A SURVEY OF FACTORS INFLUENCING CONSUMERS' CHOICE OF EDIBLE OILS IN BURUBURU AREA, NAIROBI KENYA

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STUDENT'S DECLARATION

I, the undersigned, declare that this is my original work and has not been submitted to any other college, institution or university other than the University of Nairobi for academic purpose.

Signed _____ Date: 07/11/2011

Chepkwony Kipkorir Sammy (D61/P/9251/2005)

This project report has been presented for examination with my approval as the appointed supervisor.

Signed _____ Date: 7/11/11

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DEDICATION

This work is dedicated to my mother, who taught me that the value of education is immeasurable.

ABSTRACT

The purpose of the study was to investigate on the factors influencing consumers' choice of edible oils in Buruburu area, Nairobi Kenya. The study was guided by the following research objectives: to establish the factors that influence consumers' choice of edible oils in Nairobi, to establish the extent of effects of labels, price and individual attitude on consumers' choice of edible oils. This research adopted a descriptive research design. The total population of the study was consumers in BuruBuru area, Nairobi. This study adopted convenience sampling technique and employed primary data collection. The questionnaire was coded according to each variable of the study. One hundred and twenty questionnaires were distributed to the respondents and all of them responded thereby creating an effective response rate of 100% sufficient enough to answer the research objectives. Data was analyzed using the Statistical Package for Social Sciences (SPSS).This study used descriptive statistics such as mean and standard deviation of each variable. The coefficient of variation was also used where data was skewed.

The findings established that the price of edible oils was a significant factor in its consumption with a relatively small variation of data. Majority of the respondents claimed that lowering the price may encourage people to buy edible oil as compared to when it is increased with a relatively small variation of data. The findings established that labels helped the respondents to make informed decision on the type of edible oil that they were about to buy with a relatively large variation of data.

The study recommends that the price of edible oils should continuously be considered in the purchase of the product. The labels should enable consumers make informed decision on the type of edible oil that they are about to purchase and use. Lowering the price may

encourage people to buy edible oil as compared to when it is increased. Edible oils should be able to support the human immune system and reduce the dangers of heart diseases. The study recommends that a similar study is conducted in another region such as Mombasa to confirm the similarities or compare the differences with the findings of this study.

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CHAPTER ONE: INTRODUCTION

1.1 Background of the Study

During the last two decades food consumption patterns in Kenya have been changing gradually. These changes have significantly influenced consumer's choice of edible oils. Forces responsible for shaping the demand for food are varied. They include not only economic and demographic factors but also changes in lifestyles which influence consumers' tastes and preferences (Henneberry and Charlet, 2002).

1.1.1 Consumer Choice

Studies have been done in the general theory of choice-making for products (including food items) with novelty attributes among the consumers (Brookes and Barfoot, 2006; Henneberry and Charlet, 2002). The implicit benefit-cost of consumers' choice-making is translated into their utilities, and a choice will be made if the resulting expected utility is greater than the alternative decision (Darby and Karni, 2003). Because the consumption of edible oils is often associated with particular benefits and costs (Brookes and Barfoot, 2006), which may be either privately or socially relevant, some manufacturers have made the effort to communicate these benefits and costs so as to influence the consumers' choice of edible oils.

Presentation of the nutritional facts to the consumers on the back side of the label that show the exact concentration fats in edible oils is critical in influencing consumer consumption. Labeling differentiates edibles oils from the ones with or without the enrichment to someone's health. Labeling helps provide to the consumer a choice of various alternative products. The degree of impact is largely determined by consumers'

acceptance of edible oils and its labeling as well as the effect that the labeling has on consumers' attitudes and behaviors, particularly in the long run (Marchant et al., 2003). However, Zhong et al. (2004) believes that labeling cannot actually change consumers' attitudes toward edible oils if it is merely a mechanism to differentiate the product from another and that consumers do not check food labels for information on a product.

Sulzer (2005a) argues that price strongly influences choices of consumers in the consumption of edible oils. In addition, price is necessary to compute willingness-to-pay values. Also, it can be argued that the origin plays a role in the choices of the consumers. Many studies have shown that the certificate of origin does influence the decision-making of the consumers (Wirthgen et al., 1999).

Noussair et al. (2002) suggests that personal characteristics play a role in the consumption of edible oils. For instance, there are consumers who pay attention to healthy eco-friendly product. In addition, higher educated consumers are more likely to consume healthy food, a trend that is less consistent with consumers who are less educated (Springer et al., 2002). Further, consumers who are more open-minded about food benefits have a significantly higher preference for healthy edible oils (Sulzer, 2005a). It is for these reasons that the study aims to establish the factors that influence consumers' choice of edible oils on the basis of labels, price changes and individual attitude as effective measures on consumer responsiveness in the consumption.

1.1.2 Edible Oils Industry

According to Noa and Waithaka (2005), vegetable oil is one of the key sub-sectors of agriculture, with soybean and palm oil being the leading sources in production of

vegetable oil in the world respectively. At present, Kenya's domestic production of edible oils is estimated at 380,000 tonnes, only about one-third of its annual demand. The remainder is imported, at a cost of $140 million; making edible oils the country's second most important item after petroleum. The area under vegetable oil crops has remained fairly steady over the years. The key reason for this has partly been attributed to irregular and unstable weather conditions. The key players in the vegetable oil industry in Kenya comprise processors who extract the oil from the seeds and also produce oil cake for use in animal feeds and refiners who convert crude oils into a form suitable for human consumption.

Currently there are about 30 vegetable oil refiners in the country. The larger companies include Bidco Oil Refineries, KAPA Oil Refineries, Palmac Oil Refiners, Pwani Oil Refiners and Unilever. These companies engage in production of cooking oils, fats, edible oils, copra oil and corn oil among other oil products. Some of the large vegetable oil refiners are also involved in growing of vegetable oil crops and supporting small scale farmers in better farming methods to increase the vegetable oil production in Kenya (Noa and Waithaka, 2005).

The range of oil crops in Kenya include sunflower, cottonseed, soya, groundnuts, rapeseed, bambara nuts, castor, palm oil, sim-sim, linseed, nuts, grains, beans, seeds (e.g. Sesame), maize germ, copra and olives amongst others. Kenya imports vegetable oils and fats in order to supplement its local production, which is presently inadequate to meet local demand. The imports consist of mainly vegetable oil and fats, which contribute over 95% of the total animal and vegetable oils and fats imports. Animal oil and fats make up the balance of 5% (Economic Survey, 2005).

1.2 Research Problem

Over the last few years, there has been a remarkable shift in health consciousness where under nutrition is rapidly being replaced by overweight and obesity (Mendez et al., 2005; Monteiro et al., 2004). One of the major components of this shift has been a rapid increase in the energy density of the diet (Bell and Rolls, 2001; Kral and Rolls, 2004; Rolls and Drewnowski, 2005). Large increases in edible oils consumption are an issue in many countries, representing a major element in this shift toward more energy-dense food intake (Du et al., 2004).

These newly emerging problems are particularly relevant for the consumers. With rapid changes in diet, physical activity, health and nutrition, there have been increase in overweight and obesity accompanied by large increases in health costs and other related economic costs that consumers face a situation where conservative estimates predict 8.7% of its 2025 Gross National Product (GNP) will be allocated to nutrition related non-communicable diseases (NR-NCDs), linked with energy imbalance and obesity (Popkin et al., 2006). These changes represent serious health and economic threats to the consumers suggesting that their future of their children will not be a healthy one. Hence a study was conducted on the factors that influence consumers' choice of edible oils.

Previous studies have mainly focused on consumer behavior in the purchase of clothing products. For instance, Owino (2000) conducted a study on the influence of attitudinal and normative factors on the choice and satisfaction derived from selected apparel among university students. Kuria (2000) did a study on the factors that influence clothing preferences and buying practices among the elderly in Korogocho sub-location in Nairobi. Further, Nyang'or (1994) conducted a study on the factors influencing

consumer's selection of imported over local clothing among working women in Nairobi, Kenya. Moreover, Mwangi (2005) conducted a study on the determinants of consumers' choice of milk brands in selected estates in Nairobi. It is important to note that none of these studies was based on the factors that influence consumers' choice of edible oils on the basis of labels, price and individual attitude. Hence it is against this background that the study sought to establish the factors that influence consumers' choice of edible oils in BuruBuru, Nairobi.

1.3 Research Objectives

i. To establish the factors that influence consumers' choice of edible oils in Nairobi.

ii. To establish the extent of effects of labels, price and individual attitude on consumers' choice of edible oils.

1.4 Value of the Study

The study will help consumers to understand their lifestyle patterns in the consumption of edible oils. The study aims to help the manufacturers of edible oils in understanding different consumer tastes and preferences so as to meet diverse consumer needs. The findings from this study can also have an impact on the company's marketing strategy with respect to segmentation of the market and positioning of the company's portfolio of products. This study will create awareness amongst employees on the factors influencing consumer choice and hence give them an opportunity to meet customer's expectations and measure their loyalty in relation to the purchase of the edible oils. This can create satisfaction among the consumers of edible oils and lead to the growth of market share. This study can act a source of reference and information to other researchers to develop

further on the topic. In addition, the study can compel the attention of researchers and academics in determining the influence of consumers' choice of edible oils.

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

This section deals with the literature review and is organized in the following ways: the first section establishes the effects of labels on consumers' choice of edible oil, the second section examines the effects of price on consumers' choice of edible oil and the third section determines the effects of individual attitude on consumers' choice of edible oil. The conceptual framework is also outlined.

Worldwide, the leading consumers of edible oil are USA, China, Brazil and India (Ramesh and Murughan, 2008). A growing population, increasing rate of consumption and increasing per capita income are accelerating the demand for edible oil in Kenya. Palm oil (mainly imported) and soya bean oil account for almost half of total edible oil consumption in Kenya, followed by mustard and groundnut oil. In Kenya, most vegetable oil is purchased by household or industrial buyers (food processors, restaurants and hotels) for frying or baking needs and is sold as loose oil (partially hydrogenated vegetable oil). Only a small percentage of edible oils are sold in branded form at the retail level (Noa and Waithaka, 2005).

Vegetable oil consumption in the country is continuously rising and has sharply increased in the last couple of years to roughly a per capita consumption of 11.2 kg. This is still lower than the world average per capita consumption of 17.8 kg. The developed western world has a per capita consumption of 44 to 48 kg/year (Noa and Waithaka, 2005). According to projections from the National Council of Applied Economic Research (NCAER), per capita consumption of edible oils is likely to reach 13.95, 14.83 and 16.17 kg in 2009, 2010 and 2011respectively if per capita income grows by 4%, 5% and 6%

respectively (Ramesh and Murughan, 2008). It is therefore important to establish the reasons underlying consumers' choice of edible oils on the basis of labels, price changes and individual attitude as effective measures on consumer responsiveness in the consumption.

2.2Effects of Labels on Consumers' Choice Of Edible Oil

A label is the part of a product that carries information about the product and the seller. A label may be part of a package, or it may be a tag attached to the product. Obviously there is a close relationship among labeling, packaging, and branding (Darby and Karni, 2003). There three primary kinds of labels: a brand label which is simply the brand alone applied to the product or package and it describes the product after its fully packaged; there is descriptive label which gives information about the product's use, construction, care, performance, and other pertinent features and a grade label which identifies the product's judged quality with a letter, number or word (Bloch *et al.*, 2006).

Branding labeling is an acceptable form of labeling, but it does not supply sufficient information to a buyer (Bell and Rolls, 2001). Descriptive labels provide more product information but not necessarily all that is needed or desired by a consumer in making a purchase decision. Everything is surrounded by labels from products in the supermarkets and specialty shops and much of the daily choices we make are dependent on labels and brand names (Darby and Karni, 2003). Labeling is essential so everything around us takes on its unique character, distinct from the rest. We do tend however, to allow labeling to go past where it should be. In our attempt to make our own distinctions, we have a tendency to label people, especially children and identify them with certain characteristics that may have long-term harmful effects on their personalities. Labeling facilitates individuation by directing infants' attention to differences (Bell and Rolls, 2001).

According to Bloch et al. (2006), labels provide consumers with adequate information to make a reasonable decision in buying a product. A consumer may explicitly search the marketplace for specific information after a need has been recognized a process called pre-purchase search. On the other hand, many consumers, especially veteran shoppers, enjoy browsing just for the fun of it, or because they like to stay up-to-date on what is happening in the marketplace. They are engaging in ongoing search to increase product and market knowledge leading to future buying efficiencies and increase satisfaction from the search and other outcomes.

The effect of labeling is essential in differentiating edible oil from non-edible oil (Bloch *et al.*, 2006). While mandatory labeling for edible oil is informative to some consumers, it can also lead to greater confusion while reducing economic efficiency. An alternative to mandatory labeling is a voluntary labeling system in which product information is conveyed to consumers who prefer to purchase only non-edible oil. Labeling also requires standards as to which are to be followed in relation to the governing policies in order to crack down on retailers that were violating the regulations (Bell and Rolls, 2001).

There are three different ways to satisfy the labeling requirement. According to the regulations, processed products should be labeled with a statement that explains what the product is made of or the processed product is made from what (Bloch *et al.*, 2006). Alternatively, the ingredients used in the processing or what the product does not possess. In determining the impact of edible oil labeling on consumers' purchasing behavior, developing a flexible demand system that captures the effects of all relevant variables on consumers' purchasing decisions, including own- and cross-prices of vegetable oils,

household budget, consumer preferences in each of the retail outlets, seasonal variables, and sales promotion is important (Darby and Karni, 2003).

Zhong *et al.* (2006) employed a supermarket retail sales data to show that the market share of vegetable significantly decreased 4 percent as a result of product label enforcement. Zhong *et al.* classified into four the factors that influence consumers' purchasing decisions: buyer's demographic characteristics including gender, age and education; risk consciousness including child, food allergy, concern over the product label and concern over ingredients used to make the product; household socioeconomic factors comprising monthly income per capita and city size. Considering consumers in supermarkets, only 13.2 percent of consumers have concern over nutritional ingredients when making their purchasing decisions, lower than concern over price and brand. Eighty six (86%) percent of consumers in supermarket have concern over food label than concern over price label and brand label. If concerns over nutritional ingredients label are significant in influencing consumers' decision making, there was a decrease in the market share of the edible oil as the result of label enforcement. Fortunately, this anticipation has been verified in the analysis of aggregate sales data in supermarkets (Zhong *et al.*, 2006).

Hallman *et al.* (2002) indicates that men were shown not to be prone in buying edible oil as compared to women. The quadratic relation between age and purchasing decisions indicates that the young and the old are more likely to avoid buying edible oil, as compared with the middle aged people. It may result from more sensitive attitudes towards negative information among young people, while the old are more sensitive towards potential health related issues. Concerning household socioeconomic factors, results show that respondents in higher income categories are more likely to buy edible

oil. Compared with people of low income, the budget share of vegetable oil in total expenditure is lower among the rich, which may make the rich choose edible oil. This also implies those consumers' attitudes towards edible oil are not only affected by their immediate economic interests, but their inclination to avoid risks (Hallman et al., 2002).

The two datasets available are still away from compatible mainly because of four reasons. To begin with, the actual sales data in supermarkets comprises all individual buyers and other social entities, while household survey data only includes individual consumers; second, large volume purchases from enterprises often crowd out buying activities of individuals; third, consumers of high income would diversify their vegetable oil consumption (Zhong et *al.*, 2006). This nutritional consideration will definitely complex the calculation of market trend. Furthermore, with rapid income growth, more and more people dine out. This gradual structural change of food consumption would be followed by the reduction of household vegetable oil consumption. Finally, the shrinking family size in modern society also contributes to this process. Overall, the lack of considering other social entities purchasing decisions, crowd out effect, consumption diversification, dining out trend, and family size shrinking effect would lower the market share of biotech oil (Zhong *et al.*, 2008b). A crucial question here is who make consumption decisions. All the above-mentioned points affect the consumers' decisions. Researches might not simply assume that consumers themselves make all independent decisions any more.

Therefore, it is important to examine the applicability of household survey data at hand before inferring the aggregate market trend involving collective consumption, dining out and so on. Finally, edible oil labeling is only one way to provide information, other marketing policies taken by stores and manufacturers that may affect the sales of

vegetable oils have not been considered due to limitation of datasets (Hallman *et al.*, 2002). This includes advertisement, sales promotion and so on. Therefore, since having nutrition ingredients of edible products is essential, manufacturers tend to overrate the healthiness of the ingredients, even if it was an unhealthy choice. The overall conclusion is that including health claims and nutritional information may influence consumer choice but it is important to substantiate the health claims.

2.3 Effects of Price on Consumers' Choice of Edible Oil

Sometimes price can be used to eliminate choices of edible oil before the consumer makes a selection. Knowing the price ahead of time would determine whether the consumer will purchase the product (Zhong *et al.*, 2006). Lowering the price may encourage people to buy edible oil as compared to when it is increased. In addition, the choice of healthier edible oil is dependent on the price because the healthier it is the more expensive for the customer to afford (Zhong and Ding, 2004). Hence, price, budget and value are used to eliminate or confirm edible oil choices. They have been mentioned as secondary factors rather than the main reason that the consumption of edible oil has been chosen (Zhong *et al.*, 2006). Price seems to be more of a confirming factor than a concurrent factor based on different types of shoppers who include: Inactive Shoppers, Active Shoppers, Service Shoppers, Dedicated Fringe Shoppers, Price Shoppers and Transitional Shoppers.

According to Lesser and Hughes (2006), inactive shoppers who comprised of 15% of all shoppers have extremely restricted lifestyles and shopping interests. They do not engage in outdoor or do-it-yourself activities except for working. Inactive shoppers do not express strong enjoyment or interest in shopping, nor are they particularly concerned

about such shopping attributes as price, employee service, or product selection. On the other hand, the active shoppers (12.8%) have demanding lifestyles and are "tough" shoppers. They engage in all forms of outdoor activities and are usually "do-it-yourselfers". Actives enjoy "shopping around"," and price is a major consideration in their search. However, given their full range of interests outside of shopping, actives appear to shop more as an expression of their intense lifestyles rather than being interested in finding bargains. Therefore, these shoppers balance price with quality, fashion, and selection in their search for value.

Lesser and Hughes (2006) explain that the next category of shoppers is the services shoppers (10%) who demand a high level of in-store service when shopping. They usually seek convenient stores with friendly, helpful employees. Conversely, they quickly become impatient if they have to wait for a clerk to help them. On the other side, the Traditional Shoppers (14.1%) share Active Shoppers' preoccupation with outdoor activities, but not their enthusiasm for shopping. They actively hike, camp, hunt, and fish, and are do-it-yourselfers who often work on their cars. In general, though, Traditional Shoppers are not price sensitive nor do they have other strong shopper requirements.

Lesser and Hughes (2006), present the dedicated fringe shoppers (8.8%) who present clear motives for being heavy catalog shoppers. They are do-it-yourselfers and are more likely than average to try new products. They have almost a compulsion for being different. Dedicated Fringe Shoppers are disinterested in extreme socializing. They have little interest in television and radio advertisements and exhibit limited brand and store loyalty. Therefore, the catalog presents a medium for obtaining an expanded

selection of do-it-yourself and other products, and this reflects their individualism. The price shoppers (10.4%), as the name implies, are most identifiable by their extreme price consciousness. Price Shoppers are willing to undertake an extended search to meet their price requirements, and they rely heavily on all forms of advertising to find the lowest prices.

Finally, Lesser and Hughes (2006) describes the transitional shoppers (6.9%) seem to be consumers in earlier stages of the family life cycle who have not yet formalized their lifestyle patterns and shopping values. They take an active interest in repairing and personalizing cars. Most participate in a variety of outdoor activities. They are more likely than average to try new products. Transitional Shoppers exhibit little interest in shopping around for low prices. They are probably "eclectic shoppers" because they appear to make up their minds quickly to buy products once they become interested.

Price reductions and promotional deals (coupons, multiple-item discounts, and gifts) almost always are accompanied by the use of some point-of-purchase materials (Zhong and Ding, 2004). Therefore, the relative impact of each is sometimes not clear. Nonetheless, there is ample evidence that in-store price reductions affect brand decisions. The general pattern is a sharp increase in sales when the price is first reduced, followed by a return to near-normal sales over time or after the price reduction ends (Noussair et al., 2002).

According to Noussair et al. (2002), the sales increases in response to price reductions come from four sources. First, current brand users may buy ahead of their anticipated needs (stockpiling). Stockpiling often leads to increased consumption of the brand since it is readily available. Second, users of competing brands may switch to the reduced price

brand. These new brand buyers may or may not become repeat buyers of the brand. Third, non-product category buyers may buy the brand because it is now a superior value to the substitute product or "doing without". Finally, consumers who do not normally shop at the store may come to the store to buy the brand. Thus, consumer response to price reductions is complicated. Further, it offers differing advantages to the retailers and the manufacturer.

Not all households respond to price reductions and deals similarly. Available evidence suggests that households with ample resources (a strong financial base rather than a high income) are more likely to take advantage of deals than are other households (Wirthgen et al., 1999). Thus, stores oriented toward financially established consumers can anticipate a strong response to price reductions and other promotional deals (Bell and Rolls, 2001). Similarly, products subject to stockpiling by consumers (non-perishables) exhibit more price elasticity than do perishable products (Zhong and Ding, 2004).

2.4 Effects of Individual Attitude on Consumers' Choice of Edible Oil

The individual values and attributes associated with the product appear as key determinants underpinning consumer attitudes (Bell and Rolls, 2001). Risk and benefit perceptions towards a product are found to be conditioned to what is known as "individual values" such as environmentalism, conservationism, materialism, equity etc. Moreover, the stronger this association – determining the strength of the trade-off perception vs. values the more pervasive becomes the influence of underlying individual attitudes (Lin et al., 2006). On the other hand, the less important the role of values the more important it becomes the role of new information in order so as to shift consumer behaviour.

In markets where consumers have limited knowledge of edible oil, one would expect to find information searchers whilst in those with very negative (positive) information conveyed one might find pessimistic (optimistic) attitudes (Zhong et al., 2006). In a way, values can be argued to predetermine knowledge as a filter of information by means of elements such as trust and confidence. Therefore the level of trust of consumers on the different sources of information must also be considered. In fact, worldwide consumers trust more those sources of information that are supposed to be driven towards the protection of individuals' wellbeing and environmental rights. This is the case of consumer organizations, environmental groups, physicians and also scientists. In contrast, the manufacturing industry and governments are less trusted (Marchant *et al.*, 2003).

One very interesting finding from Zhong *et al.*, (2008) study was that including health claims and nutritional information significantly affected attitude toward the product, nutrition attitude, purchase intentions and perceived credibility. Even more interesting was the finding that the effects of including nutritional information were stronger for the consumers in making the purchase decision. Another finding of interest was that consumers tended to trust nutrition facts more than health claims.

The effects of individual brand equity on brand knowledge influence the individual who is the consumer on reactions of marketing activities. Also, this influences the perceptions, preferences, and behavior of customers as a result of the marketing mix and the decision of the brand choice. Zhong et al. (2006) indicated that brand awareness and a positive brand image should increase the probability of brand choice and customer-based brand equity is enhanced by creating a favorable response to pricing, distribution, advertising, and promotion activity of the brand. This predominant theory with well developed

propositions and strong empirical support is used to examine customers' reactions to brands that result from marketing activities (Zhong and Ding, 2004).

Eventually, customers-based brand equity is the result of the customer's perceptions and the customer's reaction to the marketing mix. Using customer-based brand equity, customer's perceptions and reactions to the elements of the marketing mix can be explained by the individual's choice from the marketing mix. Bell and Rolls (2001) stated that the direct approach attempts to measure customer-based brand equity more directly by assessing the impact of brand knowledge on consumer responses to different elements.

Consumer food preferences are likely to take more than just price changes; it will take education, attitude changes and time. Attitude of an individual might be based on different factors such as price and environment (Darby and Karni, 2003). If altering price is a relatively ineffective means of getting the result that an individual desires then the issue becomes one of either, a) altering external factors, like vegetable oil environment or b) altering internal factors, like vegetable oil choice. Environment includes the external forces and influences that affect the way people make decisions about vegetable oil and physical activity (Bell and Rolls, 2001). This can also include the people with whom they consume with.

Individual choice relates back to Lin et *al.* (2006), that sometimes consumers will purposefully choose the less healthy diet even if they have the income to support the more healthful alternatives. Lin et *al.* (2006) relate this to palatability of the calorie dense edible oil, but it could also be due time cost, peer influences and other factors effecting individuals decision making processes. Learning more about the underlying aspects of

food choices of people will give some insight to potential ways to increase healthful choices when it comes to making the purchase decision.

In most economic models, the individuals are assumed to act in their own self interest and that the choices that they are making are dependent only on prices and income. Along with that, the individual preferences are captured. In many cases this may be true, but some studies, especially those involving children and teenagers, are normally highly dependent on their parents. There is a large body of literature on interdependent preferences and group choice. Some theories suggest that peoples' choices are partly due to their preferences and the preferences of some group or some social influence. Most commonly, the households, work groups or couples are considered as entities in which preferences become interdependent on each other (Marchant *et al.*, 2003).

Group choice happen when more than one person is involved in the decision making process and so the preferences of more than one person affect the purchase or activity decision. It is commonly thought that the preferences of the individual members of the group exert power in the final decision; in some settings, researchers can determine which individual in the group has high influence over the end decision and which ones have low influence (Noussair *et al.*, 2002). Parents are expected to exert high influence over decisions made in the family setting, but some studies have shown that children will actually exert more influence, especially when it comes to purchase decisions (Zhong and Chen, 2008a). Most of the time individual attitude is influenced by the people around them. This relies on the assumption that people that eat together will eat similarly. This assumption is likely to be reasonable in the family setting, as it is easier to make the same meal for everyone in the household instead of separate meals for its members. It could

also be reasonable given that previous studies have found that people tend to mimic others' behavior and actions in a variety of examples.

According to Darby and Karni (2003), the individual attitude towards a product has to do with three things: how much is there (too much or too little), and also what other people think about it. With respect to the third element, a number of people mentioned that they want to eat approximately what other people with them are eating. There is also the fact that an individual has to have acceptance to a product in order to have, this is based on the attitude that attitude of the consumer. Consumers' sensory acceptance of food products is complex and interdisciplinary, encompassing all aspects of food science, marketing, nutrition, psychology and hospitality. Acceptance depends on many things: sensory attributes, consumer physiological, behavioral and cognitive factors and the ability to understand these variables are important. In using the intrinsic and extrinsic characteristics to study the sensory acceptance, the intrinsic characteristics that include taste, aroma and color often cannot be altered without changing the nature of the product and these characteristics are usually specific to the product and the extrinsic characteristics that include brand name, price, advertisement, labeling and country of origin. Research shows that consumer assigns an attribute rating to a product without knowledge of product identification; ratings may dramatically change when they are given the identification. This shows how labeling may be considered to have a positive effect on an individual change of attitude and the overall acceptability of a product.

2.5 Conceptual Framework

2.5.1 Effects of Labels on Consumers' Choice of Edible Oil

A label is the part of a product that carries information about the product and the seller. A label may be part of a package, or it may be a tag attached to the product (Bloch *et al.*, 2006). Labeling is essential so everything around us takes on its unique character, distinct from the rest. According to Bloch et al. (2006), labels provide consumers with adequate information to make a reasonable decision in buying a product.

2.5.2 Effects of Price on Consumers' Choice of Edible Oil

Sometimes price can be used to eliminate choices of edible oil before the consumer makes a selection. Knowing the price ahead of time would determine whether the consumer will purchase the product. Lowering the price may encourage people to buy edible oil as compared to when it is increased (Zhong et al., 2006). In addition, the choice of healthier edible oil is dependent on the price because the healthier it is the more expensive for the customer to afford (Zhong and Ding, 2004). Hence, price, budget and value are used to eliminate or confirm edible oil choices.

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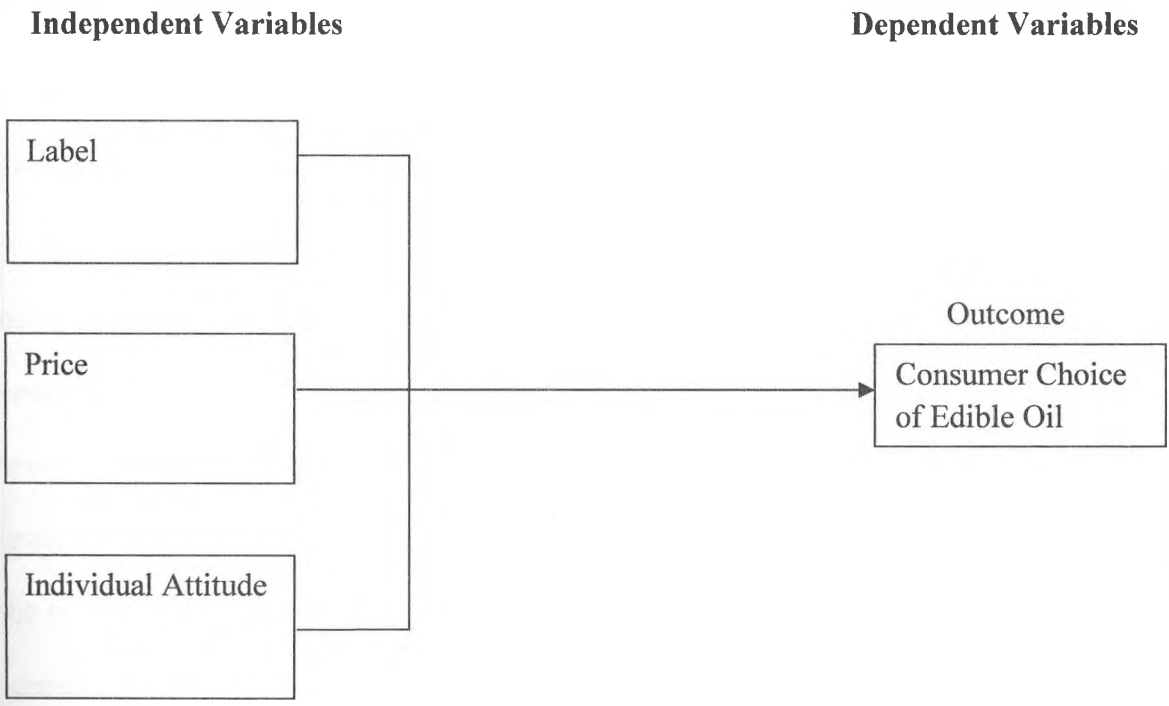
The individual values and attributes associated with the product appear as key determinants underpinning consumer attitudes (Bell and Rolls, 2001). Risk and benefit perceptions towards a product are found to be conditioned to what is known as "individual values" such as environmentalism, conservationism, materialism, equity etc. Moreover, the stronger this association – determining the strength of the trade-off perception vs. values the more pervasive becomes the influence of underlying individual attitudes (Lin et al., 2006). On the other hand, the less important the role of values the

more important it becomes the role of new information in order so as to shift consumer behavior (Bell and Rolls, 2001).



CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Research Design

This research adopted a descriptive research design. A descriptive research design is a scientific method which involves observing and describing the behavior of a subject without influencing it in any way. In addition, a descriptive study attempts to describe a subject, often by creating a profile of a group of problem, people or events, through collections of data and the tabulation of frequencies on research variables and the research reveals who, what, when, where or how much (Saunders and Thornhill, 2000). A survey in form of standardized questions in a questionnaire will be used to collect data. A survey is defined by Malhotra (2007) as a method of collecting data from people about who they are, how they think (motivations and beliefs) and what they do (behaviour). The independent variable was price, label and individual attitude. The dependent variable was the consumer's choice of edible oils.

3.2 Population

The total population of the study was consumers in BuruBuru area, Nairobi.

3.3 Sampling Design

This study adopted convenience sampling technique. For the purpose of this survey, a sample size of 120 respondents was selected using convenience sampling. The respondents was intercepted, screened and interviewed at the supermarket. Respondents below age 18 years were not interviewed since they do not engage in economic activities. Every 10^{th} customer was intercepted, screened and interviewed on the meeting the criteria. The interviews took place within the precincts of the supermarket.

Convenience sampling technique was chosen due to its ability to obtain useful data that would not have been practically possible using probability sampling techniques. For instance, to obtain a sampling frame of all supermarkets in BuruBuru would have been a major challenge, since the information was not readily available.

3.4 Data Collection Method

The study employed primary data collection. Primary data was gathered by the use of questionnaires to solicit information from the respondents. On the questionnaires, closed ended questions were asked to elicit quantitative data. Each respondent was asked exactly the same questions, in the same order and therefore ensuring consistency, comparability and reliability.

The questionnaire was organized in the following ways: the first section looked at the general information of the respondents. The second section determined the effect of label on the consumer's choice of edible oils. The third section examined the effect of price on the consumer's choice of edible oils. The fourth section explored the effect of individual attitude on the consumer's choice of edible oils. A 5-point likert scale was applied and it consisted of a series of statements that express strongly agree to strongly disagree.

3.5 Data Analysis

The questionnaire was coded according to each variable of the study. Raw data was analyzed using the Statistical Package for Social Science (SPSS).This study used descriptive statistics. According to McDanile and Gates (2001), descriptive analysis involves a process of transforming a mass of raw data into tables, charts, with frequency distribution and percentages, which are a vital part of making sense of the data. The data analysis involved descriptive statistics to determine frequency distribution for a

demographic profile of respondents. The demographic data was tabulated using frequency and percentages. In order to describe the data, the study used mean and standard deviation of each variable. Cross tabulation of the variables was performed and the results interpreted accordingly. Regression and Correlation Analysis were used to analyze the data. The coefficient of variation was also used where data was skewed. The results of the study were presented using tables and figures.

CHAPTER FOUR: DATA ANALYSIS, RESULTS AND DISCUSSION

4.1 Introduction

This chapter presents the results and discussions from data analysis. The study determined the Factors Influencing Consumers' Choice of Edible Oils in Buruburu area, Nairobi Kenya. The findings are based on the responses from the questionnaires filled and information gathered on the research questions. The first section established the factors that influence consumers' choice of edible oils in Nairobi. The second section analyzed the effects of labels, price and individual attitude on consumers' choice of edible oils. One hundred and twenty questionnaires were administered to the respondents and all of them responded thereby creating an effective response rate of 100% sufficient enough to answer the research objectives.

4.2 Demographic Characteristics of the Respondents

The general information is organized in the following areas: gender, education level, marital status, age range and the consumption of edible oil.

Thirty six percent (36%) of the respondents were male and 64% of the respondents were female. Thus, the findings indicate that majority of the respondents were female customers.

The consumers were asked to indicate their education level. The results are shown in table 4.1 below.

Table 4.1: Educational Level

Educational Level	Frequency	Percent
Secondary school	6	5
College level	75	62
Undergraduate level	6	5
Graduate level	33	28
Total	120	100

It was revealed that most of the respondents had college level of education (62%). This was followed by graduate level of education (28%), secondary school (5%) and undergraduate level (5%). The findings indicate that most of the respondents were relatively educated.

The consumers were asked to indicate their marital status. The findings are indicated in Table 4.2.

Table 4.2: Marital Status

Marital Status	Data Distribution	
	Frequency	Percent
Married	55	46
Divorced	4	3
Single	61	51
Total	**120**	**100**

The results indicated that most of the respondents were single at 51%, 46% were married, 3% divorced.

The consumers were asked to indicate their age range. The findings are indicated in Table 4.3.

Table 4.3: Age Range

Age Range	Frequency	Percent
18-24 yrs	28	23
25-34 yrs	38	32
35-50 yrs	42	35
Above 50 yrs	12	9
Total	120	100

The findings illustrated that 23% of the respondents were aged between 18 to 24 years, 32% between 25 to 34 years, 35% between 35 to 50 years and 9% of the respondents were above 50 years. Therefore, the findings indicate that most of the respondents were below 50 years.

Finally, the consumers were asked to indicate their gross income. The findings are indicated in Table 4.4.

Table 4.4: Gross Income

Gross Income	Data Distribution	
	Frequency	**Percent**
Ksh. 0-50,000	99	82
Ksh. 50,001- ksh.100,000	19	16
Ksh. 100,001- ksh. 150,000	2	2
Total	**120**	**100.0**

The results indicated that most of the respondents earned less than Ksh. 50,000 (82%), 16% earned between Ksh. 50,001 to Ksh. 100,000 and 2% earned between Ksh. 100,001 to Ksh. 150,000. This indicates that majority of the respondents earned relatively high income.

4.3 Consumption of Edible Oils

Consumers were asked to indicate if they consume edible oils. The findings revealed that 96% of the respondents consumed edible oils as compared to 2% who stated otherwise.

4.3 Factors that Drive Consumer Purchase of Edible Oils

The consumers were asked about the factors that drive consumers to purchase edible oils. The findings are indicated in Table 4.5.

Table 4.5: Factors that Drive Consumer Purchase of Edible Oils

	Mean	Std. Deviation	Coefficient of Variation
Price of the product	4.84	0.369	0.0762
Quality of the product	4.52	0.535	0.1184
Ease of pouring it when using for cooking	4.26	0.619	0.1453
Usage to cook various types of foods	4.25	0.724	0.1704
Attractiveness of the package	4.07	0.581	0.1428
Label of the product	3.97	0.611	0.1539
Re-usage of the container after the edible oil is finished	3.39	0.943	0.2782

The findings established that the price of edible oils (mean=4.84, sd=0.369) was a significant factor in its consumption with a relatively small variation of data. This was followed by the quality of the edible oil (mean=4.52, sd=0.535) and the ease of pouring it when using it for cooking (mean=4.26, sd=0.619). The least driver for the consumption of edible oil was on the label of the product (mean=3.97, sd=0.611) and re-usage of the container after the edible oil is finished (mean=3.39, sd=0.943) with a relatively high variation of data.

4.3.1 Correlation of Demographic Factors and Drivers of Consumer Purchase of Edible Oils

Table 4.6: Correlation between Demographic Factors and Consumer Purchase of Oils

		Price	Quality	Usage types	Label	Ease of use	Re-usage	Package
Education Level	Pearson Correlation	.000	.033	.030	-.126	.025	-.098	.310**
	Sig. (2-tailed)	.996	.722	.748	.176	.787	.291	.001
	N	118	118	115	116	118	118	118
Status	Pearson Correlation	-.057	.103	.310**	.010	-.056	.126	-.094
	Sig. (2-tailed)	.551	.281	.001	.914	.555	.186	.325
	N	112	112	109	110	112	112	112
Age Range	Pearson Correlation	.072	-.218*	.194*	-.122	.044	-.068	.197*
	Sig. (2-tailed)	.440	.018	.038	.191	.636	.464	.033
	N	118	118	115	116	118	118	118
Income	Pearson Correlation	-.227*	.004	.088	.019	.187*	-.103	.082
	Sig. (2-tailed)	.014	.966	.352	.838	.042	.269	.378
	N	118	118	115	116	118	118	118

*. Correlation is significant at the 0.05 level (2-tailed).
**. Correlation is significant at the 0.01 level (2-tailed

As indicated in Table 4.6 above, there was a significant relationship between educational level and attractiveness of the edible oil package ($r=0.310$, $p>0.01$). In addition, there was a significant relationship between marital status and usage types of the edible oil ($r=0.310$, $p>0.01$).

4.3.2 Regression of Gender and the Consumer Purchase of Edible Oils

Table 4.7: Regression of Gender and the Consumer Purchase of Edible Oils

R	R Square	Adjusted R Square	Std. Error of the Estimate
.225	.051	.016	.481

a Predictors: (Constant), Quality of the product, Price of the product, Label of the product, Attractiveness of the package

Coefficients[a]

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	.760	.786		.968	.335
Price of the product	.110	.122	.084	.901	.370
Label of the product	.122	.075	.154	1.634	.105
Attractiveness of the package	-.096	.078	-.116	-1.225	.223
Quality of the product	.054	.085	.060	.638	.525

a. Dependent Variable: Gender

As indicated in Table 4.7 above, there was a weak correlation between the variables, gender and the consumer purchase of edible oil (r=0.225, p=0.335). R square is 0.051 which implies that only 5.1% on the consumer purchase of edible oil is explained by gender.

4.3.3 Regression of Education Level and the Consumer Purchase of Edible Oils

Table 4.8: Regression of Education Level and the Consumer Purchase of Edible Oils

R	R Square	Adjusted R Square	Std. Error of the Estim
.321[a]	.103	.071	.912

a. Predictors: (Constant), Quality of the product, Price of the product, Label of the product, Attractiveness of the package

Coefficients[a]

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	1.244	1.489		.835	.405
Price of the product	-.008	.230	-.003	-.036	.971
Label of the product	-.132	.142	-.085	-.930	.354
Attractiveness of the package	.485	.149	.300	3.262	.001
Quality of the product	-.026	.161	-.015	-.162	.872

a. Dependent Variable: Educational Level

As indicated in Table 4.8 above, there was a weak correlation between the two variables, education level and the effect of labels in the purchase of edible oil (r=0.321, p=0.405). R square is 0.103 which implies that only 1.03% of consumer purchase decision of edible oil is explained by education level. With every increase in one unit of education level, the importance of price of the product decreases by 0.008 units, the label of the product decrease by 0.132 units, the attraction of the label increases by 0.485 units and quality of the product decrease by 0.026 units.

4.3.4 Regression of Marital Status and the Consumer Purchase of Edible Oils

Table 4.9: Regression of Marital Status and the Consumer Purchase of Edible Oils

R	R Square	Adjusted R Square	Std. Error of the Estimate
.150[a]	.022	-.015	1.039

a. Predictors: (Constant), Quality of the product, Attractiveness of the package , Price of the product, Label of the product

Coefficients[a]

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	2.552	1.912		1.335	.185
Price of the product	-.138	.279	-.049	-.495	.622
Label of the product	.012	.171	.007	.070	.944
Attractiveness of the package	-.191	.196	-.094	-.972	.333
Quality of the product	.210	.200	.102	1.052	.295

a. Dependent Variable: Status

As indicated in Table 4.9 above, there was a weak correlation between the two variables, marital status and the consumer purchase of edible oil (r=0.150, p=0.185). R square is 0.022 which implies that only 2.2% of consumer purchase decision is explained by marital status.

4.3.5 Regression of Age Range and the Consumer Purchase of Edible Oils

Table 4.10: Regression of Age Range and the Consumer Purchase of Edible Oils

R	R Square	Adjusted R Square	Std. Error of the Estimate
.349[a]	.122	.090	1.049

a. Predictors: (Constant), Quality of the product, Price of the product, Label of the product, Attractiveness of the package

Coefficients[a]

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	3.701	1.714		2.160	.033
Price of the product	.241	.265	.081	.908	.366
Label of the product	-.223	.163	-.124	-1.369	.174
Attractiveness of the package	.410	.171	.218	2.398	.018
Quality of the product	-.547	.186	-.266	-2.945	.004

a. Dependent Variable: Age Range

As indicated in Table 4.10 above, there was a weak correlation between the variables, age and the consumer purchase of edible oil (r=0.349, p=0.033). R square is 0.122 which implies that only 12.2% of consumer decision to purchase edible oil is explained by age. With every increase in one unit of age, the importance of the price of the product increases by 0.241 units, the label of the product decrease by 0.223 units, the attractiveness of the package increase by 0.410 units and the quality of the product decrease by 0.547 units.

4.3.6 Regression of Income and the Consumer Purchase of Edible Oils

Table 4.11: Regression of Income and the Consumer Purchase of Edible Oils

R	R Square	Adjusted R Square	Std. Error of the Estimate
.249[a]	.062	.028	.435

a. Predictors: (Constant), Quality of the product, Price of the product, Label of the product, Attractiveness of the package

Coefficients[a]

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	2.054	.711		2.889	.005
Price of the product	-.279	.110	-.235	-2.538	.013
Label of the product	.041	.068	.056	.603	.548
Attractiveness of the package	.076	.071	.100	1.065	.289
Quality of the product	.005	.077	.007	.071	.944

a. Dependent Variable: Income

As indicated in Table 4.11 above, there was a weak correlation between the variables, income level and the consumer decision to purchase of edible oil (r=0.249, p=0.005). R

square is 0.062 which implies that only 6.2% of consumer purchase decision of edible oil is determined by income level. With every increase in one unit of income level, the importance of price of the product decreases by 0.279 units, label of product increase by 0.041 units, attractiveness of the package increase by 0.076 units and the quality of the product increase by 0.005units.

4.4 Effect of Labels on Consumer Choice of Edible Oils

Consumers were asked to identify whether labels affect their choice of edible oils. The findings are indicated in Table 4.12.

Table 4.12: Effect of Labels on Consumer Choice of Edible Oils

	Mean	Std. Deviation	Coefficient of Variation
Labels helps me make informed decision on the type of edible oil that am about to buy	4.81	5.052	1.0495
The physical labeling of edible oils are visually appealing	4.54	0.622	0.1370
Labels differentiate edible oils from another.	4.19	0.691	0.1651
Labels enable one to gain knowledge of the ingredients used to manufacture edible oils.	4.08	0.699	0.1711
Labels give information on the product's sizes.	3.97	0.620	0.1559
Labels give information on the product's storage.	3.97	0.577	0.1451
Labels are requirements for buying edible oils	3.93	0.581	0.1477
The facts about edible oils are well presented on the labels.	3.93	0.748	0.1902
Labels give information on the product's performance.	3.86	0.612	0.1584
Labels give information on the product's use.	3.86	0.653	0.1689
Labels carry information about the seller of edible oil.	3.03	1.134	0.3737
The standards of labeling are not followed in relation to the marketing of the products	2.91	1.227	0.4211
Labels provide confusing information on edible oils.	2.54	1.254	0.4930

The findings established that the labels helped them make informed decision on the type of edible oil that they were about to buy (mean=4.81, sd=5.052) with a relatively large

variation of data. This was followed by the physical labeling of edible oils that was visually appealing (mean=4.54, sd=0.622), labeling that differentiated edible oils from another (mean= 4.19, sd=0.691) and the labels enabled the consumers to gain knowledge of the ingredients used to manufacture edible oils (mean=4.08, sd=0.699) with a relatively small variation of data. The least factors were that the labels gave information on the product's use (mean= 3.86, sd=0.653), the labels carried the seller's information (mean=3.03, sd=1.134), the standards of labeling were not followed in relation to the marketing of the products (mean=2.91, sd=1.227) and the very least was that the labels provided confusing information on edible oils (mean=2.54, sd=1.254).

4.4.1 Correlation of Demographic Characteristics and Effect of Labels on Consumer Choice of Edible Oils

Table 4.13: Correlation of Demographic Characteristics and Effect of Labels on Consumer Choice of Edible Oils

		Appealing labels	Presentation of facts	Labels requirements	Differentiation	Information Seller	Product's performance.	Product's storage.	Product's sizes.	Standards of labeling not followed
Gender	Pearson Correlation	-.079	-.162	.068	-.242**	-.265**	-.192	-.156	.316**	.258**
	Sig. (2-tailed)	.393	.080	.462	.008	.004	.038	.091	.000	.005
Educational Level	Pearson Correlation	.290**	.197*	.038	.099	.079	.218*	-.098	.024	-.150
	Sig. (2-tailed)	.001	.033	.682	.284	.402	.018	.291	.795	.109
Status	Pearson Correlation	.075	.212*	.303**	.207*	-.070	.078	.265**	-.010	.005
	Sig. (2-tailed)	.430	.025	.001	.028	.465	.412	.005	.919	.961
Age Range	Pearson Correlation	.141	.458**	-.083	-.029	.131	.255**	-.124	.020	-.147
	Sig. (2-tailed)	.128	.000	.371	.751	.160	.005	.180	.828	.116
Income	Pearson Correlation	.016	.171	-.048	.048	-.135	.036	.087	-.076	-.032
	Sig. (2-tailed)	.860	.064	.603	.604	.148	.702	.347	.414	.730

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed

As indicated in Table 4.13 above, there was a significant correlation between gender and the variable, label differentiate edible oil (r=0.242, p>0.01). In addition, there was a significant correlation between gender and the variable, labels carry information about the manufacturer of edible oil (r=0.265, p>0.01), between gender and the variable, give information on the product's sizes (r=0.316, p>0.01), between gender and the standards of labeling not being followed in relation to marketing of products (r=0.258, p>0.01). Moreover, there was a significant relationship between educational Level and the variable, physical labeling are visually appealing (r=0.290, p>0.01), between marital status and the variable, labels are requirements for buying edible oils (r=0.303, p>0.01) and between age range and presentation of facts on the edible oil packaging (r=0.458, p>0.01).

4.4.2 Regression of Marital Status and Effect of Labels on Consumer Choice

Table 4.14: Regression of Marital Status and Effect of Labels on Consumer Choice

R	R Square	Adjusted R Square	Std. Error of the Estimate
.346[a]	.120	.095	.972

a. Predictors: (Constant), Labels differentiate edible oils from another., The facts about edible oils are well presented on the labels., The physical labeling of edible oils are visually appealing

Coefficients[a]

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	-1.928	1.254		-1.537	.127
The physical labeling of edible oils are visually appealing	.117	.189	.061	.619	.537
The facts about edible oils are well presented on the labels.	.371	.138	.262	2.691	.008
Labels differentiate edible oils from another.	.477	.158	.287	3.025	.003

a. Dependent Variable: Status

As indicated in Table 4.14 above, there was a weak correlation between the two variables, marital status and the effect of labels in the purchase of edible oil (r=0.346, p=0.120). R square is 0.120 which implies that only 12% the effect of labels in the purchase of edible oil is determined by marital status.

4.4.3 Regression of Age Range and Effect of Labels on Consumer Choice

Table 4.15: Regression of Age Range and Effect of Labels on Consumer Choice

R	R Square	Adjusted R Square	Std. Error of the Estimate
.463[a]	.215	.194	1.002

a. Predictors: (Constant), Labels differentiate edible oils from another., The facts about edible oils are well presented on the labels., The physical labeling of edible oils are visually appealing

Coefficients[a]

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	.931	.890		1.046	.298
The physical labeling of edible oils are visually appealing	-.144	.168	-.080	-.860	.391
The facts about edible oils are well presented on the labels.	.737	.139	.494	5.293	.000
Labels differentiate edible oils from another.	.009	.135	.006	.068	.946

a. Dependent Variable: Age Range

As indicated in Table 4.15 above, the findings indicate that there was a weak correlation between the variables, age of the individual and the effect of labels in the purchase of edible oil (r=0.463, p=0.298). R square is 0.215 which implies that only 21.5% of the purchase of edible oil is explained by age of the individual. With every increase in one

unit of age, the physical labeling of edible oils decrease by 0.144 units, facts about edible oils increase by 0.737 units and differentiation of labels increase by 0.009 units.

4.4.4 Regression of Income Level and Effect of Labels on Consumer Choice

Table 4.16: Regression of Income Level and Effect of Labels on Consumer Choice

R	R Square	Adjusted R Square	Std. Error of the Estimate
.195[a]	.038	.013	.436

a. Predictors: (Constant), Labels differentiate edible oils from another., The facts about edible oils are well presented on the labels., The physical labeling of edible oils are visually appealing

Coefficients[a]

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	.795	.387		2.053	.042
The physical labeling of edible oils are visually appealing	-.059	.073	-.084	-.811	.419
The facts about edible oils are well presented on the labels.	.124	.061	.212	2.055	.042
Labels differentiate edible oils from another.	.043	.059	.067	.727	.469

a. Dependent Variable: Income

As indicated in Table 4.16 above, there was a weak correlation between the variables, income level and the effect of labels in the purchase of edible oil ($r=0.195$, $p=0.042$). R square is 0.038 which implies that only 3.8% of the purchase of edible oil is explained by income level. With every increase in one unit of income level, the physical labeling of edible oils decreases by 0.059 units, facts about edible oils increases by 0.124 units and differentiation of labels increase by 0.043 units.

4.4.5 Regression of Education Level and Effect of Labels on Consumer Choice

Table 4.17: Regression of Education Level and Effect of Labels on Consumer Choice

R	R Square	Adjusted R Square	Std. Error of the Estimate
.311[a]	.097	.073	.921

a. Predictors: (Constant), Labels differentiate edible oils from another., The facts about edible oils are well presented on the labels., The physical labeling of edible oils are visually appealing

Coefficients[a]

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	-.093	.818		-.113	.910
The physical labeling of edible oils are visually appealing	.371	.154	.241	2.407	.018
The facts about edible oils are well presented on the labels.	.120	.128	.094	.938	.350
Labels differentiate edible oils from another.	.118	.124	.085	.951	.344

a. Dependent Variable: Educational Level

As indicated in Table 4.17 above, there was a weak correlation between the variables, education level and the effect of labels in the purchase of edible oil (r=0.311, p=0.910). R square is 0.097 which implies that only 9.7% of the purchase of edible oil is explained by education level. With every increase in one unit of education level, the physical labeling of edible oils increases by 0.371units, facts about edible oils increases by 0.120 units and differentiation of edible oils increases by 0.118 units.

4.5 Effect of Price on Consumer Choice of Edible Oils

Consumers were asked to identify whether price affect their choice of edible oils. The findings are indicated in Table 4.18.

Table 4.18: Effect of Price on Consumer Choice of Edible Oils

	Mean	Std. Deviation	Coefficient of Variation
Lowering the price may encourage people to buy edible oil as compared to when it is increased	4.86	0.353	0.0726
Edible oils offer very good value for money	4.27	6.693	1.5670
The price of edible oils is a major consideration in my purchase	4.27	0.534	0.1249
The high price of edible oils confirms the choices I make in buying the product	4.25	0.630	0.1480
The ingredients of edible oil is a major consideration than its price	4.05	0.714	0.1763
With a good income I am able to afford edible oils	4.02	0.915	0.2278
I am attracted by price reductions and promotional deals in buying edible oils	4.02	0.539	0.1341
Edible oils are expensive to buy	3.86	0.631	0.1634
I prefer shopping around for low priced edible oils	3.78	0.572	0.1513
Price does not matter due to my interest in shopping	3.43	1.033	0.3011
The price of edible oils is less important as when I sought for convenient stores with friendly and helpful employees	3.20	1.075	0.3355
Regularly I buy edible oils on credit	2.56	1.195	0.4669
I am more uninformed about the prices of edible oils	2.52	0.931	0.3700

The study revealed that majority of the respondents claimed that lowering the price may encourage people to buy edible oil as compared to when it is increased (mean=4.86, sd=0.353) with a relatively small variation of data. This was followed by edible oils offered very good value for money (mean=4.27, sd=6.693) and the price of edible oils was a major consideration in the purchase (mean=4.27, sd=0.534). The least effect of price on consumer choice of edible oil was that the price of edible oils was less important when they sought for convenient stores with friendly and helpful employees (mean=3.20, sd=1.075), buying of edible oils on credit (mean=2.56, sd=1.195) and lack of information about the prices of edible oils (mean=2.52, sd=0.931).

4.5.1 Correlation of Demographic Characteristics and the Effect of Price on Consumer Choice of Oil

Table 4.19: Correlation of Demography and the Effect of Price on Consumer Choice of Oil

		Price does not matter	The price is a major consideration	Importance of convenient stores	Price reductions and promotion	Good value for money	Income and affordability	Lack of information on prices
Gender	Pearson Correlation	-.039	-.297**	-.277**	-.110	-.253**	.033	.004
	Sig. (2-tailed)	.672	.001	.002	.237	.006	.722	.968
Educational Level	Pearson Correlation	.168	-.032	.254**	.015	.235*	.009	-.289**
	Sig. (2-tailed)	.068	.733	.005	.875	.010	.926	.002
Status	Pearson Correlation	-.146	-.278**	-.116	-.099	-.201*	.073	-.260**
	Sig. (2-tailed)	.125	.003	.222	.300	.034	.443	.006
Age Range	Pearson Correlation	.268**	-.198*	.213*	-.262**	.133	.055	.190*
	Sig. (2-tailed)	.003	.032	.020	.004	.151	.554	.040
Income	Pearson Correlation	.171	-.191*	-.175	-.159	-.076	.290**	.023
	Sig. (2-tailed)	.064	.038	.057	.086	.411	.001	.803

*. Correlation is significant at the 0.05 level (2-tailed).
**. Correlation is significant at the 0.01 level (2-tailed

As indicated in Table 4.19 above, there was a significant correlation between gender and price as a major consideration in the purchase of edible oil (r=-0.297, p>0.01). Also, there was a significant correlation between gender and the importance of convenient stores (r=-0.277, p>0.01) in the purchase of edible oil and between gender and the price providing good value for money (r=0.253, p>0.01). The educational level was strongly correlated with the lack of information on prices (r=0.289, p>0.01) in the purchase of edible oil.

There was a significant correlation between marital status and the price as a major consideration r=0.278, p>0.01) in the purchase of edible oil while the age range and unimportance of price was strongly correlated (r=-0.268, p>0.01).

4.5.2 Regression of Education Level and Price on Consumer Choice of Edible Oil

Table 4.20: Regression of Education Level and Price on Consumer Choice of Edible Oil

R	R Square	Adjusted R Square	Std. Error of the Estimate
.296[a]	.088	.064	.926

a. Predictors: (Constant), Edible oils offer very good value for money, Price does not matter due to my interest in shopping, Lowering the price may encourage people to buy edible oil as compared to when it is increased

Coefficients[a]

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	.267	1.309		.204	.839
Lowering the price may encourage people to buy edible oil as compared to when it is increased	.363	.267	.134	1.361	.176
Price does not matter due to my interest in shopping	.107	.085	.116	1.261	.210
Edible oils offer very good value for money	.038	.014	.269	2.711	.008

a. Dependent Variable: Educational Level

As indicated in Table 4.20 above, there was a weak correlation between the variables, education level and price in the purchase of edible oil (r=0.298, p=0.839). R square is 0.088 which implies that only 8.8% of the purchase of edible oil is explained by education level. With every increase in one unit of education level, lowering the price may encourage people to buy edible oil as compared to when it is increased by 0.363

units, price becoming unimportant matter increased by 0.107 units and edible oil offering a good value for money increased by 0.038 units.

4.5.3 Regression of Income Level and Effect of Price on Consumer Choice of Edible Oil

Table 4.21: Regression of Income Level and Effect of Price on Consumer Choice

R	R Square	Adjusted R Square	Std. Error of the Estimate
.201[a]	.040	.015	.435

a. Predictors: (Constant), Edible oils offer very good value for money, Price does not matter due to my interest in shopping, Lowering the price may encourage people to buy edible oil as compared to when it is increased

Coefficients

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	.832	.615		1.351	.179
Lowering the price may encourage people to buy edible oil as compared to when it is increased	.025	.125	.020	.200	.842
Price does not matter due to my interest in shopping	.078	.040	.185	1.963	.052
Edible oils offer very good value for money	-.006	.007	-.098	-.959	.340

a. Dependent Variable: Income

As indicated in Table 4.21 above, there was a weak correlation between the variables, income level and price in the purchase of edible oil ($r=0.201$, $p=0.179$). R square is 0.040 which implies that only 4% of the purchase of edible oil is explained by income. With every increase in one unit of income level, lowering the price may encourage people to buy edible oil as compared to when it is increased by 0.025 units, price becoming

unimportant matter increase by 0.078 units and edible oil offering a good value for money decrease by 0.006 units.

4.5.4 Regression of Age Range and Effect of Price on Consumer Choice

Table 4.22: Regression of Age Range and Effect of Price on Consumer Choice

R	R Square	Adjusted R Square	Std. Error of the Estimate
.285[a]	.081	.057	1.084

a. Predictors: (Constant), Edible oils offer very good value for money, Price does not matter due to my interest in shopping, Lowering the price may encourage people to buy edible oil as compared to when it is increased

Coefficients

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	1.669	1.532		1.090	.278
Lowering the price may encourage people to buy edible oil as compared to when it is increased	.112	.312	.035	.359	.720
Price does not matter due to my interest in shopping	.268	.099	.249	2.702	.008
Edible oils offer very good value for money	.018	.017	.108	1.082	.281

a. Dependent Variable: Age Range

As indicated in Table 4.22 above, the findings show that there is a weak correlation between the variables, age and the effect of price in the purchase of edible oil (r=0.285, p=0.278). R square is 0.081 which implies that only 8.1% of the purchase of edible oil is explained by the age of the individual. With every increase in one unit of age, lowering the price may encourage people to buy edible oil as compared to when it is increased by 0.112 units, price becoming unimportant matter increase by 0.268 units and edible oil offering a good value for money increase by 0.018 units.

4.5.5 Regression of Marital Status and Effect of Price on Consumer Choice

Table 4.23: Regression of Marital Status and Effect of Price on Consumer Choice

R	R Square	Adjusted R Square	Std. Error of the Estimate
.273[a]	.075	.049	.997

a. Predictors: (Constant), Edible oils offer very good value for money, Price does not matter due to my interest in shopping, Lowering the price may encourage people to buy edible oil as compared to when it is increased

Coefficients

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	4.921	1.513		3.252	.002
Lowering the price may encourage people to buy edible oil as compared to when it is increased	-.487	.310	-.163	-1.570	.119
Price does not matter due to my interest in shopping	-.085	.093	-.088	-.922	.359
Edible oils offer very good value for money	-.038	.016	-.255	-2.435	.017

a. Dependent Variable: Status

As indicated in Table 4.8 above, there is a weak correlation between the variables, marital and the effect of price in the purchase of edible oil (r=0.273, p=0.002). R square is 0.075 which implies that only 7.5% of the purchase of edible oil is explained by the marital status of the individual.

4.6 Effect of Individual Attitude on Consumer Choice of Edible Oils

Consumers were asked to identify whether individual attitude affect their choice of edible oils. The findings are indicated in Table 4.24.

4.6.1 Regression of Age Range and Individual Attitude on Choice of Edible Oil

Table 4.25: Regression of Age Range and Individual Attitude on Choice of Edible Oil

R	R Square	Adjusted R Square	Std. Error of the Estimate
.208[a]	.043	.018	1.095

a. Predictors: (Constant), I have limited knowledge of edible oils, Edible oils helps support the healthy immune system, I trust nutrition health claims than the

Coefficients

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	2.079	.648		3.211	.002
Edible oils helps support the healthy immune system	.019	.120	.015	.158	.875
I trust nutrition health claims than the facts	.272	.134	.198	2.032	.044
I have limited knowledge of edible oils	.026	.110	.022	.240	.811

a. Dependent Variable: Age Range

As indicated in Table 4.25 above, there is a weak correlation between the variables, age and individual attitude in the purchase of edible oil (r=0.208, p=0.002). R square is 0.043 which implies that only 4.3% of the purchase of edible oil is determined by the age of the individual. In addition, with every *increase in one unit of age of the individual, the* perception of edible oil supporting human immune system increases by 0.019 units, nutritional health claims increase by 0.272 units and limited knowledge of edible oils increase by 0.026 units.

4.6.2 Regression of Marital Status and Individual Attitude on Choice of Edible Oil

Table 4.26: Regression of Marital Status and Individual Attitude on Choice

R	R Square	Adjusted R Square	Std. Error of the Estimate
.193[a]	.037	.011	1.018

a. Predictors: (Constant), I have limited knowledge of edible oils, Edible oils helps support the healthy immune system, I trust nutrition health claims than the facts

Coefficients

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	2.234	.612		3.648	.000
Edible oils helps support the healthy immune system	-.194	.113	-.171	-1.708	.090
I trust nutrition health claims than the facts	.215	.131	.165	1.642	.104
I have limited knowledge of edible oils	-.037	.103	-.034	-.356	.723

a. Dependent Variable: Status

As indicated in Table 4.26 above, there was a significant correlation between the two variables, marital status and individual attitude in the purchase of edible oil (r=0.198, p=0.000). R square is 0.037 which implies that only 3.7% of individual attitude in the purchase of edible oil is determined by the marital status of the individual.

4.6.4 Regression of Income Level and Individual Attitude on Choice of Edible Oil

Table 4.27: Regression of Income Level and Individual Attitude on Choice

R	R Square	Adjusted R Square	Std. Error of the Estimate
.124[a]	.015	-.010	.441

a. Predictors: (Constant), I have limited knowledge of edible oils, Edible oils helps support the healthy immune system, I trust nutrition health claims than the facts

Coefficients

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	1.429	.261		5.480	.000
Edible oils helps support the healthy immune system	-.008	.048	-.016	-.163	.871
I trust nutrition health claims than the facts	-.065	.054	-.119	-1.202	.232
I have limited knowledge of edible oils	.010	.044	.021	.224	.823

a. Dependent Variable: Income

As indicated in Table 4.27 above, there is a significant correlation between the variables, income level and individual attitude in the purchase of edible oil (r=0.124, p=0.000). R square is 0.015 which implies that only 1.5% of the purchase of edible oil is determined by the income level of the individual. In addition, with every increase in one unit of income level of the individual, the perception of edible oil supporting human immune system decreases by 0.008 units, nutritional health claims decrease by 0.065 units and limited knowledge of edible oils increase by 0.010 units.

4.6.5 Regression of Education Level and Individual Attitude on Choice of Edible Oil

Table 4.28: Regression of Education Level and Individual Attitude on Choice

R	R Square	Adjusted R Square	Std. Error of the Estimate
.183[a]	.034	.008	.934

a. Predictors: (Constant), I have limited knowledge of edible oils, Edible oils helps support the healthy immune system, I trust nutrition health claims than the facts

Coefficients[a]

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	1.821	.552		3.298	.001
Edible oils helps support the healthy immune system	.185	.103	.176	1.803	.074
I trust nutrition health claims than the facts	-.072	.114	-.062	-.630	.530
I have limited knowledge of edible oils	.070	.094	.069	.746	.457

a. Dependent Variable: Educational Level

As indicated in Table 4.28 above, there is a weak correlation between the variables, education level and individual attitude in the purchase of edible oil ($r=0.183$, $p=0.001$). R square is 0.034 which implies that only 3.4% of individual attitude in the purchase of edible oil is determined by the education level of the individual. In addition, with every increase in one unit of education level of the individual, the perception of edible oil supporting human immune system decreases by 0.185 units, nutritional health claims decrease by 0.072 units and limited knowledge of edible oils increase by 0.070 units.

CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

In this section, the researcher provides a discussion on the findings of the research as compared to the literature review, the summary of the study and recommendations for further improvement on identifying the measures to be taken to attract wide interest in the context of the factors influencing the consumers' choice of edible oils in the academic field. The research is concluded on the basis of the conclusions drawn from the research questions.

5.2 Summary of Research Findings

The findings established that the price of edible oils was a significant factor in its consumption with a relatively small variation of data. This was followed by the quality of the edible oil and the ease of pouring it when using it for cooking. The least driver for the consumption of edible oil was on the label of the product and re-usage of the container after the edible oil is finished with a relatively high variation of data.

The findings established that the labels helped them make informed decision on the type of edible oil that they were about to buy with a relatively large variation of data. The findings are in contrast to Bell and Rolls (2001) argument that labeling does not supply sufficient information to a buyer. For this case, the labels provided the product necessarily needed or desired by a consumer in making a purchase decision. The finding confirms Darby and Karni (2003) arguments that the daily choices of the consumers are dependent on labels and brand names.

The least factors were that the labels gave information on the product's use and the labels did not satisfy the seller's information. Satisfaction with the labeling requirement

was low. According to the regulations, processed products should be labeled with a statement that explains what the product is made of or the processed product is made from what (Bloch *et al.*, 2006).

The study revealed that majority of the respondents claimed that lowering the price may encourage people to buy edible oil as compared to when it is increased with a relatively small variation of data. Lowering the price may encourage people to buy edible oil as compared to when it is increased. In addition, the choice of healthier edible oil is dependent on the price because the healthier it is the more expensive for the customer to afford (Zhong and Ding, 2004). Hence, price, budget and value are used to eliminate or confirm edible oil choices.

Buying of edible oils on credit and lack of information about the prices of edible oils were the least factors. Not all households respond to price reductions and deals similarly. Available evidence suggests that households with ample resources (a strong financial base rather than a high income) are more likely to take advantage of deals than are other households (Wirthgen et al., 1999). Thus, stores oriented toward financially established consumers can anticipate a strong response to price reductions and other promotional deals (Bell and Rolls, 2001). Similarly, products subject to stockpiling by consumers (non-perishables) exhibit more price elasticity than do perishable products (Zhong and Ding, 2004).

The findings indicated that edible oils helped support a person's health immune system as mentioned by majority of the respondents. In addition, there was a strong correlation between gender and edible oil reducing heart disease among female respondents. Risk and benefit perceptions towards a product are found to be conditioned to what is known

as "individual values" such as environmentalism, conservationism, materialism, equity (Bell and Rolls, 2001).

The least factors was on the consumers having limited knowledge of edible oils .In markets where consumers have limited knowledge of edible oil, one would expect to find information searchers whilst in those with very negative (positive) information conveyed one might find pessimistic (optimistic) attitudes (Zhong et al., 2006). In a way, values can be argued to predetermine knowledge as a filter of information by means of elements such as trust and confidence. Therefore the level of trust of consumers on the different sources of information must also be considered in the purchase decision.

5.3Conclusion

The findings established that the price of edible oils was a significant factor in its consumption with a relatively small variation of data. This was followed by the quality of the edible oil and the ease of pouring it when using it for cooking. The least driver for the consumption of edible oil was on the label of the product and re-usage of the container after the edible oil was finished with a relatively high variation of data.

The findings established that the labels helped them make informed decision on the type of edible oil that they were about to buy with a relatively large variation of data. This was followed by the physical labeling of edible oils that was visually appealing, labeling that differentiated edible oils from another and the labels enabled the consumers to gain knowledge of the ingredients used to manufacture edible oils with a relatively small variation of data. The least factors were that the labels gave information on the product's use, the labels carried the seller's information, the standards of labeling were not followed

relation to the marketing of the products and the very least was that the labels provided onfusing information on edible oils.

he study revealed that majority of the respondents claimed that lowering the price may ncourage people to buy edible oil as compared to when it is increased with a relatively nall variation of data. This was followed by edible oils offered very good value for oney and the price of edible oils was a major consideration in the purchase. The least ffect of price on consumer choice of edible oil was that the price of edible oils was less nportant when they sought for convenient stores with friendly and helpful employees, uying of edible oils on credit and lack of information about the prices of edible oils.

he findings indicated that edible oils helped support a person's health immune system as entioned by majority of the respondents. This was followed by edible oils were linked ith reduced risk for heart disease, the availability of edible oils in different flavours fluenced its consumption and oil brands stimulated the consumer interest in its urchase. The least individual factors in the consumption of edible oils was that the onsumers trusted the nutrition facts more than the health claims, fewer trusted nutrition ealth claims than the facts, edible oils leading to poor health in the society and the least ctors was on the consumers having limited knowledge of edible oils.

4 Recommendations

he study makes the following recommendations based on the findings and conclusions:

4.1 Recommendations with Policy Implications

he price of edible oils should continuously be considered in the purchase of the product. igh standards and quality of the edible oil are essential. The oil should be manufactured such a way that it is easy to use when cooking meals. Labels are an important driver in

the consumption of the cooking oil. The labels should be printed in attractive packages as well as provide product information on the ingredients used, product size, texture, storage and use.

Labels should enable consumers make informed decision on the type of edible oil that they are about to purchase and use. The physical labeling of edible oils should be visually appealing to differentiate the edible oils in terms of the product attributes. Also, the labels should enable the consumers gain knowledge of the ingredients used to manufacture edible oils. The information given on the product's use and labels should meet the standards in relation to marketing the products to consumers.

Lowering the price may encourage people to buy edible oil as compared to when it is increased. The product should offer very good value for money because the prices of edible oils are a major consideration in its purchase. While, edible oils manufacturers need to develop edible oils products that that will have nutrition and health benefits as the majority of consumers linked consumption of edible oils with healthy immune system and reduced risk of developing heart diseases. The health and nutritional benefits need to be communicated to consumers in order for them to make more informed choices to match their tastes and preferences.

5.4.2 Recommendation for Further Studies

The study focused on the factors influencing consumers' choice of edible oils in Buruburu area. It is therefore recommended that a similar study is conducted in another region such as Mombasa to confirm the similarities or compare the differences with the findings of this study.

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APPENDICES

APPENDIX A: INTRODUCTORY LETTER

To Whom It May Concern

Dear Sir/Madam,

I am a graduate student at the University of Nairobi pursuing a Masters in Business Administration .I have designed a questionnaire to gather information on the Factors Influencing Consumers' Choice of Edible Oils in Buruburu Area, Nairobi Kenya.

Please note that any information you give will be treated extremely confidential and at no instance will it be used for any other purpose other than for this project. Your assistance will be highly appreciated. I look forward to your prompt response.

Yours Faithfully,

Chepkwony Kipkorir Sammy

(Researcher)

APPENDIX B: QUESTIONNAIRE

SECTION A: BIODATA OF THE RESPONDENTS

1. Gender:-

   Male ☐ Female ☐

2. Education Level:

   Secondary school ☐ Undergraduate level ☐

   College level ☐ Graduate level ☐

3. Status:-

   Single ☐ Divorced ☐ Married ☐

4. What is your age range?

   Below 18yrs ☐
   18-24 yrs ☐
   25-34 yrs ☐
   35-50 yrs ☐
   Above 50 yrs ☐

   If below 18 years, close the interview and thank the respondents.

5. What is your average monthly income?

   Ksh. 0 – 50,000 ☐ Ksh 50,001 – 100,000 ☐

   Ksh100,001 – 150,000 ☐ Ksh 150,001 and above ☐

6. Do you consume edible Oils?

   Yes ☐ No ☐

SECTION A: FACTORS THAT DRIVE CONSUMER PURCHASE OF EDIBLE OILS

In deciding which edible oils products to purchase which factors do you normally consider?

	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
1. Price of the product	1	2	3	4	5
2. Quality of the product	1	2	3	4	5
3. Usage to cook various types of foods	1	2	3	4	5
4. Label of the product	1	2	3	4	5
5. Ease of pouring it when using for cooking	1	2	3	4	5
6. Re-usage of the container after the edible oil is finished	1	2	3	4	5
7. Attractiveness of the package	1	2	3	4	5

8. What other factors not mentioned above influence your purchase decisions?

.....

SECTION B: EFFECT OF LABELS ON CONSUMER CHOICE OF EDIBLE OILS

Kindly circle (O) which best describes your opinion using a scale of 1 to 5 where 1= strongly disagree and 5 = strongly agree.

	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
1. The physical labeling of edible oils are visually appealing	1	2	3	4	5
2. Labels helps me make informed decision on the type of edible oil that am about to buy	1	2	3	4	5
3. The facts about edible oils are well presented on the labels.	1	2	3	4	5
4. Labels enable one to gain knowledge of the ingredients used to manufacture edible oils.	1	2	3	4	5
5. Labels are requirements for buying edible oils.	1	2	3	4	5
6. Labels differentiate edible oils from another.	1	2	3	4	5
7. Labels carry information about the seller of edible oil.	1	2	3	4	5
8. Labels give information on the product's use.	1	2	3	4	5
9. Labels give information on the product's performance.	1	2	3	4	5
10. Labels give information on the product's storage.	1	2	3	4	5
11. Labels give information on the product's sizes.	1	2	3	4	5
12. Labels provide confusing information on edible oils.	1	2	3	4	5
13. The standards of labeling are not followed in relation to the marketing of the products	1	2	3	4	5

14. What other factors not mentioned above influenced you to consume edible oils?

.....

SECTION C: EFFECT OF PRICE ON CONSUMER CHOICE OF EDIBLE OILS

Kindly circle (O) which best describes your opinion using a scale of 1 to 5 where 1= strongly disagree and 5 = strongly agree.

	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
1. Lowering the price may encourage people to buy edible oil as compared to when it is increased	1	2	3	4	5
2. The high price of edible oils confirms the choices I make in buying the product	1	2	3	4	5
3. Price does not matter due to my interest in shopping	1	2	3	4	5
4. The price of edible oils is a major consideration in my purchase	1	2	3	4	5
5. The ingredients of edible oil is a major consideration than its price					
6. The price of edible oils is less important as when I sought for convenient stores with friendly and helpful employees	1	2	3	4	5
7. I prefer shopping around for low priced edible oils	1	2	3	4	5
8. I am attracted by price reductions and promotional deals in buying edible oils	1	2	3	4	5
9. Edible oils are expensive to buy	1	2	3	4	5
10. Edible oils offer very good value for money	1	2	3	4	5
11. With a good income I am able to afford edible oils	1	2	3	4	5
12. Regularly I buy edible oils on credit					
13. I am more uninformed about the prices of edible oils	1	2	3	4	5

14. What other factors not mentioned above influenced you to consume edible oils

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SECTION D: EFFECT OF INDIVIDUAL ATTITUDE ON CONSUMER CHOICE OF EDIBLE OILS

Kindly circle (O) which best describes your opinion using a scale of 1 to 5 where 1= strongly disagree and 5 = strongly agree.

	Strongly Disagree	Disagree	Neither agree nor	Agree	Strongly Agree
1. Edible oils helps support the healthy immune system	1	2	3	4	5
2. Edible oils has been linked with a reduced risk for heart disease	1	2	3	4	5
3. Edible oils leads to poor health in the society	1	2	3	4	5
4. I trust nutrition facts more than health claims	1	2	3	4	5
5. I trust nutrition health claims than the facts	1	2	3	4	5
6. I prefer edible oils that match my tastes rather than just the price	1	2	3	4	5
7. I consume what is consumed by people around me	1	2	3	4	5
8. The oil brands stimulate my interest in buying	1	2	3	4	5
9. I have limited knowledge of edible oils	1	2	3	4	5
10. I am confident of the ingredients of edible oils	1	2	3	4	5
11. The availability of edible oils in different flavours influence my consumption	1	2	3	4	5
12. Labeling of edible oils ingredients influence my consumption	1	2	3	4	5
13. Nutritional information of edible oils strongly influence my purchase decision	1	2	3	4	5

14. What other factors not mentioned above influenced you to consume edible oils?

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Thank you for your Response!!