BRAND IMAGE AND SHOPPER BUYING BEHAVIOUR IN LARGE SUPERMARKETS IN NAIROBI COUNTY

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DECLARATION

This research project is my original work and has not been submitted for examination in any other university.

Signature…………………………….. Date………………………

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This research project has been submitted for examination with my approval as University supervisor.

Signature …………………………….. Date ……………………….

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DEDICATION

I dedicate this project to my family for unfailing encouragement and love. To my dear husband and best friend Ronald, and to my loving son Ethan.

ACKNOWLEDGEMENT

ABSTRACT

The supermarket sector in Kenya plays an important role as an employer as well as playing an important role in transmission of manufactured goods, both locally produced and imported, to the final consumer. Supermarket factors that influence consumer buying behaviour will be important in increasing the supermarket sales. The objective of the study was to determine the influence of brand image on consumer buying behaviour of supermarkets in Kenya. The independent variables were brand attitude, brand attribute and perceived benefits, while the consumer buying behaviour was taken as the dependent variable. The brand attitude was manifested through the respondents' perception of the brand quality of products being satisfactory and hence enhancing brand attitude and capacity of the supermarket to provide product appearance and packaging that meet consumers' needs. The ability of the supermarket to offer quality products, social status associated with the supermarket was found to influence the consumer shopping behaviour. The findings indicate that the comfort associated with shopping in a particular supermarket is considered an important feature in choosing where to shop and the luxury of shopping that a supermarket facility offer. Results indicated that there is positive relationship between the brand images on consumers' buying behaviour as brand attitude, brand attribute and perceive benefits. The model summary of the predictor variables and the buyer shopping indicate that there exist a strong positive correlation between the variables (r = 0.906) while the coefficient of determination measure (R^2 = 0.821). This implies that 82.1% of the supermarket shopper buying is influenced by the brand image of the firm. The F-value of 112.997 indicates that the model predictor variables collecting are a good measure of predicting buyer shopping behaviour. From the coefficients, the brand attitude (*B*=0.760) registered the highest measure implying that the brand attitude had the greatest influence on the shopper buying behaviour. Likewise the perceived benefits (B=0.123) had the minimum influenced on shopper buying behavior. The study concluded that brand attribute and perceive benefits significantly impact on consumers' buying behaviour of supermarket product brands rather than brand attitude. The study recommended that the supermarket managers should sensitize its employees on the important of developing a positive supermarket brand through service delivery of quality products with long shelf life and develop a state of safe buying environment for consumers. The study recommended that a longitudinal study be undertaken to establish how brand image influence consumer buying behaviour over a period of time.

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

ABBREVIATIONS AND ACRONYMS

CB   -   Consumer Behaviour

CBD -   Central Business District

IIT   -   Information integration theory

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Successful businesses need to appreciate how different factors that affect consumer buying behaviour are leverage to extensively market their products and services and also maximize sales. One of these features that have become an important driver to consumer buying a bit is the product or organizational brand. The present day consumers in our community are aware of their status and they tend to be associated with products that are branded to display their status sign. Indeed, Priyanka (2012) acknowledge that in the current worldwide and upcoming business places, enterprise competition is only won basing on price and the capacity of firm to attract customers and their subsequent loyalty to the brand. The product brand is defined as utilized machinery that any enterprise can get people's attention and enjoy the competitive edge by being a strong weapon to fight with ones competitors. Niazi, Siddiqui, Shah and Hunjra (2014) posit that customers depend on labelled products and would choose to purchase products with a common brand name and this shows that if a firm can manage its brand effectively, a business can benefit from increased sales and can establish long term profitable network with customers. This is because consumers are willing to buy common brand products with a positive brand image due to the feelings that a well-known brand has the impact of reducing consumers' perceived risks (Khor, 2012).

The study will be anchored on the information integration theory and brand relationship theory. In respect with information integration theory, consumers' beliefs can be changed as people get new information and then incorporate stimulus

information with common beliefs or attitudes (Gronholdt *et al.*, 2010). This means that as much accessible a brand attitude, on the end individuals will reach that attitude after looking into implications associated with the brand. On the other hand, the brand relationship theory posits that consumers understand the brand association from their viewpoints and the well-known relational value is more personalized in common understanding. Hence, individuals will access and perceive the attitude of a brand upon observing the effects associated with the brand (Nepalia, 2011).

Supermarkets are one of the well-known investment opportunities in Nairobi today as evidenced by the increased number of outlets (Kariuki, 2014). According to Kibera (2013) almost every major street in Nairobi has one or two supermarkets and this has been explained by the number of customers that operate in the CBD at any given day. With the increase in the supermarket outlets, so does the level of competition among the business units. Under such operating condition, it is important that the supermarkets establish appropriate brand that will make their customers be associated with them. A firm's brand picture has a noteworthy impact on customer satisfaction especially across supermarket industries. Indeed in a competitive market, increased customer satisfaction is believed to be a important differentiating factor and progressively has been a key factor of business plan. Bloemer et al. (2008) in their study found out the brand related issues in supermarkets and factor out that a positive brand image of a supermarket greatly improves service quality. Thus, brand image is an important feature that determines service quality.

A better brand can determine a consumer's choice, and improves acknowledgement of products and services. If consumers have faith in a given brand, the products have high chances of gaining greater desirability, hence affects buying spree of a consumer (Shamma & Hassan, 2011). They further posit that the image of a brand is a happening influenced by collective communication exercises, that customers can be introduced to willingly accept the branded products.

A genuine brand can solve consumers' issues and eradicate potential problems as well as meet consumers' inner desires for example improving self-value, self-recognition and social status. Further, Ayanwale, Alimi and Ayanbimipe (2015) explain that a good brand can meet consumers' pursuance of diversity in order to provide them experiential benefits.

1.1.1 Brand Image

The concept of a brand image has received different definitions. O'Malley (1991) defined brand as a symbolic, design, name or some collection that describes the product of a specific firm as having substantial differentiated features. Similarly, Kapferer (2004) opined that a brand name can really provide the meaning, value and identity to the product mainly because a brand is a combination of mental associations that are exclusive, desirable and strong. Keller (2010) defines a brand outward look as the feeling depicted on a brand as shown by the brand associations present in customer's memory. Aaker and Joaschismthaler (2009) highlight that a brand picture is a group of brand association that a marketer plans to innovate and keep by considering different product characteristics for example desired positioning and the personality that are affected by the institutional way of doing things and the relationship employees establish with sponsors.

Keller (2010) identifies a firms brand as one of the important assets at its disposal that will influence its level of competitiveness. This is because high brand with high equity receives high perceptions of the brand by the buyers, more loyalty is paid by customers, less vulnerable competition for marketing activities, high profits margins, reduced negative reaction by customers to price changes, brand extension opportunities, improved support of middlemen, increasing licensing and higher marketing promotion effectiveness.

For firms to achieve a increased brand posture, the organization will have to invest on the brand by distributing enough resource, both human and financial because establishing and maintaining a new brand is a very uneconomical. Hsieh *et al.,* (2012) opine that a good brand image aids consumers in identifying their needs and satisfaction in respect with the brand, by differentiating the brand from others motivates customer to purchase the brand.

Koo (2013) asserts that a company's product may get a better position in the market, have a bigger market share and sustainable competitive advantage. Indeed a favourable image will result into improved brand purchase behaviour, equity, loyalty and brand performance. Mohammadian and Ronaghi (2014) highlight that; a brand that has been established in the mind of a consumer will influence the success of the product in the market because a brand that is strong and positive persuades the consumer to purchase. This implies that a firm's pre-occupation with the establishment of a positive image in regard to fundamental values and basic values which differentiate a particular brand from another need to be the lead concern for any given institution (Sang-Lin & Hyung, 2012).

1.1.2 Consumer Buying Behaviour

Consumer behaviour (CB) is a combination of specific decisions, ideology, or experiences that meets customer needs and wants (Solomon, 2006). Schiffman and Kanul (2000) explained consumer buying behaviour as selecting and purchasing of products or services to cater for their needs.

Similarly, Engel, Blackwell and Miniard (2010) posit that consumer behaviour is the all set of activities concerned with acquiring, consumption and promoting of goods and services, together with the coming up with decision processes that come before and succeed these activities. Therefore, it can be concluded that consumer behavior is concerned with all the actions which are bound with the customers and their preferences about services, products, brand and their use. Any other business can attract the attention of consumers by branding and through the same enjoy the necessary competitiveness in the business world (Keller *et al.,* 2008).

A purchaser who has a need to fulfil wants to settle on the correct choice or decision of item he should buy. Nonetheless, Blackwell et al., (2006) place that through marketing by an assortment of items, his/her judgment of what is a correct brand is to a substantial degree, an element of the inductive limit of the marketing impact regarding the customers' enthusiastic or mental perspective. This suggestion takes notice arranged with viable information on purchasing conduct of aa consumer to sort out his jumbled vision and enter his prohibitive mental screens. Shopper purchasing conduct is an all-around perceived through a customer experience at whatever point he endeavours to make product acquisition (Ayawale, Alimi & Alabimipe, 2014).

Consumer purchasing conduct investigation basically clarifies why buyers act in certain courses in specific conditions and endeavours to decide the monetary, social and mental elements that impact the shopper as he attempts to settle on a decision of an item or brand to fulfil a current need.

Khasla (2010) feature that, a customers' intentionally or automatically experience a sequence of procedures that will come full circle in a purchase. This procedure begins with the acknowledgment of a need in connection to the real condition and this apparent inadequacy triggers the purchasing conduct of a buyer as he attempts to redress it. When the customer has perceived an issue, he begins hunting down information on item/benefit that can amend it. An effective information seek leaves a purchaser with conceivable choices to settle on a decision through an information search. Information search originates from sources that may incorporate both inward (memory) and outer sources: companions and relatives, advertising sources and open sources. Solomon (2006) opines that each brand is assessed regarding its practical and mental advantages it can offer. Often, purchase expectations don't convert into real purchasing yet rather a purchaser picks purchasing choices which incorporate package, product, store, strategy for purchasing.

1.1.3 Large Supermarkets in Nairobi

The lawful meaning of 'large' supermarkets changes with by the nation and the business setup. Notwithstanding the number of employees, different techniques used to arrange substantial organizations incorporate yearly sales (turnover), estimation of advantages and net benefit (accounting report), alone or in a blended definition.

Substantial organizations are generally predominant in their scope of activity. In Nairobi, for example, the five noteworthy supermarkets in charge up to 70% of the merchandise proportion incorporate Uchumi, Nakumatt, Tuskys, Ukwala and Naivas. The City Council of Nairobi 2016/17 License giving has arranged the different candidates dependent on the ideology of the organizations they work and the territory they involve, the area of the enterprise. The small and large supermarkets have been isolated as the yearly expense amount is unique. The supermarkets are arranged as being large or small with respect to the region in which they involve. The large general supermarkets involve a zone more prominent over five thousand square feet.

These substantial supermarkets in Nairobi work in a focused situation in which the dimension of the rivalry is escalated from the young and developing supermarkets and also remote market series. For instance, along the Thika Super Highway between Allsops and Kenyatta University a separation of about three km there are three branches of Nakumatt supermarkets, one Naivas, one Uchumi also other small Supermarkets like Quick shop and Kass situated in Githurai. The markets endeavor to find themselves in zones with a high populace that has empowered high buying capacity to boost on returns. They work in exceptionally focused condition as observed above and more often than not bring down costs on specific items every now and then to pull in whatever number clients as could be expected under the circumstances to upgrade unwaveringness and the share of the overall industry. Additionally, loyalty cards are presented whereby each purchase is remunerated by points which can be recovered to money in future.

1.2 Research Problem

Fierce competition level in the business world forces firms to adopt strategies that increase their level of competitiveness. These strategies should not only be limited to one field of the firm operational sphere but rather a holistic approach that cuts across all operational levels. In the marketing realm, the capacity of a firm to create a brand name that has a well-established relation with the customers is one method of achieving this target. The development of a brand is an expensive process but has huge profits once the goal is achieved (Macdonald & Sharp, 2012). Indeed, the brand image of a company is very crucial just like the products or services offered to customers and because of this, organisations regard a brand image as an important asset for their success. Egan (2014) assert that a trusted and perceived brand features give certainty to clients to utilize the items offered by that brand. Accordingly, successful associations will dependably endeavour to assemble a solid brand and present it in a steady and clear manner.

The significance of an organizations brand picture and its impact on the client purchasing conduct has pulled in light of a legitimate concern for some researchers. Kaushalya, and Fernando (2015) tried to find out brand picture impacts on buyers' purchasing conduct with reference to fermented dairy products in Sri-Lanka. Results demonstrated that there is a certain connection between the brand pictures on customers' purchasing conduct as brand attribute, brand quality, and perceived benefits. Lien, Wen, Huang and Wu (2015) explored the impacts of label picture, value, trust and incentive on acquisition aims on hotel booking in Taiwan. The discoveries were that brand image, assumed cost, and perceived value are the three basic indicators straightforwardly impacting acquisition intention.

Nonetheless, it was discovered that the effect of trust on acquisition intention is not noteworthy. Essentially, Riaz (2015) inquired about the effect of brand picture on customer purchasing conduct in garments sector in India and found that male customers are more brand cognizant than females.

Locally, Jackinda (2016) researched about effect of brand extension models on the brand picture among commercial banks in Kenya. The findings was that a high fit on product extensions helps customers remember original brand relationships for non-popular brands and that the lesser the amount of goods groups with which the prime brand is related, the higher the effect of fit and assumed ability of the institution to make brand extension. Kariuki (2015) attempted an exploration to set up the effect of brand picture on consumer loyalty in major supermarkets in Nairobi. The discoveries was that the markets brand picture was trustworthy for utilize, enhances recognition that clients have an alluring way of life, viable to client needs than different brands, gives solution for clients desires, expands clients recurrence of visit, executes as it guarantees, establishes a decent connection of clients on other individuals, helps clients better fit into their social groups and enhances the manner in which clients are perceived by others. Momanyi (2013) tried to discover the connection between labelling systems and client loyalty among commercial banks. The discoveries were that the most widely recognized branding methodologies among commercial banks in Kenya are the utilization of the bank name close by different brands for their goods and services; utilization of several brands methodology; utilization of brand expansion system; utilization of the hierarchical brand and also utilization of several brands.

The above studies show that indeed that an attempt has been made to establish the effect of brand image on consumer buying behaviour and organizational brand image in general. However, the studies have not looked at supermarkets, especially in developing country- like Kenya. Therefore, this research will try to answer the following research question; what is the impact of organizational brand image on consumer buying behaviour of major supermarkets in Nairobi?

1.3 Research Objective

The objective of the research was to establish the effect of brand image on shopper buying behaviour of large supermarkets in Nairobi.

1.4 Value of the Study

The research will aid several stakeholders: the supermarket owners will obtain details on the need to manage effectively their image and give the assurance to adopt appropriate technicalities depending on the success achieved. Consumers depict different behaviours on products and services. Thus, the understanding of the effect that branding has on consumer selection of a supermarket outlet will enable the management of the firms to adopt the correct branding techniques. Therefore the study is carried out to investigate about Brand Image and its effect on customer buying decisions

The law makers will also find knowledge of the service industry changing ability and how branding will be a strategy. The work of brand picture is also accounted as a vital part of marketing strategy so marketers will be able to know the exact time a brand outlook will create effect on customer purchasing decisions while they consider advertisement, labelling and packaging.

For scholars, this research will form the basis that other related and repeated study can rely on. Investors will acquire an inner sight on the enterprise and the way branding will affect consumer purchasing behaviour, which can aid them in establishing the viability of their investments.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This section discusses relevant studies towards answering the examination objective. It covers the theories that anchor the topic, discusses the various forms of brand image, the effect of brand image on consumer buying behaviour. In addition, it covers the conceptual framework and the research gap.

2.2 Theoretical Framework

The debates on the effect of a brand image on the consumer buying behaviour can be looked at from two theoretical background; information integration theory and brand relationship theory.

2.2.1 Information Integration Theory

Information integration theory (IIT) was advanced by Anderson (1981) and attempts to explain the way individual stimuli are put together to create beliefs or attitudes about a product or a brand. As a result of information integration theory, a consumer's attitude or belief is advancing with the coming of new information where upon they will understand, evaluate, and then incorporate stimulus information and compare with beliefs existing ones. Tononi (2010) argues that IIT is of the view that the amount of awareness made by a multifaceted nature of components is built up by the measure of coordinated data it brings well beyond its parts; the nature of awareness is estimated by the arrangement of all the enlightening connections and its systems makes. For example, how coordinated data is produced inside a complex helps to find out not only the content of awareness it has, but also what kind of awareness. This

means that as a customer evaluates different brands available, the ability to compare different informational characteristics and features that the brand has will determine the degree to which the customer makes an informed decision regarding the best brand.

Eliasmith (2013) attest that, under such a state of assorted information, the more striking or available a brand attitude, the more probable it is that the individual will get to that mentality after observing signals related with the brand and will cause bias in processing information toward a path inferred by the valence of those demeanours. Under this methodology, each causal component fit for picking among options creates knowledge, and the information is coordinated to the degree that it is produced by a framework well over its parts. In this way, the IIT infers that for clients, as long as specialty units can incorporate some utilitarian instruments that can illuminate decisions between options, potential clients will have some level of awareness.

Lynch, Chakravarti and Mitra (2009) place that a shopper decisions of an item or services is impacted by the perceptual or evaluative qualities of material in closeness, which are by and large alluded to as setting impacts, with the goal that decisions concerning brand coalition are probably going to be influenced by earlier attitudes in the direction each brand, and ensuing decisions about each brand reliable to be influenced by the setting of the other brand. The brand coalition brings up the information, displayed via promoting or by encountering it specifically, gets to associated effect and convictions about those brands and items that are kept in memory.

2.2.2 Brand Relationship Theory

This theory was progressed by Gummesson (2002) and underscores the process of a consumer possessing and consuming products through constructing one's social identity and communicating it to others. Organizational brands are collections of tangible and intangible attributes correlating with consumers' needs. Brand functional elements consist of names and logos while elements about symbols are personality, equity, picture and loyalty. Rosenbaum-Elliot, Percy and Pervan (2011) assert that a brand equity that has a positive impression is useful in establishing consumer loyalty, based on certain resources and liabilities that purchasers connect to utilitarian brand names or Brand learning is produced from shoppers' image mindfulness and brand picture and is conceptualized by the attributes and connections of brand affiliations. Brands are in this manner basic accomplices that add to purposive and dynamic associations with highlights portrayed by dedication and dependability (Fournier, 2009) and saturated with individual implications dependent on value, cooperation, and proclivity and strength levels.

Shoppers have an arrangement of brands which they have relations. These are impacted by reality-universes and personalities, connected to individual-idea, and go about as significance based correspondence frameworks (Fournier 1998). There exist connections among people and buyers characterize the brand association from their own points of view and the brand connection and social esteem are particularly customized in the brains of buyers. Clients create singular connections dependent on their own view of brand esteem, mark meaning and their encounters. That is, clients appear to make the brand individually through their correspondences over different settings (Morgan-Thomas & Veloutsou, 2011).

2.3 Brand Image Dimensions

A decent brand can attest a buyer's sure impression and enhance his/her acknowledgment of the items. At the point when a brand picture is solid in a shopper's brain, the organization's items can undoubtedly acquire more noteworthy fascination, in this manner a purchaser purchasing binge could be activated. The brand picture measurements comprise of three fundamental factors specifically; brand attitude, brand attribute and perceived benefits (Aaker, 1991).

2.3.1 Brand Attitude

Brand attitude is defined as the taste and like by a customer for certain brand after evaluating the characteristics of a variety of relevant products having unique brands (Arjun, 2009). This therefore means that brand attitude can forecast consumers' buying willingness and related behaviours. Spears and Singh (2004) define a brand attitudes as a relative enduring, unit-dimensional evaluation of the brand that effectively energizes behaviour. As a result, firms should understand how customers perceive things about the brand, and determine their behaviour toward the brand suggesting that brand attitude is an implication of customers' view about a product that could be used to forecast brand loyalty and consumers' buying willingness.

De Pelsmacker, Geuens and Van den Bergh (2007) posit that attitude of a brand shows the extent of likeability or unlike ability of a brand by a consumer and establish whether a consumer has a favourable (or unfavourable) perspective of a product. This indicates that brand attitudes can differ over time by reinforcing prior brand attitudes or changing them in respect with a direction that will benefit the company's brand. Park *et al. (*2010) said that notwithstanding their capacity to meddle with purchasing

aims, brand attitudes are valuable from a company's point of view since they go about as one essential brand value driver. This is on the grounds that brand attitudes stands for a wellspring of brand value implying that so as to build up the estimation of their brands; organizations ought to guarantee that buyers' dispositions toward them are as positive as could be expected under the circumstances.

Arjun (2009) indicated out that in order to completely comprehend decision making and practices of purchasers, it is imperative to have the knowledge of buyers' differed point of view and their evaluations of the brand. A decent brand may enhance shopper fulfilment and make them get close association with the brand items more than others (Aaker, 1991). Jamal and Goode (2001) confirm that shoppers with inspirational attitudes on a brand may have solid taste and inclinations for the brand items, along these lines getting a considerable measure of fulfilment from such items. A brand image is connected with shopper examinations fundamentally and corporate notoriety; as the brand picture shows signs of improvement, the purchaser evaluation goes high. At the point when mark traits are connected with positive pictures, clients are probably going to have greater brand dispositions, in this way feeling expanded fulfilment with the brand (Romaniuk & Sharp, 2003).

2.3.2 Brand Attributes

The features of a product will determine a customer buying behaviour. Blackwell et al., (2010) highlight that a high quality of products and services lead to sophisticated domestic customer base. Thakor and Katsanis (1997) pointed out a brand image with positive impression may make up for an inferior image of the mother country and raise the possibility of the product being chosen and that consumer manner is accounted on the happenings that are found in a good or service consumption or

deposition. An organization can be involved in price wars to come up with brand images as a way of affecting customers purchase behaviour. This implies that a brand influences a products buying behaviour and product brand emphasizes the quality of the product and it creates an image in the customer's mind. Ultimately, that brand picture becomes the basic motive for the consumers' choice of particular product brand (Vranesevic & Stancec, 2003). Therefore, identifying consumer needs and wants leads to long term benefits to the business. Consumers are able to identify a product, evaluate the quality, reduce the buying risk and get certain experience through brand image.

Successful brands can vary in nature but they have common attributes such as well-priced products and consistent quality. High quality service offerings are characterized by its level of reliability, tangibility, responsiveness, empathy and competence. Quality of a product is characterized by its properties, reliability, performance, durability, conformance with specification and serviceability (Aaker, 1991). When a consumer realizes all the above characteristics in a brand, they establish faith and trust on that brand. Consumers are concerned with product features for example health, quality, taste, price, brand equity to affect their purchase intention.

2.3.3 Perceived Benefits

Product features constitute the characteristics of the product and the benefits of a good refer to the consumer's attachment to a product characteristic based on their ability to function. Through the procedure of psychological deliberation, customers delineate or more trademark to a solitary advantage (Ratneshwar et al., 2009).

For example, the gainful "speed of a supermarket administration can be closed utilizing at least one highlights, for example, the number of tellers and the speed they use in serving its customers.

Item benefits, in this way portray what purchasers respect from an item (Vriens & ter Hofstede, 2010) and the advantage ought to be isolated from the buyer thought process. A rationale depicts the requirement for conduct in like manner, in regard with the shopper conduct; purchasing thought processes gives motivation behind why a customer needs an item. For instance, the intention of purchasing a vehicle may be transportation and renown acknowledgment; while then again, benefits that are went with could be extravagance, wellbeing, comfort, economy, style among others.

2.4 Effect of Brand Image on Consumer Buying Behaviour

Several researchers have sought to find out how a firm brand image influences the consumer buying. Thakor and Katsanis (1997) pointed out that an organization brand image with positive impression may make up for a bad image of the mother country and raise the necessity of the product being chosen. Blackwell et al., (2001) stated that consumer behaviour is associated with activities that are included in a product or service delivery or deposition and the brand heavily influence food products buying behaviour and product brand which end up crating an image in the customer's mind. As a result, a brand picture becomes the basic motive for the consumers' choice of particular product brand. Therefore, identifying consumer needs and wants leads to long term benefits to the business because consumers are able to identify a product, evaluate the quality, lower the buying risk and gain certain experience via brand image.

Aaker (1991) stated that consumers over again tend to buy products that have famous brand for the reason that customers feel more satisfied with things that they know of. This is because perceptions about a brand differ among consumer to consumer and it causes advertisers' to separate items, position and broaden brands. The utilization of brand name empowers purchasers not exclusively to perceive certain products and recognize them from others, yet additionally to relate indicative implications to them and it enables them to decipher brand picture. A Brand image helps to create a pioneer product that will lead to make benefit of market entry. Brand image can add value to a product by changing the experience and perception towards the product (Puto & Wella, 2014). In addition, a strong brand image can create a powerful distribution channel.

Petrick (2004) state that a greater view on quality enhances customers' thinking value that intensifies consumers' buying trend. This is because a preferred quality has a direct impact and an indirect impact on purchase intentions through the overall satisfaction. The perceived value of a product plays a vital role in buying or consumption decisions because the perceived value in a product influences the consumer's purchase behavior.

2.5 Conceptual Framework

A conceptual framework forms an simple ordinary structure, which is meant to help gain insight into a happening that one needs to explain.

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┌─────────────────────────────┐
│ Product Attitude            │
│                             │
│   • Favourable/unfavourable │
│                             │
│   • Satisfaction            │
│                             │
└─────────────────────────────┘

┌─────────────────────────────┐         ┌──────────────────────────────┐
│ Product Attributes          │         │ Consumer Buying Behaviour    │
│                             │         │                              │
│   • High quality            │────────▶│   • Increase in purchase     │
│   • Packaging features      │         │     intention                │
│                             │         │                              │
└─────────────────────────────┘         │   • Product recognition      │
                                         │                              │
┌─────────────────────────────┐         │   • Lower purchase risk      │
│ Perceived Benefits          │         └──────────────────────────────┘
│   • functional              │
│   • symbolic                │
└─────────────────────────────┘
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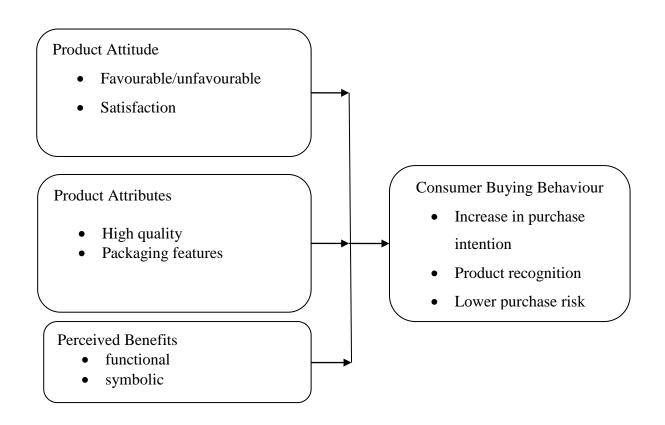
Figure 2.1: Conceptual framework

Source: Researcher (2018)

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This section focuses on procedures that will be used in the research to obtain the study objectives. The scope under consideration include research design, population of the study, data collection procedures and data analysis.

3.2 Research Design

Research design is defined as a strategy guide for collecting, measuring and analysing of data structures whose choice is dependent on the stage to which information about the subject of research has ventured (Sekaran & Bougie, 2010). The study will consider a cross sectional study design. The study design is appropriate as it will facilitate data collection by acquiring behaviours, opinions, attitudes, beliefs or answers from chosen respondents in order to understand the target group or population represented.

3.3 Population of the Study

Population is the whole group of people or companies that the investigator wishes to study (Sekaran & Bougie, 2010). It is described in terms of presence of elements, geographical boundaries, time frame, and topic of interest. The target group of the study will made up of shoppers in the major supermarkets in Nairobi (Appendix II). In respect with Nairobi County licensing department for 2017, large supermarket is one defined to occupy between 1,000 to 5,000 square feet. According to the same information, there were 15 large supermarkets as at 31.12.2016 (Appendix II). The shoppers in these supermarkets will comprise the population of the study.

3.4 Sampling Design

Kothari (2008) describes a sample as units chosen from a population to represent it and further point out that a good sample from a population must be 10% to 30% of the whole population. In the study, the researcher will use purposive sampling whereby in each supermarket targeted, the researcher will randomly select 5 customers during the data collection period and seek their opinions via the questionnaire. Therefore, the researcher will purposely select a total of 75 customers from the supermarkets.

3.5 Data Collection

Primary data will be used in the study which will be collected using semi structured questionnaire. The questionnaire will make up of two sections; open and closed-ended question sections. Open ended questions will enable the respondents to give their opinions according to their understanding while closed questions will allow respondents to respond faster. Walliman (2011) posit that application of questionnaire will ascertain confidentiality, saves on time and is very easy in administering. The respondents will include marketing managers and business development managers of the respective supermarkets. The questionnaire will be made up of three parts. Section A will cover the respondent's knowledge while part B will seek to study the degree to which brand image is considered by the customers. Section C will seek to establish the effect of brand picture on the level of the consumer buying manner.

3.6 Data Analysis

Analysis of data will be done using (SPSS) statistical package for social sciences in respect with the questionnaires. This software package is significant in forecasting the future happenings, thus it will act as an analytical tool for changing all the data that will be collected for analysis and presentation. Specifically, descriptive statistic;

standard deviations, mean scores, frequency distribution and percentages will be considered to summarize the outcome and to display the extent of similarities and differences. Results will be displayed in charts and tables. To establish the association that exist between brand image and customer buying intention, a regression analysis will be used. The regression equation will take the following form:

$Y = a + B_1X_1 + B_2X_2 + B_3X_3 + \acute{\epsilon}$

Y = Consumer Buying behaviour

a = Constant (Co-efficient of intercept)

X_1 =   Brand Attitude; X_2 =   Brand Attributes; X_3 = Perceived Benefits

$\acute{\epsilon}$ = Error Term

B1 …B4= Regression co-efficient of three variables

The F-test was used to determine the importance of the relapse while the coefficient of determination, R2, was utilized to decide how much variety in Y is clarified by X. This was done at 95% level of confidence and correlation analysis was done to discover the bearing of the connection between the brand image and the customer purchasing conduct.

CHAPTER FOUR

DATA ANALYSIS, RESULTS AND DISCUSSION

4.1 Introduction

The objective this research was to determine the impact of response strategies adopted by major maize seed companies in addressing national food security challenges in Kenya. This chapter presents the analysis, findings and the discussion consistent with the study objective. In addition, analysis is presented in standard deviations and mean while the discoveries are presented in tables and frequency distributions.

4.2 Demographic profile

The population for the present study was the ten seed companies operating in Kenya. The respondents' demographic information measured in this study included age bracket, gender, the highest level of education, and the length of continuous shopping in the supermarket. The demographic information that was sought includes the gender of the shoppers, age bracket, education qualification and the length of period that they had been shopping in the supermarket. The demographic information data is presented in Table 4.1.

Table 4.1: Background Information

Gender	Frequency	Percent
Male	28	35.9
Female	50	64.1
Total	78	100

Age bracket	Frequency	Percent
Less than 30	18	23.1
31-40	24	30.8
41-50	26	33.3
Above 50	10	12.8
Total	78	100

Education qualification	Frequency	Percent
Secondary	10	12.8
Tertiary	21	26.9
University	23	29.5
Post-Graduate	24	30.8
Total	78	100

Length of continuous shopping	Frequency	Percent
Less than 5 yrs	32	41.0
5-10 yrs	37	47.4
Over 10 years	9	11.5
Total	78	100

The findings in Table 4.1 reveal that majority of the respondents sampled were female (64.1%) while the balance were male whose age is uniformly spread below 50 years with the majority of the shoppers sampled being between 30 – 40 years. This findings is advantageous since the findings will not be biased towards a particular age set or gender. Similarly a uniform result was achieved in terms of educational qualifications of the shoppers which reveal that representative sample was achieved because almost an equal number of respondents was achieved in regard to those that hard secondary

to postgraduate educational level. On the question of what the respondents length of shopping had been, the results reveal that majority (47.5%) of the shoppers had shopped in the particular super market for between 5-10 years while 41 % had shopped for less than five years in the particular super market.

4.3 Brand Image Dimensions

This part of the questionnaire tried to come up with the brand image dimensions that are applicable to the major supermarkets. The levels were 'strongly disagree (1) to 'strongly agree' (5). The tallies of disagreement have thusly been assumed to be represented by a variable with the mean score of between 0 and 2.5 on the incessant Likert scale; ($0 \leq$ S.D <2.4). In addition, the researcher assumed that the 'Neutral' took the variable with a mean point of 2.5 to 3.4 on the incessant Likert scale: ($2.5 \leq$ M.E. <3.4) whereas the score of both strongly agree and agree represented the variables whose mean score were between 3.5 and 5.0 on a continuous Likert scale; ($3.5 \leq$ S.A. <5.0). A standard deviation of > 1.0 indicates a significant change on the effect of the questionnaire item among respondents.

4.3.1 Brand Attitude

Brand attitude is concerned with the liking by a customer for a particular brand after evaluating the qualities of all relevant products of varying brands. This implies that brand attitude can be used to predict customers' buying frilliness and related manners. On the results on the question of brand attitude dimension is presented in Table 4.2.

Table 4.2: Brand Attitude

Statement	Mean	Std. Deviation	Coefficient of Variation
The supermarket quality is satisfactory	4.02	1.124	0.280
The supermarket provides excellent services	3.89	0.987	0.254
The supermarket provides product appearance and packaging that meet consumers' needs	3.76	1.001	0.266
The supermarket products are trendy.	3.54	0.834	0.236
Visiting the supermarket prevents me from looking cheap	3.31	0.897	0.271
Overall Mean	**3.70**		

From the study findings, the researcher found that the respondents suggested that the supermarket's brand quality of products is satisfactory (Mean=4.02, SD=1.124) hence enhancing brand attitude. Further the services of the supermarkets were found to be excellent (Mean=3.89, SD=.987), whereas some respondents indicated that the supermarket provides product appearance and packaging that meet consumers' needs (Mean=3.76, SD=1.001). In addition, the study found out that the supermarket products are trendy (mean=3.54, SD=.834) while others indicated that the visiting the supermarket prevents me from looking cheap (mean=3.31, SD=0.897).

De Pelsmacker, Van den Bergh and Geuens (2007) highlight that brand attitude signify the extent of likeability (or unlikeability) of a brand by a consumer and determine whether a buyer has a favorable (or unfavorable) view of a product. As the results suggest, the major supermarkets have adopted different differentiating strategies which give it likeability by the shoppers. The common factors adopted

include trendiness of the supermarkets in terms of the products that they stock, appealing layout of products, and affordability of the products relative to other supermarkets as well as packaging of the internally manufactured products. The shoppers attitude towards a supermarket were found to change with these variables and this implies that brand attitudes can vary over time by strengthening existing brand attitudes or changing them in the direction that is constructive to the brand of a company.

A decent brand may expand purchaser fulfilment and urge them to prescribe the brand items to other people (Aaker, 1991). This point was additionally bolstered by Jamal and Goode (2001) who recommend that buyers who have an inspirational frame of mind toward a brand would have solid inclinations for the brand items, subsequently picking up fulfilment from those items. The findings high overall mean is a manifestation of the influence of brand image on consumer shopping behaviour. This is in line with earlier marketing studies.

4.3.2 Brand Attribute

The brand attributes of product or service is concerned with the features that will affect the purchasing manner of consumers. A high quality of goods and services lead to sophisticated domestic customer base which at the end result in increased customer satisfaction. The results on the brand attribute of the supermarkets are presented in Table 4.3.

Table 4.3: Brand Attribute

Statement	Mean	Std. Deviation	Coefficient of Variation
The supermarket risk of shopping is low	4.12	0.869	0.211
The supermarket sells quality products as compared to its competitors	3.99	0.914	0.229
Supermarket products is a symbol of social status	3.87	0.918	0.237
The cost of products in the supermarket are competitive	3.76	1.118	0.297
Supermarket brand match my individual image	3.59	1.113	0.31
Supermarket brand performs as it promises	3.48	0.986	0.283
Supermarket brand services make me feel warm and comfortable	3.34	0.796	0.186
Supermarket environment offers me enjoyment	3.12	0.579	0.186
Overall Mean	**3.66**		

The findings in Table 4.3 shows that the supermarkets attribute of low risk came in as the key feature that determines consumer buying behaviour (Mean=4.12, SD=.869) thus boosting the brand attribute. In addition, the feature of the supermarkets to be associated with sale of quality products (Mean=3.99, SD=.914) and shopping in the supermarket being a symbol of social status (Mean=3.87, SD=.918) came in asa dominant factor that determines the supermarket brand attributes. On the lower side of the continuum, the results show that enjoyment attribute offered by the supermarkets (Mean=3.12, SD=.579) was not considered an important factor to influence consumer

shopping behaviour as well as the capacity of the supermarket brand services to offer what is perceived as a warm and comfortable environment (Mean = 3.34, SD=0.796).

The findings of the study with regard to brand attribute supports previous marketing brand image studies in particular supports earlier works by Vranesevic and Stancec (2003) by recognizing the importance of the quality and risk perception associated with a particular supermarket as a key variable that influence the shopper behaviour. This implies that a brand influences a products buying behaviour and product brand emphasizes the quality of the product and it creates an image in the customer's mind. Ultimately, that brand picture becomes the basic motive for the consumers' choice of particular product brand. Therefore, identifying consumer needs and wants leads to long term benefits to the business. Consumers are able to associate with a product, assess the quality, lower the purchase risk and obtain certain experience through brand image.

Aaker (1991) show that quality services that are offered by a business are characterized by its level of empathy, responsiveness, competence, reliability and Tangibility. These characteristics will be evidenced through the way the supermarket treats its customers. With the risk of counterfeits and unsafe products being sold in the supermarkets, the quality of services being offered by a supermarket will be characterized by its reliability, performance, features, durability, and conformance with serviceability and requirement. When a customer finds all the above features in a brand then they demonstrate consistency with that specific brand (Blackwell et al., 2010).

4.3.3 Perceived Benefits

The other attribute in which the research investigated as a dimension of brand image is the perceived benefits from a product. The perceived benefits of a product refer to the consumers' attachment to a product features based on their functionality. The way a business unit offers its products in terms of speed, for example, will explain the benefits of a the business to a consumer. The findings on the perceived benefits to a supermarket are explained is presented in Table 4.4.

Table 4.4:Perceived Benefits

Statement	Mean	Std. Deviation	Coefficient of Variation
It is comfortable to shop in the supermarket	4.12	1.112	0.27
It is luxurious to shop in the supermarket	4.07	0.948	0.232
Supermarket pursue diversified consumer needs in daily life.	3.89	1.071	0.275
The number of tellers in the supermarket is higher and therefore leading to a faster service delivery	3.55	0.798	0.225
Overall Mean	**3.91**		

From the study findings, the researcher found that the comfort associated with shopping in a particular supermarket is considered as an important feature in choosing where to shop (Mean=4.12, SD=1.112) as well as the perception associated with a particular supermarket in terms of luxury (Mean=4.07, SD=.948). In addition, the results show that the ability of a supermarket to pursue diversified consumer needs in daily life (Mean=3.89, SD=1.001) explained the benefits that will determine the

consumer shopping behaviour. However, the feature that show the number of supermarket to be high and therefore serve the customers better was not considered a major factor to determine the consumer shopping behaviour (Mean=3.55, SD=0.798).

The findings that show the number of tellers in a supermarket being not an important factor in the perceived benefit dimension contradicts earlier studies by Aaker (1991) who show that the speed of service delivery is expected to be higher with more number of tellers which translates to increased speed of service delivery. However, a diversified product range in a supermarket will be of benefit to a shopper because they are able to find majority of their products in one outlet.

4.4 ShopperBuying Behaviour

The researcher also sought to determine how the supermarket image influences the buyer buying behaviour. This is due to the realization that cconsumer behaviour is likely to be influenced by accomplishments which are comprised in a service or product deposition or consumption and hence a supermarket brand is likely to influence and consumers buying behaviour. The findings on how the supermarket brand influence consumer buying behaviour is presented in Table 4.5.

Table 4.5: Consumer Buying Behaviour

Statement	Mean	Std. Deviation	Coefficient of variation
Whenever the supermarket has promotional sales, I increase my purchase volume	4.09	0.765	0.187
I'll continue buying in the super market in future	3.97	0.817	0.206
I am able to recognize the supermarket chain in every location because	3.74	1.012	0.271
I'll be happy to pay more for the supermarket products.	3.42	0.876	0.904
I'll recommend the supermarket products to others.	3.31	0.615	0.186
Overall Mean	**3.71**		

The findings from the study demonstrates that whenever the supermarket has promotional sales, the consumers increases their purchase volume (Mean=4.09, SD=.765) and at the same time, the consumers showered their willingness to continue buying from the super market in future despite (Mean=3.97, SD=.817). As one of the outcome of the supermarket branding, the consumers indicated that they are able to recognize the supermarket chain in every location (Mean=3.74, SD=1.012). Similarly, as a result of the supermarket branding, the respondents indicated that they are happy to pay more for the supermarket products (Mean=3.42, SD=.876) which enables them to recommend the supermarket products to others (Mean=3.31, SD=0.615).

As the findings show, the marketing strategy for a product as well of the supermarket is likely to affect the sales volume, the finding is in line with that of Oladepo and

Abimbola (2015) who while investigating the impact of brand picture and promotional blend on customer purchasing choice of drinks in Lagos State, Nigeria; found that the manner in which an item is advanced combined with the brand trustworthiness of such item urges shoppers to buy it and make rehash buy of it, and also improves the referral of such item to different prospects. So also, Blackwell et al., (2001) proposed that purchaser conduct depends on the exercises which are incorporated into an item or services utilization or statement and the brand heavily influence food products buying behavior and product brand which end up crating an image in the consumer's mind. This means that an effective supermarket branding is expected to influence how the buyers are going to react and participate in future purchases with the supermarket.

4.7 Regression analysis

The relationship between brand image (brand attitude, brand attribute and perceived benefits) dimensions was established by use of multiple regression analysis. The researcher utilized statistical package for social sciences (SPSS V 20.0) to input and run the study measurements. Coefficient of determination evaluates the degree at which variations in explanatory variables explain deviations in the outcome variable or the variation proportion in the outcome variable (future buying behavior) that is described by all the three explanatory variables.

Table 4.6: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	. 906[a]	.821	.814	0.312

a. Predictors: (Constant), Perceived benefit, Brand attitude, Brand attribute [a]

b. Dependent Variable: Future buyer behaviour

Table 4.7 shows model summary of regressed study variables. The correlation coefficient (R) value represents the degree and strength of association between predictor variable and the outcome variable. In this model therefore the coefficient of correlation is 0.906 which indicates a strong positive correlation between top brand image dimensions and consumers future buying behavior implies that effective brand image will positively influence the consumer buying behaviour. The R Squared is the coefficient of determination which indicates the extent of the total variation in the dependent variable. From the above the R squared statistic gives the goodness of fit of the model which shows how good the regression model approximates the real data points. The R squared of this model is 0.821 which implies that the model is a good fit of the actual data. The coefficient of determination of 0.906 implies that 90.6% of the variance in outcome variable (consumer's future buying behavior) is described by changes in independent variables

4.7.2 ANOVA
Table 4.7 : ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	33.012	3	11.004	112.997	.000[a]
	Residual	7.206	74	.097		
	Total	40.218	77			

a. Dependent Variable: Future buyer behavior

b. Predictors: (Constant), Perceived benefit, Brand attitude, Brand attributes

The model summary also indicates that the dependent variable (future buyer behaviour) is sufficiently predicted by the regression model. The statistical importance of the model of regression analysis that was computed is shown by the F test. The $P=0.000$, which is less than 0.05 imply that, generally the regression model significantly and statistically predicts the dependent variable that is good fit for the data.

4.7.3 Coefficients of correlation
Table 4.8: Coefficients of correlation

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	Sig.
1	(Constant)	.399	.174		.025
	Brand attitude	.760	.125	.728	.000
	Brand attribute	.035	.098	.039	.720
	Perceived benefits	.123	.060	.177	.045

a. Dependent Variable: Future buyer behavior

The overall equation model for predictor and outcome variables will take the following format.

$Y = 0.399 + 0.760\beta_1 + 0.035\ \beta_2 + 0.123\ \beta_3$. This implies that from the model, at any given point, future buyer behavior will be 0.399 units when all the predictor values are zero. The model demonstrates that when brand attitude changes by one unit future buyer behavior will increase by .760. In addition, when brand attribute changes by

one unit, buyer behavior will increase by 0.035 units. Similarly, when perceived benefits changes by one unit buyer behavior increases by 0.123 units.

4.8 Summary of Findings

The study was to determine the relationship brand image dimensions and future buyer behavior among large supermarkets in Nairobi. The study adopted three major brand image dimensions to come up with an instrument of collecting opinions from the respondents. These dimensions are brand attitude, brand attribute and perceived benefits.

From the study findings, the researcher found out that brand attribute, brand attitude and perceived benefits are equally important in predicting the future buyer behavior. In addition, it is evident that a decent brand can decide a shopper's great impression, and upgrade his/her acknowledgment of the items. At the point when a brand picture is solid in a customer's psyche, the items can without much of a stretch acquire more noteworthy fascination, in this manner a setting off a purchaser purchasing binge (Shamma and Hassan, 2011). Hsieh et al., (2012) opine that a decent brand picture helps purchasers in perceiving their necessities and fulfillment with respect to the brand, by recognizing the brand from different adversaries spurring client to purchase the brand.

What's more, it was additionally discovered that shopper purchasing conduct examination basically clarifies why customers act in certain routes in a given situation and attempts to decide the financial, social and mental components that impact the purchaser as he endeavors to settle on a decision of an item or brand to fulfill a current need. Khasla (2010) feature that, a customers' deliberately or automatically experience a grouping of procedures that will come full circle in a buy. This procedure begin with

the acknowledgment of a need in connection to the genuine condition and this apparent inadequacy triggers the purchasing conduct of a buyer as he attempts to correct it. When the customer has perceived an issue, be begins hunting down information on item/benefit that can correct it.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter focuses on the research conclusions, limitations, recommendations and suggestions for further research.

5.2 Summary of the Findings

The objective of the study was to determine the effect of brand image on the consumer buying behaviour of major supermarkets in Nairobi. The brand image dimensions were assessed based on three dimensions, namely; brand attitude, brand attribute and perceived benefit. From the study findings the brand attitude was manifested through the respondents perception of the brand quality of products being satisfactory and hence enhancing brand attitude. Further, the attitude of the consumers towards the supermarket was found to be affected through the quality of service that is being offered by the supermarket and also the capacity of the supermarket to provide product appearance and packaging that meet consumers' needs. Similarly, the ability of the supermarket to offer trendy products influenced consumer buying behaviour and the status associated with shopping in a particular supermarket influenced the brand image.

The brand attribute characteristic as a factor that defines the supermarket image was found to manifest through a low risk perception of the supermarket location and product range which in the end determined the supermarket position. Similarly, the ability of the supermarket to offer quality products, social status associated with the supermarket was found to influence the consumer shopping behaviour. However, on

the lower side of the findings on the supermarket brand attribute, the findings suggest that enjoyment attribute offered by the supermarkets was not considered as important factor to influence consumer shopping behaviour.

The other characteristic considered that defined brand image, was the perceived benefit of shopping with the supermarket. The findings indicate that the comfort associated with shopping in a particular supermarket is considered an important feature in choosing where to shop and the luxury of shopping that a supermarket facility offer. In addition, the ability of a supermarket to pursue diversified consumer needs in daily life explained the benefits that will determine the consumer shopping behaviour. The findings also show a strong correlation between the brand image and shopper behaviour with a correlation coefficient of 0.906 which translated to a coefficient of determination of 82.1% which show that form the data obtained 82.1 of the shopper buying behaviour is determined by the supermarket brand image.

5.3 Conclusions

This study investigated the relationship brand image dimensions and future buyer behavior among large supermarket in Nairobi Kenya. Organization brand is seen as suggested tool through which any business can accomplish the fascination of individuals and can appreciate the aggressive edge. The discoveries uncover that clients depend on branded items and generally want to purchase items from supermarkets with an outstanding brand name. The investigation discoveries uncover that apparent quality of a market brand picture not just encourages future goals by customers to keep utilizing the stage yet, in addition, fortifies inclinations for different brands that are loaded by the supermarkets.

Based on the Pearson correlation results of 0.908 and P-value of 0.000, it shows the existence of a strong positive relationship between a supermarket brand image as measured by brand attitude, attributes, perceive benefits and consumers' buying behaviour. Therefore consumer buying behaviour is expected to increase when these three dimensions of brand image got increased. According to the multiple linear regression analysis, all three brand image dimensions have influenced on consumers' buying behaviour. These results suggest that supermarkets need to invest in streamlining their branding to positively influence the consumer buying behaviour.

5.4 Recommendation for Policy Implications

Upon study completion, the researcher endorses that the management of the supermarkets should take a leadership role in that spearhead the process of brand image development with aim of training the employees on their role in having the supermarket develop an appropriate brand image. This requires that the management institute internal control mechanism that will guide the process of checking on their employees behaviors and addressing complains of their customers. Beside this measure, the researcher also recommends proper liaison between their suppliers and the supermarket with a view to having the prompt supply of goods to the supermarket based on the demands monitoring platforms.

The customers' attitude towards the supermarket was found to have a lower impact on consumers buying behaviour relative to the other two factors. This implies that advertisers need to consider more on commercials to pull in more purchasers towards the brand by building up cost based publicizing procedure to be position the brand in the buyer's brain. Correspondingly, there is have to make a reasonable familiarity with

the brand in the purchaser's psyche and must have the most ideal method for perceiving the brand independently from substitute brands.

5.5 Limitations of the study

The significant shortcoming in this examination is that it was constrained in area. This implies the discoveries can't be generally summed up. Additionally, the investigation utilized a descriptive research plan and there is urge to utilize different inferential procedures to approve more outcomes. This examination was likewise restricted by different elements in that a few interviewees may have been one-sided or exploitative in their responses thinking about that they were all remarking about their favored supermarkets. More respondents would have been important to expand the portrayal of respondents in this research and take into account better check of consistency of the information given. Be that as it may, in spite of the above restrictions, the discoveries displayed in this study have essential policy implications.

5.6 Suggestion for Further Research

Upcoming studies should evaluate brand image within other retail business set-up to offer tactical brand personality–based diversity sanctions to their organization. Similarly, another productive area of forthcoming research may be a time series study of brand image performance of supermarkets over a period of time and not at particular time period as the present study undertook. Besides, future studies should also discover the likeliness of undesirable spill over effect of lower brand image though the data did not allow the researcher to test this effect.

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APPENDIX I: LETTER OF INTRODUCTION

Date:…………………….…………

To:………………………………….

   …………………………………..

Dear Sir/Madam,

RE: <u>COLLECTION OF RESEARCH DATA</u>

My name is Everlyne M. Wamwandu , an MBA student in Business Administration –
Marketing Management option at The University of Nairobi. Currently, I' am carrying
out a research on the "effect of brand image on consumer buying behaviour in Major
Supermarkets in Nairobi". I am in the process of gathering relevant data for this study
and you have been identified as one of the collaborators and respondents in this study
and kindly request for your assistance towards making this study a success.

I therefore kindly request you to take some time to respond to the attached questionnaire.
I wish to assure you that your responses will be treated with confidentiality and will be
used solely for the purpose of this study.

I thank you in advance for your time and responses. It will be appreciated if you can fill
the questionnaire within the next 5days to enable early finalization of the study.

Yours Sincerely

Everlyne M. Wamwandu

<u>Student Reg. No: D61/81112 / 2015</u>

APPENDIXII: QUESTIONNAIRE

Please give answers in the spaces provided and tick (√) in the box that matches your response to the questions on the impact of brand image on consumer buying habits of major supermarkets in Kenya.

Section A: Demographic Characteristics of Respondents

1. Name of the supermarket (Optional)…………………………………….

2. What is your gender?

    Male   ( )   Female   ( )

3. What is your age bracket? (Tick as applicable)

    a) Under 30 years   ( )   b)   30 – 40 years   ( )

    c) 41 – 50 years   ( )   d)   Over 50 years   ( )

4. What is your highest level of education qualification?

    a) Post graduate level   ( )   b) University   ( )

    c) Tertiary College   ( )   d) Secondary   ( )

5. Length of continuous shopping in the supermarket?

    a) Less than five years   ( )

    b) 5-10 years   ( )

    c) Over 10 years   ( )

Section B: Brand Image

6. To what extent do you agree with the following regarding brand image of the supermarket? **Use 1- Strongly disagree, 2-Disagree, 3-Moderate extent, 4-Agree, 5- Strongly agree.**

	1	2	3	4	5
Brand Attitude					
The supermarket provides product appearance and packaging that meet consumers' needs					
The supermarket provides excellent services					
The supermarket quality is satisfactory					
The supermarket products are trendy.					
Visiting the supermarket prevents me from looking cheap					
Brand Attribute					
The supermarket sells quality products as compared to its competitors					
The cost of products in the supermarket are competitive					
The supermarket risk of shopping is low					
Supermarket products is a symbol of social status					
Supermarket brand match my individual image					
Supermarket brand services make me feel warm and comfortable					
Supermarket brand performs as it promises					
Supermarket environment offers me enjoyment					
Perceived Benefits					
Supermarket pursue diversified consumer needs in daily life.					
The number of tellers in the supermarket is higher and therefore leading to a faster service delivery					
It is comfortable to shop in the supermarket					
It is luxurious to shop in the supermarket					

7) What other supermarket brand image attribute not covered above influences your purchases

....
....
....

8. Below are statements that relate on the consumer buying behaviour with the supermarkets. Please indicate the extent to which you agree with the following statements

Use 1- Strongly disagree, 2-Disagree, 3-Moderate extent, 4- Agree, 5- Strongly agree.

Future Buying Behaviour	1	2	3	4	5
I'll continue buying in the super market in future					
I'll recommend the supermarket products to others.					
Whenever the supermarket has promotional sales, I increase my purchase volume					
I'll be happy to pay more for the supermarket products.					
I am able to recognize the supermarket chain in every location because					

THANK YOU SO MUCH FOR YOUR TIME

APPENDIX III: LIST OF LARGE SUPERMARKETS IN NAIROBI

1) Chandarana Supermarkets
2) Cleanshelf Supermarkets
3) Eastmatt Supermarkets
4) G-Mart Supermarkets
5) Jaharis Supermarkets
6) Kassmart Supermarkets
7) Naivas Limited
8) Nakumatt
9) Quickmart Supermarkets
10) Rikana Supermarkets
11) Tumaini Supermarkets
12) Tuskys
13) Uchumi Supermarkets
14) Ukwala Supermarkets
15) Karrymatt Supermarkets