

**CONSUMER BEHAVIOR AND MARKETING MIX FACTORS IN THE  
PURCHASE OF FAST MOVING GOODS IN LARGE SUPERMARKETS IN  
NAIROBI COUNTY**

**BY**

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## **DECLARATION**

I, hereby declare that it is my own work originally done by myself and has not been presented to any institution or university other than the University of Nairobi for examination.

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## **ABBREVIATIONS AND ACRONYMS**

**FMCG** – Fast Moving Consumer Goods

**C2C**–Customer to Customer

**BIN** – Buy-it-now

## **ABSTRACT**

The objective of this study was to investigate consumer buying behavior and marketing mix factors effect on purchase of FMCG in large supermarkets in Nairobi Kenya. The study was anchored on the marketing mix theory. The study adopted descriptive research design in its methodology. The study used questionnaires in data collection from its respondents who were customers who visited large scale supermarkets on a particular day and purchased maize flour. The study used primary data. A total of 100 respondents were targeted from the large supermarkets but only 71 responded giving out a response rate of 71%. Descriptive statistics was used in data analysis. Social factors, cultural factors, Psychological factor and personal factors as per the findings had influence on the choice of FMCG in large scale supermarkets in Nairobi. From the results, customers in Nairobi seldom use FMCG factors affecting consumer buying behavior. Marketing mix factors like price, product, place and promotion have a moderate effect on the choice of goods in large scale supermarkets in Nairobi. The study however was only based in large supermarkets in Nairobi and hence there is need for further studies to be carried out on other supermarkets in other locations rather than Nairobi. The study recommends that more studies need to be done on other products rather than FMCG. There is need for the supermarkets and the government in general to have an understanding of the key factors that affect consumer buying behavior when purchasing FMCG in supermarkets to ensure that they meet all consumer requirements at all times. Key words: supermarkets, consumer buying behavior, marketing mix.



## **CHAPTER ONE: INTRODUCTION**

### **1.1 Background of the Study**

Over the years the needs and demands of consumers in various markets have become very dynamic based on the fact that the surrounding environments are also changing. Consumers have been faced by a fast and evolving market environment caused by new entrant brands in the market from both the local and global markets (Boztepe, 2012). Based on this fact, consumers are faced with an indifference challenge in the selection of a brand category due to the fact that they are exposed to multiple brands. The proliferation of brands in the market and the heightened levels of competition mean that brand marketers now more than ever need to understand the drivers of consumer behavior if they are to be relevant in the market. Focus on the needs of customers by any firm facilitates competitiveness in the market (Kotler and Keller, 2006; Schiffman and Kanuk, 2009). All firms need to understand their customers by a thorough analysis of the various dynamics that surround the customers and the factors that influence the preferences and tastes of the customers together with their purchasing behaviors of various products. In order to well understand the markets targeted of their products the firms need to understand the various consumer behaviors shown by the customers and ways that they can satisfy their needs (Baker, 2005).

These theories will guide the research: theory of buying behavior together with the resource based theory. Under the theory of buying behavior, ways that consumers arrive at a decision to either purchase a product or not based on their behavior that is drawn from their attitudes towards a certain brand (Howard and Sheth, 1969). This study will also be guided by the resource based view where firms tend to overly on the external environment for resources and materials. To avoid the over dependencies,

firms tend to adopt marketing mix strategies to counter this. It ascertains that in any environment and situation, a consumer is usually a problem solver faced by a number of stimuli to deal with which determines their decisions on whether to buy or not.

The retail sector is very key in our economy based on the fact that the various supermarkets are key in employment provision to over one thousand employees countrywide. They are great contributors to the GDP of the country from the returns got from the sale of products.

### **1.1.1 Concept of Consumer Buying Behavior.**

According to Schiffman and Kanuk (2014), consumer buying behavior is the process consumers go through when selecting and purchasing products or service depending on the available resources they have so as to satisfy their needs. Consumer buying behavior is very complex and dynamic and hence it is not easy to define it and due to that, various researchers define it differently (Blackwell et al 2006). Activities that result from situations whereby a consumer purchases and uses the product result from emotional, mental need and behavioral responses is what it is termed as (Mukherjee, 2012). According to Kumar (2017), behavior of the final consumer who purchases the product for either indirect or direct consumption is what is termed as consumer behavior.

According to Kotler & Armstrong (2015) one type of consumer behavior is the complex buying behavior that asserts that the consumer usually undergoes through three steps when purchasing products which include: consumer develops belief about the product after that develops attitude resulting into making thoughtful choice. Here the consumer has knowledge on the various products in the market and based on that is highly involved in the decision making and hence is actively involved in the purchase decision. Dissonance-reducing buying behavior whereby there is high

involvement by the consumers in the purchasing decisions but however they observe little difference among brands. Here the consumer gets involved in the gathering of information after the purchase of a product and then validate the purchase decision made (Kotler& Armstrong 2015).

Whenever consumers exhibit regular purchase of products over time which leads to low involvement and little or no differences among the various brands is what is termed as the habitual buying behavior (Tawlar, 2013). Under this type of behavior, there is low involvement by the consumers who purchase these product category and hence the marketers put in efforts in ensuring that they differentiate their brands to facilitate high consumer involvement in them. Besides, variety seeking behavior is one whereby the consumer makes low involvement but sees variety of brands differences. There is a high tendency of shift in purchasing decision based on the fact that the consumers usually want to sample the different varieties (Kotler & Armstrong, 2015).

### **1.1.2 Consumer Buying Behavior**

Factors that exist in the external environment of a marketing organization of which the firms have little or no control of are the key factors that affect consumer behaviors and hence it is very crucial and key for various firms to understand these factors and know how to deal with them. The major four factors that affect consumer behavior are: psychological, social, cultural and personal (Kotler & Armstrong, 2015).

The various personal characteristics which are determinants of ways that a person behaves are what is termed as psychological factors .They affect ways that people think and come up with attitudes towards various products and services (Lantos GP, 2012). They include: motivation, perception, belief, attitude, lifestyle among others.

The various factors that originate from the societies where the customers come from are what are termed as the socio-cultural factors. Our attitudes towards various products are influenced by culture. Culture can be in the form of beliefs and norms (Kotler, 2012). Over the years, various businesses have put into importance the inclusion of various cultures and beliefs into place in their businesses to cater for the needs of the diverse population and targeted markets. The sub-cultures of individuals are also very key in the ways that consumers behave (Kotler et al, 2005).

The socio-economic status of an individual is a major factor in the determination of the type of products that consumers buy in an organization. This status is predetermined by the level of income, the profession and the level of education. The prestigious people are those that are willing to spend much money on any product due to their high levels of income, high levels of education among other aspects which triggers them to get high quality products with very distinct features (Kotler, 2005).

### **1.1.3 Marketing Mix**

Marketing entails a collection of various activities. A firm has to first of all decide which market it wants to be served after which the specific segment of a market to be served is decided upon. When this is set the marketing manager then has to set the right prices to be charged for the right products in the market which has to be distributed using the correct method of distribution. To attain improved performance in the market, there is need for a combination of the correct and matching marketing mix that will facilitate attainment of the firm's goals. A mix of product, price, distribution and promotional efforts is known as Marketing Mix. According to Philip Kotler (2006), it entails a collection of various variables that facilitate the firm's ability to meet its aims in the market. 4 'P's [product, price, place (distribution) and promotion. For any firm to be competitive it has to ensure that the four p's of

marketing are met adequately by ensuring that the firm attains customer satisfaction by meeting the 4p's which is done with the specific demands of the customers put in mind by the specific firms based on what resources they have at a particular time.

Kotler and Keller (2006) define marketing mix as those activities that aim to create, communicate and deliver value for consumers. Based on their research they concluded that Marketing mix is being adopted in all sectors of the economy to enhance performance all over the world. Aremu and Bamiduro (2012) in their research established that the difference in terms of success of a firm is highly attributed to by the firm's ability to implement it's marketing mix. In this regard, marketing is seen as a boundary function in organizations and needs to be opportunity-driven and flexible in order to properly address the ever-changing business dynamics.

#### **1.1.4 Fast Moving Consumer Goods**

Fast moving consumer goods are those products that are not durable and are usually consumed over a short period of time due to frequent replacements done over short intervals. These types of products are usually very lowly priced and are frequently purchased in the firms by consumers. In addition to that they usually have very little or no entry barriers at the borders (Brassington & Petitt, 2000).

Fast moving product go bad on very short period of time due to their nature and the manner in which they are made or the high demand for them by the consumers in the markets. Very perishable products like vegetables and fruits get bad very fast as compared to alcohol, detergents which have a longer shelf life and still are part of the FMCG (Vibhuti et al. 2014).Fast moving consumer goods can be categorized into pharmaceuticals, consumer purchased goods and consumer electronics. In large scale

supermarkets in Nairobi County, these products include: toothpastes, vegetables, detergents, baked products like cakes, bread, toiletries among others.

### **1.1.5 The Retail Industry in Kenya**

Over the years the retail industry has grown tremendously with streaming in of new supermarkets year in year out. The retail industry in Kenya is made up of various supermarkets both large and small in size. The retail industry in recent times has faced many challenges where large supermarkets are on their knees leading to a situation where suppliers have pulled out resulting in closure of branches. Besides their counterparts, Uchumi has also faced mismanagement of funds which resulted to a closure of almost all their branches. However, despite all this there is still hope in the retail industry in Kenya based on the fact that there have been many upcoming supermarkets like Carrefour, Choppies among others who are doing very well. In addition, the existing supermarkets like Naivas and Tuskys have expanded their facilities and opened more branches (Muchere, 2017).

### **1.1.6 Large Supermarkets in Nairobi County**

Grocery stores which contain departments that sell non-food items and are self-service with 3500-5000 square feet trading space are what we call supermarkets (Chengappa, 2014). It can also be defined as a large scale retail that operates on self-service basis under several departments (Kariuki, 2015). The growth in the concept of supermarkets evolved in the year 1990 which was a period of liberalization in the various towns and cities of Kenya which were majorly owned by Asians. Initially, large supermarkets were mostly found in the cities and towns but recently they have expanded to suburbs and estates around towns (Muchere, 2017).

## **1.2 Research Problem**

The marketing's 4p's (product, price, promotion and place) are key in the attainment of the firm's goals, (Lovelock, 2011). For a firm to attain the best of its goals and objectives, there is need for adoption of the various marketing mix. Through adoption of a good marketing mix, there is attainment of the firm's goals and aims through provision of the right product, at the right price, in the right place which enhances customer satisfaction. Implementation and use IT the implementation of the 4 p's of marketing or product development helps in the facilitation of a firm's ability to match products to customer need.

Consumer buying behavior is made of various activities which are related to purchasing, use and disposal of products, that emotional behavior of the consumer result into response. Usually it is very easy for the firms to satisfy the needs of the consumers by looking at the resources they have based on the fact that they understand the buying habits of consumers (Goswami, 2013). Consumer behavior towards any type of product is triggered by cultural, socio-economic, psychological and personal factors (Bonini, 2012). Firms face challenges in being able to meet varying demands of customers who are affected by the dynamics in the external environment.

The supermarket industry in Kenya over the years has facilitated the firm's ability to sell their goods and services in an adequate way. This industry has improved the manner in which it has the distribution system which has facilitated the penetration of products country wide hence equal access to products at affordable prices which has enabled the low income earners to get the products at affordable price as per the quantity. Supermarkets through creation of jobs have facilitated growth of the economy and have transformed the market industry (Neven & Readorn,

2005). However supermarkets face mismanagement of funds and inability to pay suppliers timely. This affects their supplies in the supermarkets hence posing a challenge to the firm in meeting the ever rising and varying customer needs.

Globally, Haluk (2007) carried out a study on the Consumer behavior and preferences in children's clothing in Turkey. The study established that buying decisions made by children in Turkey are made by their parents most at times on purchase of clothes which is also determined by age and gender. The study however suffered from a limitation whereby it was solely focused on Turkey and the results cannot be generalized in the East African community. Baker (2011) studied on what the predetermining factors affect the manner that consumer's behave in their quest to purchase wine in the Turkish wine market. The findings ascertained that cultural, demographic, consumer attitudes and consumer habits has influenced the consumption of wine in Turkey. However, the study had a limitation in that it was narrowly focused in Turkey and the findings cannot be adopted in the Kenyan sector. (Boxu, 2013) researched on factors affecting consumer behaviors in online buy-it-now auctions. The findings indicated perceived risk, buyer's risk attitude is a predetermining factor in the manner that buyers depict their purchase behavior and usage of risk relief service. The study however was solely focused on online purchases and failed to look at supermarkets.

Locally, Mulama (2012) studied factors influencing demand of consumer products among supermarket shoppers in Kimilili Municipal Council - Bungoma County Kenya. The study established that consumers are greatly influenced by four variables in their purchases. That is product certification, brand equity, consumer preference and product price. Karanja (2015) studied, factors influencing the choice of maize flour brands by consumers in Nairobi, Kenya. The findings of the study ascertained



that various factors such as price, perceived quality, the level of income, and the social cultural aspects influence the choice of maize flour brands by consumers in Nairobi. However, the study had a limitation based on the fact that it was solely focused on the factors that affect the choice of maize flour brands in Nairobi. A study by Owour (2016) on marketing strategies and performance of media houses in Kenya. The aim of the study was to ascertain the various marketing strategies adopted by media houses and its impact on performance. The study findings indicated that to a large extent all marketing strategies had been adopted by media houses and they have positive impact on performance. Olinjo (2017) studied on consumer buying behavior and adoption of green products in large supermarkets in Nairobi city Kenya. The findings indicated that there exists appositve relationship between the social-cultural factor, Psychological factor, marketing mix variables and types of consumer buyer decision behavior have positive and adoption of green products.

From the above studies it is evident that there exists a knowledge gap based on the fact that no study has been done on the factors that affect consumer buying behavior on the choice of FMCG in large scale supermarkets in Nairobi County. This study seeks to answer the following research question: What consumer behavior and marketing mix factors are considered in the purchase of fast moving goods in large scale supermarkets in Nairobi County

### **1.3 Objective of the study**

The objective of the study was to establish the consumer buying behavior factors and marketing mix factors in the choice of fast moving goods in large scale supermarkets in Nairobi County.

#### **1.4 Value of the study**

The study will be of benefit to various stakeholders like the marketing companies, agencies scholars among others. The study will form a basis of future references to the scholars, students among others on the concept of consumer buying behaviors. In addition, the knowledge from this study will be used in the building relevant theories in the area of consumer buying behavior.

The findings of this study will also be of benefit to the marketing firms in their urge of understanding their customers and the factors that affect their buying behaviors of FMCG. Besides supermarkets will be able to gain knowledge on the factors that affect consumer buying behaviors and how they can improve their services. The policy makers will also find this study beneficial to them based on the fact that they will come up with policies in the supermarkets on the consumer buying behavior and marketing strategies that have an impact on the choice that consumers make on the purchases of FMCG.

## **CHAPTER TWO: LITERATURE REVIEW**

### **2.1 Introduction**

Theoretical foundation of the study, types of consumer buying behavior, factors influencing consumer behavior, and empirical review are various issues covered under this chapter.

### **2.2 Theoretical Foundation of the study.**

Theory of buying behavior and black box model are the various theories to be discussed which are related to the topic of study.

#### **2.2.1 The Theory of Buyer Behavior**

In 1963, Howard came up with this theory which is also termed as the consumer model, (Kardes et al, 2011). It uses input variable (stimuli), hypothetical constructs, exogenous and output variables area in explaining what the theory entails. The input variable is from the external environment from which various consumers are subjected and communicated to. It comes from a number of sources such as quality, price and distinctiveness. The manner in which customers learn about various variables is what is referred to as hypothetical variables. The attitude from a service, the level of satisfaction of a customer is what makes up the output variable perceptual bias, stimulus ambiguity, and overt search is what makes up the output variables. And this has a great impact on the choices made by customers on various goods and services (Munyoki, 2013).

The ability to explain the various behaviors shown by consumers when purchasing FMCG in supermarkets in Nairobi County and the various ways that stimulus is communicated through mass media to create awareness of various FMCG. This

theory will assist customers in understanding the various products and making decisions on which products to purchase

### **2.2.2 Marketing Mix Model (MMM)**

It was developed by Borden & Culliton (1965).The marketing mix concept is the backbone of this model. It formed a basis that brought about product, price, distribution and promotion differentiation strategies that later on came to be the 4p's. This model helps a business attain its best operating levels in the market by making its operations continuous so that it remains in operation and relevant. By so doing the adoption of this model facilitates the firm's ability to achieve a steady production in the firm. This model helps in the integration of the brand's research output, the activities carried out in marketing activities and this helps in converting sales in to revenue. It helps in quantifying the marketing efforts on both short and long-term which helps in getting a higher level of accountability through investments and actions (Borden,1965).

### **2.2.3 The Role of Consumer Behaviour and Marketing Mix**

Consumer behavior is a complex and dynamic issue which is influenced by many factors. These factors include psychological, cultural-social, personal, and marketing mix Cultural factors include the subculture, social class, and the buyer culture.

Culture is artifacts and symbols created by a society and passed down from generation to generation which acts as regulators of human behavior. There are smaller sub groups within a culture called subculture that have direct effect on consumer buying behavior (Kotler, 2011).Culture has a great influence on consumer buying behavior both individually and as group in their ethnic origin (Kacea and Lee, 2000).In addition culture affects consumer buying behavior based on the fact that it differs

from region to region and from country to country and hence the various marketers need to design their products to fit specific markets. Every society has its own culture and they are different from each other, marketer should be very careful when analyzing culture of different regions, groups and countries (Kotler & Armstrong, 2015).

Social factors are factors related to reference groups, family, role and status. They have influence on the purchasing behavior of consumers. A reference group can influence it either directly or indirectly by persuading the group members to purchase the product depending on the person's attitude (Brown, 2006). They act as reference points whenever consumers need to purchase specific goods. Family members including children and wife play big role by determining what the family consumes. Children specifically have a big influence on what parents consume to a great percentage. Roles and status also affects the consumption behaviors and patterns of consumers in an organization. They affect the circles, groups that the consumer relates to and what he or she can consume or not, (Brown, 2006).

Psychological factors comprise of motivation, beliefs, attitudes and learning. Every individual consumer has different motive that drives him towards making decision to purchase a particular product. A need becomes a motive when it is more pressing and the consumer needs satisfaction from it. Consumers have different perception towards a product or services in which they develop it from surrounding of the environment they are in (Brown 2006). Perception of brands and firms have great impact on the purchasing behavior of the consumer and it takes time to change the perception from negative to positive (Kanuk 2009). Belief and attitude is possessed by consumers from the learning process. Personal factors such as economic situation, personality, lifestyle and occupation influence the purchasing behavior of the consumer.

Personal factors are various factors that are related to the age, nature, age of an individual among other factors that determine the ways that an individual behaves in a given situation. They are fundamental factors that influence the ways that consumers behave at a particular period of time and their decisions on whether to buy or not purchase a particular product (Zinkhan, 2002). Lifestyle is one of the factors under the personal factors that determine the ways in which a consumer interacts with his or her environment. Personality can explain the ways in which an individual behaves and in turn influences the ways that a consumer behaves in the purchasing process (Tsao and Chang, 2010).

Product according to Nakhchian, Boorani and Gorji (2012) is the first P in the marketing mix and is the subject of the rest of the P's in the attempt to get revenues. Gabriel (2005) found that product includes the design of the product to meet the needs of the target market, product development and planning in anticipation of the dynamic and ever-changing nature of customer needs; product and brand positioning in the case of marketing of services and innovation. Kotler and Keller (2006) defined the ingredients of product as being product variety, quality, design, features, brand name, packaging, sizes, services, warranties and returns. According to Akroush (2011) service product is the level to which a service organization comes up with a service offer that helps meet the needs and requirements of the market (Kotler, 2006). Product is also applicable in the service industry which can be in the form of the various services offered by the service firms etc.

Price as defined by Gabriel (2005) entails the amount charged for a product or service. It is usually complex to fix what price to charge for specific goods and services. The price of a product is affected by demand for a product, cost involved, consumer's ability to pay, prices charged by competitors among others. It affects the

levels of demand in a firm and the overall profitability of a firm. Price critical in ensuring that the accounting costs are met, customers find value in the service and products at the price offered and the company remains profitable in business (Kotler, 2006). According to Kotler and Keller (2006), discounts, allowances among others form the basis of pricing. Yasanallah and Vahid (2012) found that in determining the appropriate price of a financial service, the manager needs to appreciate affordability of the target market, in a way that also makes a fair return on the business to sustain and grow it.

Place as one of the four P's of marketing is also referred to as distribution is responsible for the task of transferring the product from manufacturer to the customer Nakhchian, Boorani, and Gorgi (2012). It ensures that the firms' products are available at the right place and at the right time effectively, that would be most convenient for potential customers to access. The distribution element includes ensuring that the correct stock keeping units (SKU's) are held at the location where the product is found. The African Development Bank (AFDB) in Ondiege (2010) indicates that the single biggest hindrance to the uptake of formal financial services in Africa has been lack of access to the services that is compounded by poor infrastructure especially in rural areas. Place helps meet the place aspect of a product by ensuring it is readily available when needed by the customers. There is need for a close working and coordination between various stakeholders in the distribution chain to facilitate the place aspect being a success (Kotler, 2006).

Kotler and Keller (2006), asserts that promotion is composed of activities of sales promotion, advertising, sales force, public reactions and direct marketing efforts that are geared towards ensuring that there is increase in sales for various products in the firm. It helps persuade and influence the choices that consumers make for various

products in a firm. Gabriel (2005) indicates that by managing the promotion element properly, the organization is able to effectively communicate the value of its products and attract trial and repeat purchase. Promotional efforts must be stimulating and motivating enough to attract attention to the product. Davidson and McCarty (2009) suggest that as a starting point to increasing financial inclusion, in the customer journey moving from awareness to regular use of mobile financial services requires different marketing interventions at each interval.

## **2.5 Empirical Literature Review**

Several studies have been carried out both internationally and locally that are related to the topic of study: Globally, (Haluk, 2007) carried out a study on the Consumer behavior and preferences regarding children's clothing in Turkey. The study was aimed at ascertaining what the various factors that affect consumer preferences and behavior in the children's clothing market in Turkey were. Data was collected by use of questionnaires which were issued to parents. The study established that buying decision on purchase of clothes for children less than six years .Most of this decisions were made depending on factors like price, quality among others of the clothing.

According to a study carried out by Baker (2011) on what issues make consumers behave in a certain manner while purchasing goods and services in the Turkish wine market. The objective of the study was to analyze what influences wine consumption in Turkey. The study adopted descriptive statistics whereby data was collected by use of questionnaires that were issued to a sample size of 431 wine consumers. The findings ascertained that cultural, demographic, consumer attitudes and consumer habits has influenced the consumption of wine in Turkey.



Boxu (2013) researched on what issues make consumers behave in a certain mannerism during online buy-it-now auctions. The objective being to find out ways that consumers' purchase and adoption of risk relief service is perceived from the perceived risk in BIN auctions in the online C2C market. The research used a model that was based on the relevant theory. Questionnaires were used in data collection. The findings indicated perceived risk, buyer's risk attitude is a predetermining factor in the manner that buyer's depict their purchase behavior and usage of risk relief service. The study however was solely focused on online purchases and failed to look at supermarkets.

Locally, Mulama (2012) studied what issues make consumers behave in a certain mannerin Kimilili Municipal Council - Bungoma county Kenya. Data was collected by use of questionnaires from the target population which was 2,733 consumers (supermarket shoppers). The study population was made up of 118 respondents. The study established that prices charged for products, what the consumer's preferences are all affect the choice of goods.

A study by Karanja (2015) studied, factors influencing the choice of maize flour brands by consumers in Nairobi, Kenya. Study aim was to ascertain the factors which influence the choice of maize flour brands by consumers in Nairobi, Kenya. Descriptive research method was adopted as the research methodology. Questionnaires were used in data collection from the target population of 80 consumers of maize flour brands in Nairobi. The findings of the study ascertained that various factors such as price, perceived quality, the level of income, and the social cultural aspects influence the choice of maize flour brands by consumers in Nairobi.

In a study carried out by Wawira (2016) on the marketing strategies adopted by hotels in Nairobi and their influence on performance established that to a large extent large hotels were able to attain improved performance due to their ability to adopt marketing mix strategies. The study adopted descriptive statics in its methodology where data was collected by use of questionnaires.

Owour (2016) studied on marketing strategies and performance of media houses in Kenya. The aim of the study was to ascertain the various marketing strategies adopted by media houses and its impact on performance. The study findings indicated that to a large extent all marketing strategies had been adopted by media houses and they have positive impact on performance.

In a study carried out by Olinjo, (2017) on consumer buying behavior and adoption of green products in large supermarkets in Nairobi city Kenya, descriptive cross sectional survey design where data was collected by use of questionnaires which were issued to consumers 6 large supermarkets on that particular day where 181 respondents were the target population was used. From the study results there exists a correlation between various factors investigated and consumer buying behaviors.

## **CHAPTER THREE: RESEARCH METHODOLOGY**

### **3.1 Introduction**

This section contained the methodology of the study which has: research design, population of the study, sample design, data collection and data analysis method that was used for the purpose of this study.

### **3.2 Research Design**

Descriptive cross sectional survey design was adopted in this study. By adopting this research design, the researcher was able to identify the relationship between factors affecting consumer buying behaviors and consumer buying behaviors of FMCGs (Kothari 2014).

### **3.3 Population of the Study**

All customers that researcher's base their study on is what is termed as a population (Ablum, 2012). The population of the study was all customers of large supermarkets in Nairobi. Due to the large population of customers who visit supermarkets in Nairobi, this makes it a challenge to collect data from all customers who purchase FMCG daily in large supermarkets in Kenya.

### **3. 4 Sample Size and Sampling Design**

In order to arrive at the sample size, a purposive sampling technique was made use of based on the large population. Judgmental sampling was used in selection of the specific respondents that were to be used. According to Saunders, (2012), this study used purposive sampling whereby a sample size of 100 respondents who were

selected as per the researchers' own judgment. 100 respondents are a substantial number since they gave adequate findings that can be used to generalize the study.

### **3.5 Data Collection Methods**

Questionnaires were used in data collection from the respondents who were customers in the supermarkets. The questionnaires had three parts: Section A was made up of background information, while Section B had factors affecting consumer behavior on the choice of FMCGs in large scale supermarkets in Nairobi. Section C had information on the marketing strategies adopted in the choice of FMCG in large supermarkets in Nairobi.

### **3.6 Data Analysis**

Data that was collected from the respondents' was edited for consistency and coded for data analysis. Descriptive statistics like mean, standard deviation, frequencies were used in data analysis to ascertain consumer buying behavior and marketing mix factors that affect choice of fast moving consumer goods in large scale supermarkets in Nairobi.

## **CHAPTER FOUR: DATA ANALYSIS, FINDINGS AND DISCUSSION OF FINDINGS**

### **4.1 Introduction**

This chapter presents the analysis of the data collected and discusses the research findings on establishing consumer behavior and marketing mix factors used in the choice of fast moving goods in large scale supermarkets in Nairobi County. All completed questionnaires were edited for accuracy, consistency and completeness.

#### **4.1.1 Response Rate**

The response rate of 71% was achieved as 100 out of 71 questionnaires were completed and returned. According to Mugenda and Mugenda (2003) where the response rate is 50% it is considered adequate, 60% is good and above 70% is considered as excellent. Hence the response rate of 71% was deemed adequate for the study.

### **4.2 Demographic information of the respondents.**

The research sought to identify demographic characteristics of the respondents which included their gender, age, education, religion, income and marital status. The findings and interpretation is represented in the following subsections.

#### **4.2.1 Gender of Respondents**

Based on the gender: The results are as shown in Table 4.1

**Table 4.2.1 Gender of Respondents**

Gender	Frequency	Percent
Female	44	62.0
Male	27	38.0
Total	71	100.0

Source: Primary Data

The findings revealed that most respondents were female by 62% followed by male who were 38% as illustrated on table 4.2.1. This infers that female like shopping for FMCG as compared to male. This study is consistent to Shweta et al. (2014), who found out that more females shop in retail outlet compared to male.

#### **4.2 Education Level of Respondents**

Based on the education level of the study sample: The results are as shown in Table 4.2.2.

**Table 4.2.2 Education Level of Respondents**

Education Level	Frequency	Percent
Secondary	10	14
Diploma	15	21
Degree	39	54
Masters	8	11
PhD	0	0
Total	71	100.0

Source: Primary Data

The findings revealed that 54% of the of the respondents were degree holders, followed 21% diploma holders, Masters holders 11%, PHD holders 0% and secondary level 14% respectively. This was an indication that most of those who shopped for FMCG were degree holders and generally the education level did not affect the purchase of FMCG but was based on the demand for them. This study is consistent with the findings of Di-Pietro, Partlow, and Cao (2013), who found out that the more one is educated the more informed and knowledgeable about the study. Hence they were in good position to give information on the study.

#### 4.2.3 Age of Respondents

Based on respondents' age: The results are as shown in Table 4.3

**Table 4.2.3 Age of Respondents**

Age	Frequency	Percent
20-30	23	32
31- 40	24	33
41-50	20	28
older than 61	4	7
Total	71	100.0

Source: Primary Data

Majority of the respondents were found to be between 20 to 30 years with 32% followed by 31 and 40 years with 33% and 41 to 50 years with 28%. The respondents over 61 year's respondents were 7%.This implied that the study covered wide spectrum of the respondents with difference perception on purchase of FMCG.

#### 4.2.4 Marital status of the Respondents

Based on the respondent's marital status: The results are as shown in Table 4.2.4

**Table 4.2.4 Marital Status**

Marital status	Frequency	Percent
Unmarried	20	28
Married	39	55
Living with partner	12	17
Total	71	100.0

Source: Primary Data

The results identified that 55% of respondents were married while 28% were unmarried and 17% were living with a partner. This was an indication that most of the FMCG consumers in supermarkets in Nairobi are to a large extent married couples.

#### 4.2.5 Monthly income of Respondents

Based on their monthly gross income, the results are as shown in Table 4.2.5



**Table 4.2.5 Monthly incomes of Respondents**

Monthly Gross income	Frequency	Percent
0 to 40,000	18	25
40,001 to 80,000	10	14
80,001 to 120,000	20	19.2
120,001 to 160,000	5	3.3
160,001 to 200,000	6	4.0
] 200,001 to 240,000	6	4.0
240,000 and above	6	4.0
Total	71	100.0

Source: Primary Data

The findings show that there was equal distribution of the income earned by the respondents. This finding is in line to Hartono, A. (2008), who found out that the level of income is positively related to the level of consumption of the respondents;an indication that the respondents tend to consume more of the FMCG products as per their levels of income.

#### **4.2.6 Religion of Respondents**

Based on religion of the respondents, results are as shown in Table 4.2.6:

**Table 4.2.6 Religion of Respondents**

Monthly Gross income	Frequency	Percent
Christianity	30	42
Muslim	20	28
Hinduism	18	25
No religion	3	5
Total	71	100.0

Source: Primary Data

The findings indicated that Christians were majority with 64.2% while 28% were Muslims. Hindus were 25% while those with no religion were 5.0%. This indicates that all religion participated in this study and their contributions were useful in achieving the objectives of the study.

#### **4.4 Factors Influencing Consumer Behavior in the Purchase of Fast Moving Consumer Goods**

This section was based on the factors influencing consumer behavior and purchase of FMCG. To determine the influence of social –cultural factor on purchasing FMCG, respondents were given different statements and they were asked to indicate the level of extent they agree with the statement. Their responses were presented in table 4.7

**Table 4.2.7 Descriptive statistics on the influence of Social- Cultural on purchase of FMCG**

<b>Social- Cultural factor</b>	<b>Mean</b>	<b>Standard deviation</b>
The friends I have influence the type of goods that I buy frequently and recommendations from my social	3.93	.851
My stand in society affects my choice of goods I buy frequently	3.89	1.115
My culture and belief affects my choice of goods I buy frequently	3.73	.940
The different social groups I am in affects my choice of goods I buy	3.37	.722
<b>Average</b>	<b>3.73</b>	<b>0.907</b>

Source: Primary Data

According to the findings, One's stand in the society affects purchase of FMCG to a moderate extent: 3.89, one's friends influence purchase of FMCG: 3.93, culture indicated a mean of 3.73 and social groups a mean value of 3.37. These findings imply that social cultural factor influence purchase of FMCG as indicated by a mean value of 3.73. Family members, social group, belief, environment exposure and norms have great impact on purchase of FMCG.

#### **4.4.2 Descriptive statistics on the influence of Personal factor on FMCG**

To determine the influence of personal factor on purchase of FMCG, respondents were given different statements and they were to indicate the level of extent they agree with the statement. Their responses are presented in Table 4.8.

**Table 4.2.8 Descriptive statistics on the influence of Personal factors on purchase of FMCG.**

<b>Personal factor</b>	<b>Mean</b>	<b>Standard deviation</b>
My purchasing power at that time determines my choice of FMCG goods	3.82	.780
The size of my family affects my choice for FMCG goods	3.68	.692
Change of lifestyle makes me to adopt purchase of FMCG goods	3.66	.631
My occupation affects my choice of FMCG goods	3.49	.557
<b>Average</b>	<b>3.644</b>	<b>0.665</b>

Source: Primary Data

From Table 4.8 respondents agreed to the fact that the type of occupation affects their purchase of FMCG to a moderate extent as indicated by a mean value of 3.49, age a mean of 3.66, ones's purchasing power a mean of 3.82, size of one's family indicated mean of that change of 3.68 and change of lifestyle indicated a mean value of 3.66. These findings indicated that to a moderate extent, personal factors affect the purchase of FMCG in large supermarkets in Nairobi as indicated by an average mean value of 3.66. Personal factor is an important element in influencing consumer behavior. Suppliers and firms should be able to understand the level of income and economic situation of customers when FMCG in terms of pricing.

#### 4.4.3 Descriptive statistics on the influence of Psychological factor on purchase of FMCG

To determine the influence of psychological factor on purchase of FMCG, respondents were given different statements and they were asked to indicate the level of extent they agree with the statement. Their responses were presented in Table 4.9:

#### 4.2.9 Descriptive statistics on the influence of Psychological factor on purchase of FMCG

Psychological factors	Mean	Standard deviation
How I perceive myself and how others perceive me affects my choice of FMCG	3.69	.748
My needs at the time affects my choice of FMCG	3.61	.707
My attitude about the goods at the time affects my choice of FMCG	3.59	.838
The strong beliefs I have affect my choice of FMCG	3.55	.529
<b>Average</b>	<b>3.50</b>	<b>0.706</b>

Source: Primary Data

From Table 4.4.3, How I perceive myself and how others perceive me affects my choice of FMCG (Mean= 3.69). The study revealed that respondent agreed with the statement that the strong beliefs I have affect my choice of FMCG. (Mean=3.55), My attitude about the goods at the time affects my choice of FMCG (Mean=3.69) and My

needs at the time affects my choice of FMCG (Mean =3.61).These shows that psychological factors influence purchase of FMCG to a great extent with aggregate mean of 3.7.This study is in agreement with Shweta et al. (2014) who argued that individual attitude towards purchase of products is influenced by Price, social influence.

#### **4.4 Marketing Mix Factors on the Choice of Fast Moving Consumer Goods**

Marketing factors were evaluated on their effect on consumer buying behavior in large scale supermarkets in Nairobi. As shown below:

##### **4.4.1 Price Factors on the Purchase of Fast Moving Consumer Goods**

This section was based on the marketing mix factors influencing purchase of FMCG. To determine the influence of price on purchasing FMCG, respondents were given different statements and they were asked to indicate the level of extent they agree with the statement. Their responses were presented in table below:

**Table 4.5 Descriptive statistics on the influence of Price on purchase of FMCG**

<b>Price</b>	<b>Mean</b>	<b>Standard deviation</b>
Discounts offered by the firm determines the choice of goods by consumers	3.92	.982
I don't mind high prices for a certain line of choice of goods in the firm	3.70	.818
The repayment terms offered by your supermarket for various products affects the choice of fast moving goods	3.52	.673
The prices charges for various goods affects the choice of goods by consumers	3.39	.686
<b>Average</b>	<b>3.73</b>	<b>0.79</b>

According to the findings, discounts offered by the firm determines the choice of goods by consumers affects purchase of FMCG to a moderate extent:3.92, the prices charges for various goods affects the choice of goods by consumers recommendations from my social groups affects purchase of FMCG to a moderate extent:3.93, the repayment terms offered by your supermarket for various products affects the choice of fast moving goods 3.52 and I don't mind high prices for a certain line of choice of goods in the firm indicated a mean value of 3.70. These findings imply that price as a marketing mix factor, influence purchase of FMCG as indicated by a mean value of 3.70. The prices charged for various products have great impact on purchase of FMCG.

#### **4.4.2 Product Factors on the Purchase of Fast Moving Consumer Goods**

This section was based on the marketing mix factors influencing purchase of FMCG. To determine the influence of product on purchasing FMCG, respondents were given different statements and they were asked to indicate the level of extent they agree with the statement. Their responses were presented in table that follows:

**Table 4.6 Descriptive statistics on the influence Product on purchase of FMCG**

<b>Product</b>	<b>Mean</b>	<b>Standard deviation</b>
The value of a product affects my choice of FMCG	3.93	.851
The brand type of a product affects one choice of a product	3.75	.806
The quality of a product affects my choice of a product	3.73	.940
The design of products affects choice of goods you consume	3.35	.588
<b>Average</b>	<b>3.65</b>	<b>0.796</b>

Source: Primary Data

According to the findings, the design of products affects choice of goods you consume determines the choice of goods by consumers affects purchase of FMCG to a moderate extent: 3.35; the brand type of a product affects one choice of a product affects purchase of FMCG to a moderate extent: 3.75; the value of a product affects my choice of FMCG 3.93 and the quality of a product affects my choice of a product 3.70. These findings imply that product as a marketing mix factor, influence purchase of FMCG as indicated by a mean value of 3.64. The manner in which products are designed, their quality affects the choice of FMCG and has great impact on purchase of FMCG.

#### **4.4.3 Promotion Factors on the Purchase of Fast Moving Consumer Goods**

This section was based on the marketing mix factors influencing purchase of FMCG. To determine the influence of promotion on purchasing FMCG, respondents were



given different statements and they were asked to indicate the level of extent they agree with the statement. Their responses were presented in table below:

**Table 4.7 Descriptive statistics on the influence Promotion on purchase of FMCG**

Promotion	Mean	Standard deviation
The amount of advertising carried out on various products affects my choice of goods in supermarkets	4.20	.600
Use of direct selling by firms affects my choice of goods in supermarkets	3.68	.824
Promotions for various products at that time determines my choice of goods in supermarkets	3.61	.707
Amount of free samples and gifts associated with certain products affects my choice of goods in supermarkets	3.54	.693
<b>Average</b>	<b>3.81</b>	<b>0.706</b>

Source: Primary Data

According to the findings, the Promotions for various products at that time determines my choice of goods in supermarkets affects purchase of FMCG to a moderate extent:3.61, The amount of advertising carried out on various products affects purchase of FMCG to a large extent as indicated by a mean value of 4.20. Amount of free samples and gifts associated with certain products affects my choice of goods in supermarkets affects my choice of FMCG 3.54 and Use of direct selling by firms affects my choice of goods in supermarkets 3.68. These findings imply that promotion as a marketing mix factor, influence purchase of FMCG as indicated by a mean value of 3.64. The level and quantity of advertisements affects the choice of FMCG and has great impact on purchase of FMCG in large supermarkets in Nairobi.

#### 4.4.4 Distribution Factors on the Purchase of Fast Moving Consumer Goods

This section was based on the marketing mix factors influencing purchase of FMCG. To determine the influence of promotion on purchasing FMCG, respondents were given different statements and they were asked to indicate the level of extent they agree with the statement. Their responses were presented in table 4.4.1

**Table 4.8 Descriptive statistics on the influence Distribution on purchase of FMCG**

<b>Distribution</b>	<b>Mean</b>	<b>Standard deviation</b>
The transportation type used and the location of goods affects my choice of goods	3.69	.748
The availability of stock at any time affects the choice of goods a purchase in large scale supermarkets in Nairobi	3.59	.838
The distribution channels used by a firm affects my choice of goods	3.55	.529
The availability of goods when I want them affects my choice of goods	3.37	.722
<b>Average</b>	<b>3.55</b>	<b>0.709</b>

Source: Primary Data

According to the findings, the availability of goods when I want them affects my choice of goods affects purchase of FMCG to a moderate extent:3.37; the transportation type used and the location of goods affects my choice of goods affects purchase of FMCG to a moderate extent: 3.69. The distribution channels used by a firm affects my choice of goods affects my choice of FMCG 3.55 and the availability of stock at any time affects the choice of goods a purchase in large scale supermarkets

in Nairobi affects my choice of goods in supermarkets 3.68. These findings imply that distribution as a marketing mix factor, influence purchase of FMCG as indicated by a mean value of 3.55. The type of transportation and a firm's ability to deliver goods as per the customer orders in the right place affects the choice of FMCG and has great impact on purchase of FMCG in large supermarkets in Nairobi.

#### **4.5 Choice of Fast Moving Consumer Goods**

##### **4.4.4 Promotion Factors on the Purchase of Fast Moving Consumer Goods**

This section was based on the marketing mix factors influencing purchase of FMCG. To determine the influence of marketing mix and consumer buying behavior in the choice of FMCG, respondents were given different statements and they were asked to indicate the level of extent they agree with the statement .Their responses were presented in table below:

**Table 4.9 Descriptive statistics on the influence Choice on purchase of FMCG**

<b>Choice of FMCG</b>	<b>Mean</b>	<b>Standard deviation</b>
Socio-cultural factors affects choice of FMCG	4.20	.600
Distribution type affects choice of FMCG	3.87	.675
Choice of FMCG is affected by price	3.76	.557
The personal factors affects choice of FMCG	3.68	.824
Promotion levels affect choice of FMCG	3.66	.631
Choice of FMCG is affected by psychological factors	3.54	.693
<b>Average</b>	<b>3.57</b>	<b>0.663</b>

Source: Primary Data

According to the findings, socio-cultural factors affect choice of FMCG to a moderate extent, (4.20), psychological factors (3.54), personal factors, (3.68), price (3.76). promotion (3.66), distribution (3.87) an indication that the choice of FMCG in large scale supermarkets in Nairobi is affected by consumer buying behavior and marketing mix as indicated by a mean value greater than 3.0 .

#### **4.7 Discussion of Findings**

In general, the study was to investigate consumer buying behaviour factors and marketing mix factors in the choice of FMCG in major supermarkets in Nairobi County. Based on marketing mix (4ps), they had effect on various choices of FMCG. Besides, Social- Cultural factors, personal factors and Psychological factors were found to influence consumer purchase of FMCG in supermarkets in Nairobi County. Hence from the result the amount of FMCG bought by customers is highly attributed to the factors affecting consumer buying behavior Prices, benefits to be accrued from the purchase, the level of competition all affect the choice of FMCG in large scale supermarkets in Nairobi.

## **CHAPTER FIVE: SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS**

### **5.1 Introduction**

It entails the summary of the study findings, conclusion and recommendations.

### **5.2 Summary**

The study findings of the study indicated to a moderate extent, social-cultural factors influence the selection of FMCG was found to be moderate. This was manifested through a mean value of 3.0 and above. The extent to personal factor influence selection of FMCG was also found to be moderate. This was evident through occupation of the consumers, current economic situation necessitating purchase of FMCG in large scale supermarkets in Nairobi. Purchase of FMCG to meet basic need and change of lifestyle makes consumers to adopt purchase of specific FMCG in large scale supermarkets in Nairobi influencing purchase of FMCG to a moderate extent. The extent of psychological factor influence selection of FMCG was found to be at great extent. This was manifested through Learning about FMCG from the social media, recommendations from my social groups and been more positive about selection of specific FMCG.

Similarly, the extent of marketing mix (4ps) influence selection of and purchase of FMCG was found to be at great extent. Price charged for various goods, promotion used for various products, the type of distribution used and the design of goods is to a moderate extent affected choice of FMCG in large scale supermarkets in Nairobi.

### **5.3 Conclusion**

To a moderate extent the various factors looked at in this study affect the choice of FMCG: socio-cultural factors, personal factors and psychological factors. Based on marketing mix, price, place, promotion and product had a moderate impact on the

choice of FMCG in large scale supermarkets in Nairobi. Social class too had an effect on the choice of FMCG.

There was a positive moderate relationship between personal factors of consumers and the buying of FMCG in major supermarkets in Nairobi County. The better the pay the higher the purchase of FMCG. Psychological factors too had a great impact on the purchase of FMCG in supermarkets in Nairobi. The study also concluded that marketing mix (4pc) affected purchase of FMCG in Nairobi County and satellite towns.

#### **5.4 Recommendation of the study**

The results indicated that the various factors in question in the study had a moderate impact on the choice of FMCG in supermarkets. There is need for further research on the various other factors that affect the choice of FMCG in supermarkets in Nairobi. The management of various supermarkets in line with their marketing teams need to research much more on the various factors that effect of purchase of FMCG. There is need for more awareness of purchase of FMCG in supermarkets which can be facilitated by the retailers. The frequency of FMCG is caused by the prices charged for the FMCG.

#### **5.5 Limitations of the study**

The study faced a challenge of not getting attention of some customers to fill out the questionnaires based on the fact that they had busy schedules. Fear of the fact that by filling the questionnaires it would jeopardise the credibility of the supermarket was also a major challenge faced by the study. Secondly, the study was done within the city of Nairobi making the results not to be applicable across the country where most of the large supermarkets are found. Finally, due to time the sample size was

100 respondents only in which it resulted into biases on which a small sample size was represented.

### **5.6 Recommendations for Further Research**

Similar study should be extended to other supermarkets in the country and particularly in the rural set up for comparative purpose as the consumer behavior differs depending on social class and level of income. The unique challenges facing consumer purchase of FMCG should also be examined. Further studies need to be done on the factors affecting consumer buying behavior when purchasing goods that are different other than FMCG. The study needs to be done in other parts of the country rather than supermarkets in Nairobi.

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## **APPENDIX I: QUESTIONNAIRE**

This questionnaire is for a research that aims to role of consumer buying behavior and marketing strategies in the choice of Fast moving consumer goods (FMCG). This questionnaire has two sections and will take one less than 10 minutes to complete. Information provided for this research will be used solely for the purpose of this research and all respondents will remain anonymous. There is no right or wrong answers. It is your candid opinion that is of interest

### **SECTION A: BACKGROUND INFORMATION**

Please tick against the most appropriate answer

**1. Tick your gender?**

Male [  ]      Female [  ]

**2. Indicate your highest level of Education.**

Secondary [  ] Diploma [  ] Degree [  ] Masters [  ] PhD [  ]

**3. Please indicate your age bracket?**

Less than 20 [  ] 20-30 [  ] 31- 40 [  ] 41-50 [  ] 51-60 [  ] older than 61 [  ]

**4. Indicate your marital status**

Unmarried [  ] Married [  ] Living with partner [  ] Separated [  ] Divorced [  ]

**5. Tick your monthly gross income range (In Ksh)**

0 to 40,000 [  ] 40,001 to 80,000 [  ] 80,001 to 120,000 [  ] 120,001 to 160,000 [  ]  
160,001 to 200,000 [  ] 200,001 to 240,000 [  ] 240,000 and above [  ]

6. Tick your religion.

Christianity [ ] Islam [ ] Hinduism [ ] No religion [ ] others [ ]

**SECTION B: CONSUMER BUYING BEHAVIOR**

To what extent do the following factors influence selection of goods you buy frequently? Tick as appropriate using the following Likert scale of 1-5 where: 1= No Extent; 2= Little Extent; 3= Moderate Extent; 4= Great Extent; 5=Very Great Extent.

<b>Social- Cultural factors</b>		<b>Respondents</b>				
1	My standing in society affects my choice of goods I buy					
2	The friends I have influence the type of goods that I buy					
3	My culture and belief affects my choice of goods I buy					
4	The different social groups I am in affects my choice of goods					
<b>Personal factors</b>		<b>Respondents</b>				
1.	My occupation has an effect on my choice of goods					
2.	My Age has an effect on my choice of goods I buy frequently					
3.	My purchasing power at that time determines my choice of					
4.	The size of my family affects my choice for goods					
<b>Psychological factors</b>		<b>Respondents</b>				
1	How I perceive myself and how others perceive me affects my choice of goods I purchase frequently					
2	The strong beliefs I have affect my choice of goods I purchase frequently					
3	My attitude about the goods at the time affects my choice of goods I frequently purchase					
4	My needs at the time affects my choice of goods I purchase frequently					

## SECTION C: MARKETING MIX

To what extent do the following marketing mix influence selection of goods you buy frequently? Tick as appropriate using the following Likert scale of 1-5 where: 1= No Extent; 2= Little Extent; 3= Moderate Extent; 4= Great Extent; 5=Very Great Extent.

<b>Price</b>	<b>Respondents</b>			
Discounts offered by the firm determines the choice of goods by consumers				
The prices charges for various goods affects the choice of goods by consumers				
The repayment terms offered by your supermarket for various products affects the choice of fast moving goods				
I don't mind high prices for a certain line of choice of goods in the firm				
<b>Product</b>				
The design of products affects choice of goods you consume				
The brand type of a product affects one choice of a product				
The value of a product affects my choice of goods				
The quality of a product affects my choice of a product				
The packaging of a product affects my choice of a product				
<b>Promotional strategies</b>				
Promotions for various products at that time determines my choice of goods in supermarkets				
The amount of advertising carried out on various products affects my choice of goods in supermarkets				
Amount of free samples and gifts associated with certain products affects my choice of goods in supermarkets				
Use of direct selling by firms affects my choice of goods in supermarkets				
Use of exhibitions and fairs by firms affects my choice of goods in supermarkets				



Distribution strategies	Respondents				
The availability of goods when I want them affects my choice of goods					
The transportation type used and the location of goods affects my choice of goods					
The distribution channels used by a firm affects my choice of goods					
The availability of stock at any time affects the choice of goods a purchase in large scale supermarkets in Nairobi					

### SECTION C: CHOICE OF FAST MOVING CONSUMER GOODS

To what extent does the choice of goods of goods you buy frequently get affected by consumer buying behavior and marketing mix? Tick as appropriate using the following Likert scale of 1-5 where: 1= No Extent; 2= Little Extent; 3= Moderate Extent; 4= Great Extent; 5=Very Great Extent.

Socio-cultural factors affects choice of goods bought frequently					
choice of goods bought frequently is affected by psychological factors					
The personal factors affects choice of goods bought frequently					
choice of goods bought frequently is affected by price					
Promotion levels affect choice of goods bought frequently					
Distribution type affects choice of goods bought frequently					

**Thank you for taking your time to fill this questionnaire**

## **Appendix II: List of Large Supermarkets in Nairobi, Kenya**

1. Uchumi supermarket
2. Food plus (formerly Chandarana) supermarket
3. Tuskys supermarket
4. Choppies supermarket
5. Naivas Supermarket
6. Nakumatt Supermarket
7. Carrefour supermarket

**Source: Nairobi Supermarket Directory (2017)**