of the quality mark on cosmetics, the following Table shows the results.

Table 4.14: KEBS mark of quality on cosmetics

Responses	Frequency	Percent	Valid Percent	Cumulative Percent
Very high	42	42.9	42.9	42.9
High	29	29.6	29.6	72.5
Low	15	15.3	15.3	87.8
Very low	12	12.4	12.2	100.0
Total	98	100.00	100.0	

From Table 4.12 a high number of people rate the quality mark (KEBS) of quality on products very highly. 42 (42.9) very highly, 29 (29.6%) high, 15(25.3%) low and 12 (12.2%) very low. When the respondents were asked whether they recommend the certified products the following Table 4.13 summarized their responses 90 (91.8%) out of 98 (100%) said they do not recommend.

Table 4.15: Recommendation of certified products

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	90	91.8	91.8	91.8
No	8	8.2	8.2	100.0
Total	98	100.0	100.0	

The study revealed that consumers in Kimilili Municipal Council are aware of the quality mark and can easily identify it when doing their purchases in supermarkets. 90 consumers out of 98 agreed a lot that they are aware of the quality mark and can easily identify it when purchasing alcohol, 90 (91.8%) when buying foodstuffs and 81 (82.7%) when buying cosmetics.

4.3.4 Consumer preference

Out of 98 (100%) of the consumers who were interviewed, 64 (65.3%) agreed that consumer preference guides them in the extend to which the purchases are done as shown in Table 4.16

Table 4.16 Consumer preference on alcohol

Responses	Frequency
Very much	24
Much	40
Low	17
Very low	17
Total	98

73 (74.5%) out of 98 (100%) agreed that they are guided by preference very much when purchasing foodstuffs while 19 (19.4%) agreed that consumer preference guides them much, while 34 did not agree. This shows that demand of products is highly guided by consumer preference. This information is shown in Table 4.17.

Table 4.17: Consumer preference on foodstuffs

	Frequency	Percent	Valid Percent	Cumulative Percent
Very much	73	74.5	74.5	74.5
Much	19	19.4	19.4	93.9
Low	6	6.1	6.1	100.0
Total	98	100.0	100.0	

On asking those who purchase cosmetics the extent to which preference guides them, the following were the results. 50 (51.0%) said that they are very much influenced by consumer preference, 30 (32.6%) are much influenced, 18 (18.4%) are not influenced by consumer preference.

Table 4.18:**Consumer preference on cosmetics**

	Frequency	Percent	Valid Percent	Cumulative Percent
Very much	50	51.0	51.0	51.0
Much	30	30.6	30.6	81.6
Low	5	5.1	5.1	86.7
Very low	13	13.3	13.3	100.0
Total	13	100.0	100.0	

On comparing the three products, it was found out that preference has much influence on how the three products are purchased.

4.3.5 Influence of consumer price on demand of products

The following frequency tables were the results when consumers were asked to what extend they are influenced by the price of foodstuffs, cosmetics and alcoholic drinks.

4.19: Consumer price on foodstuffs

	Frequency	Percent	Valid Percent	Cumulative Percent
Very large	62	63.3	63.3	63.3
large	24	24.5	24.5	87.8
Low	10	10.2	10.2	98.0
Very low	2	2.0	2.0	100.0
Total	98	100.0	100.0	

From the above table 62 (63.3%) out of 98 (100%) are influenced by consumer prices to a very large extend, 24 (24.5%) to a large extend while only 12 (12.2%) are not influenced by consumer prices on foodstuffs. This brings out a large percentage of consumers making it very clear that most people are influenced by price. Table 4.20 shows the extend to which consumers are influenced by prices to purchase alcohol.

Table 4.20: Consumer price on alcohol drinks

	Frequency	Percent	Valid Percent	Cumulative Percent
Very large	37	37.8	37.8	37.8
large	23	23.5	23.5	61.2
Low	19	19.4	19.4	80.6
Very low	19	19.4	19.4	100.0
Total	98	100.0	100.0	

This shows 60 (61.3%) of the 98 (100.0%) consumers who responded to this question were influenced largely by consumer prices on alcohol. 38 (38.8%) are not influenced by this factor. By looking at the table 4.21 the results for consumer price on cosmetics are presented.

Table 4.21: Consumer price on cosmetics

	Frequency	Percent	Valid Percent	Cumulative Percent
Very large	37	37.8	37.8	37.8
Large	23	23.5	23.5	61.2
Low	19	19.4	19.4	80.6
Very low	19	19.4	19.4	100.0
Total	98	100.0	100.0	

Comparing results of price influence on foodstuffs, alcohol and cosmetics, it was revealed that there is much influence on purchase of foodstuffs than alcohol and cosmetics.

4.3.6 Summary

This chapter gives an introduction of data analysis, presentation and interpretation. The chapter summarized the questionnaire return rate which was 83.1%.

Demographic information of respondents was analyzed by use of frequencies and percentages. It captured gender, age, level of education and occupation. Factors influencing demand of consumer products amongst supermarket shoppers in Kimilili was captured. This include: product certification, product brand, consumer preference and product price.

Demand of consumer products was analyzed using cross tabulation tables. The study revealed that 60.7% men out of 100% purchase alcohol more oftenly. 23.6% of out of 100% females purchase alcohol more oftenly. The study further revealed that males purchase foodstuff from supermarkets in Kimilili Municipality very oftenly than females. The study revealed that there is a high demand of cosmetics among women than men.

The frequencies to which consumers purchase branded consumer products was high. Frequency of brand equity on alcoholic drinks was analyzed using cross tabulation. A high number of consumers rate the diamond mark of quality (KEBS) on products very highly. The consumers in Kimilili Municipality were highly influenced by consumer preference and products price while carrying out their purchases in supermarkets in Kimilili Municipality.

CHAPTER FIVE

SUMMARY OF FINDINGS, DISCUSSIONS, CONCLUSIONS AND RECOMMENDATIONS.

5.0 Introduction

In this chapter the summary and recommendations of the study are presented basing on conclusions. The summary for each finding is presented in paragraphs in order of objectives.

5.1 Summary of the findings

The study had four objectives to establish the influence of product certification on product demand, to determine the influence of brand equity in product demand, to determine the influence of consumer preference on product demand and to establish the influence of product price on demand of products.

The study revealed that 65.1% of consumers in Kimilili Municipal Council depended on four factors in order to purchase their goods like foodstuffs, alcoholic drinks and cosmetics. The factors that influenced demand of consumer products among supermarket shoppers are product certification, brand equity, consumer preference and prices. The major findings of this study were that consumers are greatly influenced by brand equity (86.7%) in their purchases, then product preferences (64%) product certification on product demand (62.8%), and product price (57%).

On looking deeply at product brand equity, it was found out that people buy goods that have brand names and it really influences them in their purchase. It was revealed that 65 out of 98 66.3% consumers place a lot of value to the brand names given to alcohol, 86.7% consumers are greatly influenced by brand names on cosmetics. This explains why those brands that are advertised oftenly are mostly sold than those that are just placed on counters quietly without advertising. The more often the name is advertised, the more often customers are driven to buy it. Consumers are driven by brand awareness, brand loyalty, brand association and brand identity.

Product certification was also deduced to be one of the factors that influence consumers on purchasing their goods. It was revealed that certification of products strengthens buyer's perception of products positively and their chances of buying respectively increased demand. 42.8% were rated very highly on purchase of alcohol, 63.3% on purchase of foodstuffs, 42.8% on purchase of cosmetics. Buyers/consumers spend more and more on goods that they are sure of their safety.

From the research study, it was also noted that price of product has a significant influence on product demand. Most customers attach value on goods with high prices while those with low prices are considered to be less valuable (Begg and Ward 2004) says that lower prices may also provide a signal to the consumers that the product is of an inferior quality.

Finally the study also shows that product preference also influences the demand and purchase of a given good or product. A consumer attaches a lot of value on what he/she prefers. Most of the customers/respondents in this study agreed to the fact that preference leads them in what to buy.

5.2 Discussions of Findings

Basing on the findings of this research study, a number of conclusions were drawn. Demand of products is influenced positively by a number of factors. This study found out that consumers are more driven by those goods with certification marks like KEBS since they are assured of the safety of the product. This is in agreement with (Gardner 2003) who says that product certification builds trust on both the salesman and the buyer hence their relationship becomes easier and fears are swayed away hence increasing sales.

On brand equity most consumers product demand Kimilili Municipal Council is guided by brand names labeled on the products. Consumers attach a lot of value to the brand. (Cox and Brittain 2004) say a consumer who constantly finds satisfaction of need of purchasing a brand of foodstuffs will build up a loyalty to the said foodstuffs. However research carried out by (Begg and Ward 2009) argues that price cutting measures influence consumer demand. In this case price reductions are attracting interests but are not generating sales. This has led to increased purchase of branded foodstuffs, alcoholic drinks and cosmetics. This is brand loyalty

which according to (Assail 1992) is a favourable attitude towards a brand resulting in consistent purchase of the brand over time. Many consumers have developed a high degree of loyalty to some goods and use it frequently. Consumers were so loyal to certain brands. (Roger and Paul Brittain 2004).

Another factor influencing product demand in Kimilili Municipal Council is product price. Price attaches value and quality on a product. (Panday 1979); asserts that consumers often have only price and equity to differentiate one brand from its competitors. In the absence of strong brands the only remaining ongoing marketing mechanism is price manipulation in the form of discounting. This attracts consumers and increases sales.

Consumers in Kimilili Municipal Council are guided largely by what they prefer. Thus a lot of trust is build around the product that one prefers than those that are not among them. A unique finding which was revealed in this study is that 57.14% supermarket shoppers were men while women were only 42.86% (Wolf 2004) says that following all the ways that one group has systematically mistreated another; none is more deeply noted the way men have subordinated women. This was seen in shopping roles and commercial roles among the Luhya community.

5.3 Conclusions

The major findings of this study is that demand for consumer products are greatly influenced by four variables; brand equity, product certification, consumer preference, product price. Brand equity 86.7%, product certification 62.8%, consumer preference 64% then product price 57%. The study revealed that 57.14% of supermarket shoppers in Kimilili Municipality were females while 42.86% were male.

The study also revealed that consumers in Kimilili Municipal Council are aware of the quality mark (diamond mark) can easily identify while doing purchases, 91.8% identify KEBS mark while doing purchases in supermarkets

5.4 Recommendations

From the findings the following recommendations are suggested:-

1. The manufacturers of products such as alcohol drinks, foodstuffs and cosmetics should give attractive names to their goods since names of these goods carry the value of their products.
2. The government should open a department within the Ministry of Trade and Industry to handle consumer complains.
3. The three East African countries (Kenya, Uganda and Tanzania) should enhance the enforcement of East African Community standardization and tasting Act which commenced in 2007.
4. Harsh measures should be taken against the traders who deal in counterfeit and uncertified consumer products.
5. The government and policy makers should organize awareness campaigns so as consumers to know and learn how to check for certification – marks for example the diamond quality mark of KEBS since this gives customers trust and confidence in purchasing the items.
6. Consumers should be aware of the mark and learn how to identify it easily whenever they go shopping.
7. The government should enforce laws governing product certification of all consumer products. All consumer products imported to the country must be tested and certified by KEBS this will lead to consumers avoiding buying products that are harmful to their health.
8. Scholars, practitioners, government, social arena, KEBS, business community and supply chain should be the forefront in the campaign against the use of uncertified products in the country.

5.5 Suggestions for further Research

Research needs to be done on factors influencing consumer preference for certain goods. This will make people understand why some goods are preferred mostly than others by consumers. Further research should also be done on factors influencing consumer awareness of certification marks on products among supermarket consumers in Kimilili Municipal Council-Bungoma County.

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APPENDIX 1: Letter of Introduction

UNIVERSITY OF NAIROBI
P.O BOX
NAIROBI
09/05/2010

To the Respondent,

I am a postgraduate student in the department of Extra-Mural Studies pursuing a Masters degree in Project Planning and Management from the University of Nairobi.

I am carrying out a Research on about the influence of product certification and brand equity on product demand among consumers in Kimilili Municipal Council, Bungoma County. I therefore wish to request for your consent to be enlisted as one of the respondents. If you accept my request, please answer the questions provided by putting a tick (√) where appropriate.

I wish to assure you that the responses and the information you provide will be treated very confidentially and used for the purpose of this research only. In case you have additional information not sought for in this questionnaire, put it down in the blank spaces at the back of each page. Do not disclose your identity.

Thanking you in advance.

Yours faithfully,

Mulama Joseph

APPENDIX 2: QUESTIONNAIRE

Factors influencing demand of consumer products among supermarket shoppers in Kimilili-Bungoma District.

Introduction: This questionnaire is about the factors influencing demand of consumer products among supermarket shoppers. Kindly respond to all questions. Tick within (√) brackets provided to indicate your choice and incase there are no choices, answer as appropriate.

Please do not write your name anywhere on this questionnaire.

SECTION A: DEMOGRAPHIC INFORMATION

1. State your gender

Code	Gender	Tick (√)
1	Male	
2.	Female	

2. Age in years

Code	Gender	Tick (√)
1	1-19	()
2.	20-39	()
3.	40-59	()
4	60 and above	()

3. Level of education

Code	Level of education	Tick (√)
1	Primary	()

2.	Secondary	()
3.	College/University	()
4	None	()

4. Occupation

Code	Occupation	Tick (✓)
1	Teacher	()
2.	Farmer	()
3.	Business	()
4.	Civil Servant	()
5.	Others	()

SECTION B: PRODUCT CERTIFICATION

5. To what extent is KEBS mark of quality important to your purchase of the following goods.

		Appropriately tick (✓) in brackets			
	Goods	Very high (1)	High (2)	Low (3)	Very low (4)
(a)	Alcoholic drinks	()	()	()	()
(b)	Food stuffs	()	()	()	()
(c)	Cosmetics	()	()	()	()

SECTION C: BRAND EQUITY

6. In your opinion is certification effective and does it imply product quality and safety?

		Tick (√) appropriately in brackets			
	Goods	Strongly agree (1)	Agree (2)	Disagree (3)	Strongly disagree (4)
(a)	Alcoholic drinks	()	()	()	()
(b)	Food stuffs	()	()	()	()
(c)	Cosmetics	()	()	()	()

7. How do you rate the product quality presented by product certification?

		Tick (√) in brackets appropriately in brackets			
	Goods	Very high (1)	High (2)	Low (3)	Very low (4)
(a)	Alcoholic drinks	()	()	()	()
(b)	Food stuffs	()	()	()	()
(c)	Cosmetics	()	()	()	()

8. How frequent do you purchase your favourite product?

		How often (tick √ appropriately)			
	Goods	Very often (1)	Often (2)	Not often (3)	Not at all (4)
(a)	Alcoholic drinks	()	()	()	()
(b)	Food stuffs	()	()	()	()
(c)	Cosmetics	()	()	()	()

9. I recommend the certified products by telling my friends and relatives. Tick (√)

1. Yes ()

2. No ()

10. While shopping, I am aware of the certification mark and I easily identify it and comfortable purchase the product. Tick (√) appropriately.

		Tick (√) appropriately			
	Goods	Agree a lot (1)	Agree a little (2)	Disagree (3)	Disagree a lot (4)
(a)	Alcoholic drinks	()	()	()	()
(b)	Food stuffs	()	()	()	()
(c)	Cosmetics	()	()	()	()

SECTION D: CONSUMER PREFERENCE

11. To what extent does preference guide you in the purchase of the following category of goods.

		Tick (√) appropriately			
	Goods	Very high (1)	High (2)	Low (3)	Very low (4)
(a)	Alcoholic drinks	()	()	()	()
(b)	Food stuffs	()	()	()	()
(c)	Cosmetics	()	()	()	()

SECTION E: CONSUMER PRICE

12. Indicate to what extent does price influence your shopping of the following goods

		Tick (√) appropriately			
	Goods	Very large (1)	Large (2)	Low (3)	Very low (4)
(a)	Alcoholic drinks	()	()	()	()

(b)	Food stuffs	()	()	()	()
(c)	Cosmetics	()	()	()	()

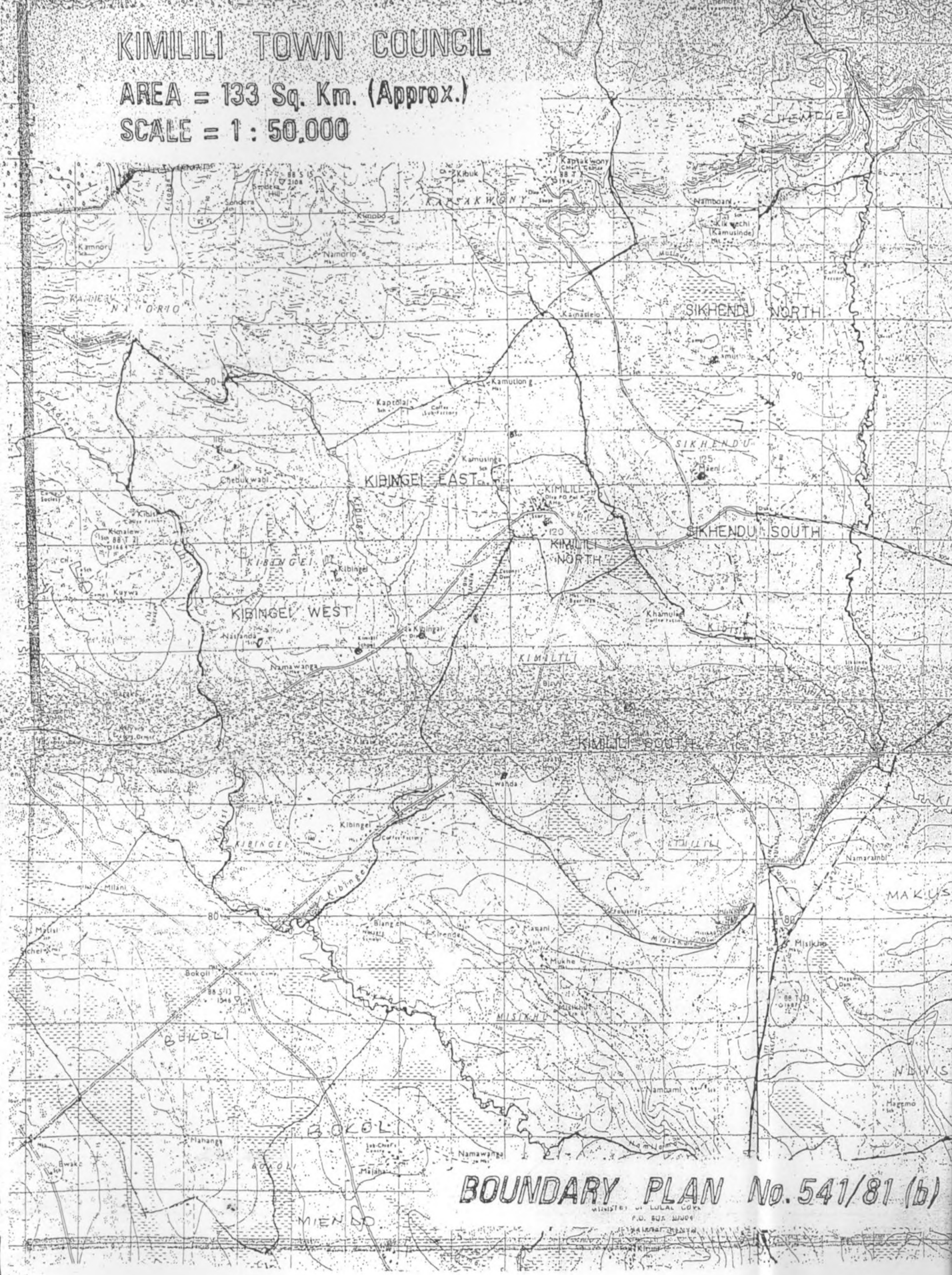
13. Does the price influence the volume of goods you purchase of the following categories of goods

		Tick (✓) appropriately			
	Goods	Very large (1)	Large (2)	Low (3)	Very low (4)
(a)	Alcoholic drinks	()	()	()	()
(b)	Food stuffs	()	()	()	()
(c)	Cosmetics	()	()	()	()

KIMILILI TOWN COUNCIL

AREA = 133 Sq. Km. (Approx.)

SCALE = 1 : 50,000



BOUNDARY PLAN No. 541/81 (b)