

**FACTORS INFLUENCING CONSUMER BUYING BEHAVIOR OF GENERAL
MOTORS EAST AFRICA'S SALOON VEHICLES**

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**A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILMENT OF THE
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UNIVERSITY OF NAIROBI (UoN)**

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DECLARATION

Student's Declaration

This Research Project is my original work and has not been submitted for any award in any other University.

Signature: .....

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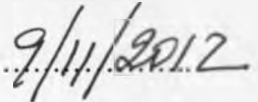
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DEDICATION

I dedicate this project to my parents Mr and Mrs Musyoki and my siblings Mutinda, Alex and Teminah who have sacrificed their love and support especially for their understanding and support during the project period.

ACKNOWLEDGEMENT

First, I wish to thank the almighty God for giving me this opportunity, were it not for his grace, I wouldn't have come this far.

My special thanks goes to my supervisor Prof. F.N Kibera who helped me with relevant information. Not to forget my parents and my siblings who encouraged me when I was at a state of giving up.

I also wish to acknowledge all those who have given me the support and encouragement they accorded me through their valuable class discussions that assisted me to completing my research project.

May God bless you all.

ABSTRACT

The general objective of this study was to investigate the factors that influence customer buying behavior of the automotive products at the General Motors East Africa Limited. The specific objectives of the study were therefore to find out whether perceived price, quality, cultural factors and beliefs, perceived brand image and income level influence consumer buying behavior of automotive at GM respectively. This study used descriptive cross-sectional survey research design. The population for this study consisted of 180 customers who own GM products from General Motors (GM) Kenya limited. Vehicle owners of the brands listed were randomly selected to participate in the study. The questionnaires were used in this study mainly for the purpose of collecting primary and secondary data. To establish the reliability of the research instruments, the researcher carried out a pilot test of the instruments using another similar group with the same characteristics as the one targeted in the study. The responses were coded, edited and analyzed using Statistical Package for Social Science (SPSS). Descriptive statistics like frequencies distribution, percentages, means, modes, medians, standard deviations were used to analyze the data (Mugenda and Mugenda, 1999). The study concluded that price of a product is a key factor in determining consumer buying behavior since majority of the respondents sampled by the study considered it when purchasing their automotive saloon cars from GM. The research also concludes that customers always consider price as a major factor in any of their spare parts purchases but sometimes loyalty towards automotive remains the same even in change of prices, consumers always consider price of other car brands from other manufacturers if prices are high at GM, customers always switch to other automotive brands with other dealers/ manufacturers whenever the price increases, sometimes the increased price would not hinder customers purchase intentions and that brand from GM provides good value for money. In addition the study concluded that product quality is a core factor in determining the consumer buying behavior. The research concluded that quality affect respondent's attitude and commitment in repurchasing the automotive of choice. In addition the study concluded that the perception of the culture of certain automotive brands makes customers repurchase more and more and Customers always belief in what their friends prefer. The study concluded that product image influence the attitude and commitment of a customer in repurchasing the automotive of choice to a great extent. Product image of automotives is dependent on shape, size, color and dimensions. The level of income influences consumer buying behavior/ repurchasing power of the customer on the automotive of choice. This clearly indicates that high income earners tend to purchase costly cars while low income earners will always tend to purchase less costly cars from GM.

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LIST OF ABBREVIATIONS AND ACRONYMS

CMC:	Cooper Motor Corporation
GM:	General Motors
KMI	Kenya Motor Industry Association (KMI)
SPSS	Statistical Package for Social Science
USA	United States of America

INTRODUCTION

1.1 Background of the Study

Car production has an important role in the lives of people. General Motor Limited is a company which already has a Great Market share in Kenya and has since 1975 gained a great market share than its competitors like Toyota Kenya. This way it markets a range of brands constituting of heavy and light vehicles respectively. The various major brands sold are: Isuzu, Chevrolet, Opel and GMC. The company has therefore managed to incorporate strategies geared towards consumer buying behavior for it to achieve a competitive edge (www.gmea.co.ke). Consumer behavior refers to the activities in which people acquire, consume and dispose products and services (Blackwell et al., 2001).

Consumer behavior is the action a person takes in purchasing and using products and services, including the mental and social processes that precede and follow these actions. Predicting and understanding consumer behavior is one of the largest challenges a business can face. At present, the competitive market forced producers to produce goods based on customer needs (Tafler, 2004). The study of consumer purchase behavior, which is briefly called consumer behavior, provides information about consumer and his/her consumption patterns. An organization can continue to survive if it can supply consumer needs and demands with a comprehensive understanding of them. This shows the importance of studying consumer behavior. This requires understanding consumer behavior which is not so simple. Customers may not know their own deeper inner motivation or they may react to affecting factors in the last moment and simply change their mind. However, marketers should consider their customers' requests, intakes and buying behaviors (Kotler, 2009).

1.1.1 Factors Influencing Consumer Buying Behavior

Buying behavior of individuals is often unconsciously affected by some factors. Social factors play an important role in the decision of buying certain products, including the most sensitive products such as cars. The important social factors are: reference groups, family, role and status. There are four important psychological factors affecting the consumer buying behavior are: perception, motivation, learning, beliefs and attitudes. The economical factors that most commonly affect consumer behavior include

Blythe, 2008).

Successful businesses understand how to leverage the different factors that influence consumer buying behavior to effectively market their products and maximize sales. Studies show that there are generally four main factors that play a role in the consumer's buying behavior. The factors include cultural factors, social factors, personal factors and psychological factors (Blackwell et al., 2001). This study will therefore explore of the four main factors that influence consumer buying behavior of the automotive.

A study by Havkinze, Roger & Kenth (2006) found out that the consumers disposable income play a major role in determining what to buy and in what quantities. however this depends on the income elasticity of a certain product. if the consumers disposable income increases and that the income elasticity of demand for that good is greater than one then the proportional rise in the demand for that product is greater than the rise in income levels. Their study also reported that the influence of culture on buying behavior varies from country to country therefore marketers have to be very careful in analyzing the culture of different groups, regions or even countries.

According to Peter and Olson (2005) customer possesses specific belief and attitude towards various products. Since such beliefs and attitudes make up brand image and affect consumer buying behavior therefore marketers are interested in them. Marketers can change the beliefs and attitudes of customers by launching special campaigns in this regard. In Kenya, Consumer rights are the rights given to a "consumer" to protect him/her from being cheated by salesman/manufacturer/shopkeeper. Consumer protection laws are designed to ensure fair trade competition and the free flow of truthful information in the marketplace. The laws are designed to prevent businesses that engage in fraud or specified unfair practices from gaining an advantage over competitors and may provide additional protection for the weak and those unable to take care of themselves. Consumer Protection laws are a form of government regulation which aim to protect the rights of consumers (Republic of Kenya, 2007).

1.1.2 Overview of Motor Industry in Kenya

The Automotive industry in Kenya is primarily involved in the retail and distribution of motor vehicles. The motor industry in Kenya contributes to at least 6% to the GDP. There

being Toyota (East Africa) Cooper Motor Corporation, General Motors, Simba Colt and DT Dobie. There are also three vehicle assembly plants in the country, which concentrate on the assembly of pick-ups and heavy commercial vehicles. The established dealers face intense competition from imported second-hand vehicles, mainly from Japan and United Arab Emirates. These imports now account for about 70% of the market (Masinde, 1996). The last decade witnessed a significant decline in the number of new vehicles sold in the country. There has been a steady recovery in the last four years, but the numbers achieved still fall far short of the numbers recorded a decade ago. In 2004, the leading motor vehicle companies recorded sales of 9,979 units. Although 27% better than the previous year, this is still well below the levels achieved in the early 1990's. The slump in the volume of new cars sold is attributable to the increased competition from second hand vehicles and the depressed economic environment (www.pwc.com/structure).

The Kenya Motor Industry Association (KMI), the representative body of the corporate participants in the motor industry, has been lobbying hard to reverse this trend. Some of these measures have helped the industry recover from its lowest point in 2000, when only 5,869 units were sold. On their part, the companies themselves have become more innovative in responding to customer needs. Some of the measures that KMI has been advocating include: Implementation of strict criteria on importation of second hand vehicles. Incentives to promote local assembling of commercial vehicles and Export incentives aimed at encouraging car manufacturers to expand operations in the region (Masinde, 1996).

1.1.3 General Motors East Africa Limited

General Motors Company commonly known as GM is an American multinational automotive corporation headquartered in Detroit, Michigan, and the world's largest automaker, by vehicle unit sales, in 2011. GM employs 202,000 people and does business in some 157 countries. General Motors produces cars and trucks in 31 countries, and sells and services these vehicles through the following divisions/brands: Buick, Cadillac, Chevrolet, GMC, Opel, Vauxhall, and Holden, as well as two joint ventures in China, Shanghai GM and SAIC-GM-Wuling Automobile. GM's OnStar subsidiary provides vehicle safety, security and information services.

between General Motors Corporation (57.8%), Industrial and Commercial Development Corporation (20%), Centum Investments (17.8%) and Itochu Corporation (4.4%). The vehicle manufacturing plant in Nairobi assembles a wide range of Isuzu trucks and buses. It is the largest manufacturer of commercial vehicles in the Eastern Africa region with more than fifteen models. General Motors East Africa Limited is certified to ISO 9001:2008 (quality management system) and ISO 14001:2004 (environment management system), the best known testimonials to world class quality and environmental standards respectively. GM East Africa also meets Isuzu Japan Manufacturing System Quality Certification and complies with GM Corporation (USA). GM East Africa has over 30 years experience in local assembly and service. Vehicles are engineered to suit local operating conditions with up to 50% local content on some models.

GM East Africa continues to design, build and sell the world's best vehicles. It enjoys an expansive distribution footprint across Kenya and the East African region to cater for all sales and after sales requirements (www.gmea.co.ke). The information on the company's website therefore means that the company is the most preferred in Kenya. General Motors East Africa (GMEA) retained its market share at 24 per cent. Total sales in the industry in the nine months to September 2011 stood at 9,255 units compared to 8,476 units a year earlier, representing a growth of 8.8 per cent (www.gmea.co.ke).

The main brands category from GM sold in Kenya are; Isuzu, Chevrolet, GMC and Opel. The company mostly sell salon cars, buses and trucks Increased demand for buses and trucks helped General Motors East Africa (GMEA) overtake Toyota Kenya as the country's largest car dealer by unit sales in the 11 months to November. General motors in Kenya employs approximately 3000 employees in the various branches Data from the Kenya Motor Industry Association (KMI) shows that GMFA's market share increased to 25 per cent at the end of November from 21 per cent as at June. This saw GMEA relegate countrywide.

1.2 Problem Statement

The behavior of the consumer with regard to purchase of automotive is affected by various factors that are uncontrollable; cultural, social, personal and economical and psychological factors. These factors cause consumers to develop products and brand

understanding of their impact is essential as marketing mix strategies can be developed to appeal to the preferences of the target market (Ahmed and d'Astou, 1993).

Today's competitive world chance of survival of automotive companies is related to continually providing its customers' satisfaction and to attract their loyalty and support. Knowing the factors that unconsciously affect the decision to purchase something can have positive effects on supplying the customers with better products. Consumer behavior means more than just how person buys products. Marketing efforts therefore also focus on consumer's consumption of services, activities and ideas. The manner in which consumer buys is extremely important to marketers. It involves understanding the set of decisions (what, why, when, how much and how often) that consumer makes over the time (Hoyer 2004). It is important to know how consumer reacts towards different product features, price, and advertisement, in order to ensure strong competitive advantage (Khachaturian and Morganosky, 1990) and (Ahmed and d'Astou, 1993).

General motors limited is no exception for every potential buyer has to consider various factors before a purchase of their product. For the company to remain competitive in the motor industry in Kenya; there is need for the management to understand their customers buying behavior towards their automotive brands as well as how consumer reacts towards different product features, price, and advertisement, in order to ensure strong competitive advantage.

Various studies in Kenya have been conducted. For example, Kileba (2001) did a study on the effect of consumer perception on marketability of new products: the case of Kenya commercial banks Bankika accounts. Wanjau (2001) did a study on the influence of brand personality on consumer's choice: the case of malt based non alcoholic drinks in Nairobi, Kenya. Wasonga (2003) did a study on the factors affecting consumer perception of Kenyan manufactured fast moving consumer goods in the east African community. Waboi (2002) effectiveness of international e-commerce strategy among selected registered motor vehicle dealers in Nairobi. It is therefore clear that most of the studies have a focus of the banking sector and other sectors like agriculture, insurance and so on. This study therefore sought to investigate the factors that influence customer buying behavior of the automotive products at the General Motors East Africa Limited.

The general objective of this study was to investigate the factors that influence customer buying behavior of the automotive products at the General Motors East Africa Limited. The specific objectives of the study were to find out whether perceived price, quality, cultural factors and beliefs, perceived brand image and income level influence consumer buying behavior of automotive at GM respectively.

1.4 Value of the Study

This study would be significant to the management of General Motors East Africa Management in that the findings may help them in improving on their marketing strategies as well as their current policies on customer management.

The study may also be significance to the employees of the company for they may learn what it requires to interact with their customers as well as knowing how to treat them with the aim of helping them build trust with the company and also promote their buying behaviors.

The findings of this study may also be significant to other companies who may like to enhance their customer buying behaviors which would see their companies grow to a great extent.

The study may also be used by other academicians as a basis of their further research in the same area or areas closely related to consumer consumption and their buying behaviors.

LITERATURE REVIEW

2.1 Introduction

This chapter presented the literature review as presented by other authors and researchers in the same field of consumer. The various sections presented here were: concept on consumer buying behavior, hierarchical theory of needs, factors influencing consumer buying behavior of automobile and the conceptual framework to the study.

2.2 Concept on Consumer Buying Behavior

Consumer Behavior is defined as the behavior that consumer displays in the searching for, purchasing, using, evaluating, and disposing of the products and services that they expect will satisfy their needs. Consumer Behaviour focuses on how consumer make the decisions to spend their available resources (Time, Money, Efforts) on consumption related items. That includes what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, how often they use it, how often they evaluate it after the purchase and the impact of such evaluations on future purchases. Consumer behaviour is the study of when, why, how, and where people do or do not buy a product (Khosla, 2010). It blends elements from psychology, sociology, social anthropology and economics (Kotler, 2000). It attempts to understand the buyer decision making process, both individually and in groups. It studies characteristics of individual consumers such as demographics and behavioral variables in an attempt to understand people's wants (Armstrong, 1991).

While Bennett (1995) defines consumer behavior as the dynamic interaction of affect and cognition, behavior, and environmental events by which human beings conduct the exchange aspects of their lives," Blackwell et al. (2001) emphasize product disposal in their definition of consumer behavior as those activities people undertake when obtaining, consuming and disposing of products and services." However, Peter and Olson (2005) assert that consumer buying behavior can be defined in the light of interactions and exchanges of experiences. They defined that consumer behavior involves the thoughts and feelings people experience and the actions they perform in consumption processes. It also includes comments from other consumers, advertisements, price information, packaging, product appearance; is dynamic, involves interactions and exchanges." Solomon (2009) however takes a more holistic view of the concept encapsulating the marketing of a product offering (broadly defined) from inception to

obsolescence 'consumer behavior is' the study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires.

2.3 Hierarchical Theory of Needs and Consumer Buying Behavior

The first step in consumer purchasing process is the need recognition or motivation, where consumers realize that s/he has need for something. It reflects an inner state of arousal that directs the consumer to engage in goal relevant behaviors, effortful information processing and detailed decision making. Motivation is enhanced, when consumers regard something as personally relevant, consistent with their values, goals and needs, risky and moderately inconsistent with their prior attitude (Hoyer, 2004).

When motivation is high, consumers are willing to do things which are closely related to their goals, e.g. if one has aim to be buy clothes which can be fashionable as well as give confidence to wear at work place and when such a style comes in front of her then they immediately go for it. Highly motivated people pay more attention and think about their goals, they evaluate the information critically relevant to it and try to remember the information for later use. Consumers are motivated when they feel processed information or things are personally relevant. Maslow grouped these different consumers need in five major categories: (Hoyer, 2004) Physiological (Need for food, water and sleep), Safety (Need for shelter, protection and security Social (need for affection, friendship and acceptance), Egoistic (need for prestige, success, accomplishment and self esteem) and Self actualization (need for self fulfillment and enriching experiences). In further detail needs can be categorized as social, non-social, Functional, symbolic and Hedonic needs.

Social needs are extremely directed and related to other individuals. Social needs are fulfilled by the presence or action of other people. Non-social needs are those in which achievement is not based on other people. Only one self is related to usage of certain product and services. Functional needs motivate the search for products that solve consumption related problems. Symbolic needs affect how we perceive ourselves and how we are perceived by others. Achievement, independence and self control are symbolic needs because they are connected with consumer's sense of self. Consumers need for uniqueness is symbolic because it drives consumption decision about how s/he expresses his/her own identity. Achievement, status, affiliation and belonging are symbolic because they reflect consumers' social position or role. Hedonic needs reflect

consumer's inherent desires for sensory pleasure. Sensory simulation, cognitive simulation and novelty are non-social hedonic needs, while needs for reinforcement, sex and play are social hedonic needs (Hoyer, 2004).

2.4 Models of consumer buying behaviour

Several models are developed with a view to provide explanations for the consumer buying behaviors. Although they vary in form of presentation, most of them are composed of stages such as pre-purchase, purchase and post-purchase (Hoyer and MacInnis, 2001; Rayport and Jaworski, 2003). Blackwell et al. (2001) define consumer behaviour as a summation of acquisition, consumption and disposal of products or services. However, such definition falls short of the continuity of the processes. Based on this loophole, Rayport and Jaworski, (2003) further propose the circle of consumption that recognize purchasing processes as a loop, comprising acquisition of goods and services, consumption, as well as disposal of used goods.

Stage one is need recognition which occurs when an individual is aware of a difference between their perception and the actual satisfaction level (Solomon et al., 2006). The buying process is initiated when people recognize their unsatisfied need (Levy and Weitz, 1992). There are two kinds of needs, namely functional needs and psychological needs. Functional needs are related to the performance of the product whereas psychological needs are intrinsically obtained when customers feel contented with shopping or owning a product which they long for.

Stage two is the search of information. The length and depth of search vary for different customers and depend on variables like personality, social class, income, size of purchase, past experiences, prior brand perceptions as well as customer satisfaction. As mentioned by Solomon et al. (2006), search of information can further be divided into pre-purchase search and ongoing search. Pre-purchase search is initiated when consumers recognize a need and hence look for more information from the marketplace.

Stage three comes to the pre-purchase evaluation that consumers compare between different products and brands to make a purchasing decision. In this stage, consumers pay particular attention to the attributes which are most relevant to their needs (Kolter et al., 2005). Attributes like quantity, size, quality and price are commonly used to judge a

brand by customers. Any changes in these attributes can affect consumer decisions on brand or product choices (Blackwell et al., 2006).

According to Porter (2004) firms can create value by providing lower price or unique offers to the customers so as to excel their competitive advantages over the others. Stage four refers to the purchase decisions made by the consumers after evaluating the offers from different retailers. As stated by Blackwell et al. (2006), there are two phases contributing to the decision making processes, including retailer and in-store selection. Retailer selection is made by judging which retailers to buy after investigating the attributes from the previous stage whereas in-store selection is affected by the selling skills of salesperson, visual displays inside the shops, as well as point-of-purchase advertising. Stage five, stage six and stage seven are under the category of the post-purchase stage. In stage five, customers begin consuming the products whereas in stage six, customers evaluate the consumption process. This gives rise to satisfaction when consumers' expectations are higher than the perceived performance and vice versa (Blackwell et al., 2006). Lastly, stage seven comes to divestment, in which consumers dispose or recycle the products and at the same time. The firms need to think about the possibility of remarketing. This stage is crucial since customers could be possible to make repeat purchases provided that they are satisfied with the aforementioned stages (Rayport and Jaworski, 2003).

2.5 Factors influencing Consumer Buying Behavior of Automotive

The following section presents the literature review of the main factors that influence consumer buying behavior of automotive brands and other products on studies conducted by various authors and academicians.

2.5.1 Perceived Price

Customers have increasingly become price conscious and dealers with competitive prices tend to attract more customers. In this instance, The Kenya Motor Industry association (KMI) constantly reveals prices that all the dealers are offering to customers. The Motor dealers try to be competitive bearing in mind what competitors are offering. Usually the price variance is minimal (Masinde, 1996).

The price you set for a product or service has a very significant effect on how the consumer behaves. If consumers believe that the price you're charging is lower than competitors it could cause a major spike in sales. But if the price you set is significantly

higher than expected, the response can be disappointing. In either case a change in price could produce unexpected results when it comes to consumer buying behavior. In traditional economics prices have been treated simply as cost, the recognition that a price serves to inform the consumer about the good is more of recent origin (East, 1997). Price, one of the non-product attribute of brand associations where it can be an important associations in the formation of brand perceptions, particularly with regard to value and desirability and is a criterion by which consumer often segment their knowledge of a market or category.

Price is undoubtedly one of the most important market variables (Bauer, Klieger & Koper, 2004). It becomes apparent from the literature that there are numerous ways of price framing. Specifically, price framing is defined as how the offered price is communicated to the consumer (Briesch, Krishna, Lehman & Yuan, 2002). Framing the same information in different ways can have a great impact on consumer decision making and choice behavior. Blair and Landon (1981) found that consumer estimates of the advertiser's regular price are higher for ads with a reference price than for ads without one. Reference price can be defined as a concept of an internal standard against which observed prices are compared (Kalyanaram & Winer, 1995). This effect can subsequently cause a heightened interest in the advertised offer by increasing consumer estimates of the product savings offered by the advertiser. In a study on the effects of promotion framing on price expectations and choice DelVecchio, Krishnan, and Smith (2007) found that frame affects consumers' perceptions of the promoted price and the weight they place on the promoted price.

High quality products, fancy packaging, exclusive store locations, high retail margins, expensive promotions, advertising campaigns, and brand names are all the contribution to the higher prices of luxury goods. Companies make large investments into these components in order to make their products instantly recognizable and familiar. The luxury products will lose their rarity and exclusivity characteristics if they are not priced high. Luxury goods are expensive in relative and absolute terms (Kalyanaram & Winer, 1995).

2.5.2 Perceived Quality

In Kenyan markets, customers look for product quality and features that will satisfy their needs. A vehicle is no longer just a means of transport but has to emphasis on safety,

durability, among other features like space, seating capacity, 4WD or engine power and reliability among other features. The extensive literature and emphasis on actual quality seems to have conspired against what we describe as the neglected frontier of quality: an outside-in perspective driven through the customer-centric perception of quality by intrinsically dealing with the voice of the customer. The customers' perception element of quality has its own distinct definition and form of measurement. It carries subjectivity, and is the level of perceived value reported by the customer who benefits from a process or its outcome. Perceived quality is in the mind of the believer, and is a poor offspring because our methods of today are all focusing attention on the business and not to the customer outside of the business. Perceived product quality is perhaps one of the most important constructs in marketing. In recent years, perceived quality has been the subject of considerable interest by both practitioners and researchers, mainly in services marketing (Cronin & Taylor, 1992). However, work that integrates the role of perceived product quality within the context of other marketing variables like product involvement, consumer satisfaction and purchase intentions has received less attention.

Indeed, the belief that high perceived quality leads to repeated purchases is the bedrock of any business. Achieving perceptions of quality is usually impossible in Kenya unless the quality claim has substance. Generating high quality requires an understanding of what quality means to customer segments, as well as a supportive culture and a quality improvement process that will enable the organization to deliver quality products and services. Creating a quality product or service, however, is only a partial victory: perceptions must be created as well. Perceived quality may differ from actual quality for a variety of reasons. First, consumers may be overly influenced by a previous image of poor quality. Because of this, they may not believe new claims, or they may not be willing to take the time to verify them. Thus it is critical to protect a brand from gaining a reputation for shoddy quality from which recovery is difficult and sometimes impossible (Parasuraman, Zeithaml & Berry 1996).

Second, a company may be achieving quality on a dimension that consumers do not consider important. When Citibank dramatically increased back-office efficiency by automating its processing activities, the expected impact on customer evaluations was disappointing. Customers, it turned out, either did not notice the changes or did not recognize any benefit from them. There is a need to make sure that investments in quality occur in areas that will resonate with customers. Third, consumers rarely have all the

information necessary to make a rational and objective judgment on quality -- and even if they do have the information, they may lack the time and motivation to process it. As a result, they rely on one or two cues that they associate with quality; the key to influencing perceived quality is understanding and managing these cues properly. Thus, it is important to understand the little things that consumers use as the basis for making a judgment of quality (Parasuraman, Zeithaml & Berry, 1996).

Similar to brand awareness, perceived quality is determined by a number of factors. To be more specific, perceived quality can further be classified into product quality and service quality. Regarding product quality, there are seven dimensions which affect the consumers' perception, namely performance, features, conformance with specifications, reliability, durability, and serviceability as well as fit and finish. Service quality, on the other hand, is judged by its corresponding tangibles, reliability, competence, responsiveness and empathy (Aaker, 1991). As mentioned by Srikatanyoo and Gnoth (2002), consumers are inclined to develop stereotypical beliefs about the products from particular countries. Hence, consumers could have their preferences for products made from one country over another (Papadopoulos et al., 1991).

2.5.3 Socio-Cultural Factors

Culture is part of the external influences that impact the consumer. That is, culture represents influences that are imposed on the consumer by other individuals. The definition of culture offered in one textbook is "That complex whole which includes knowledge, belief, art, morals, custom, and any other capabilities and habits acquired by man person as a member of society (Kileba, 2001). Culture is the complex of values, ideas, attitudes and other meaningful symbols that allows human to communicate, interpret and evaluate as members of society (Blackwell et al, 2001). It is the primary reason behind a person's wants and behavior. Although, different societal groups have their own culture that affects consumers buying behavior, the extent to which it influences the behavior might vary from country to country. Each cultural group can be divided into groups consisting of people with common life experiences and situations, also known as subcultures (Kotler et al., 2005) such as nationality, racial groups, religion, and geographical areas. The third cultural factor is social class, which is constituted of other variables: occupation, income, education, and wealth (Blackwell et al., 2001).

The knowledge and belief are important parts of culture. In Kenya it is a common belief that a person with quick learning ability and a sharp brain will do better in study. Similarly, a hardworking and skilled person will be successful while, in most of the developing countries Kenya included, luck is believed as important as hard work. The culture varies with region and religion. Every culture has smaller groups with shared values and beliefs due to common life experience and situations. These groups are very important to marketers since many of these subcultures make up an important market segment (Kotler et al., 2001). Every society in Kenya has some form of social class structure; this class system is different for every country in point of distribution and ratio.

2.5.4 Perceived Brand Image

Brand is a name in every consumer's mind (Mooij, 1998) and it is characterized by a noticeable name or symbol which can differentiate the goods and services from the rivals' (Aaker, 1991; Keller, 1998). In addition to a specific brand name, a brand is also composed of products, packaging, promotion, advertising, as well as its overall presentation (Murphy, 1998). From the consumers' perspective, brand is a guarantor of reliability and qualifying consumer products (Roman et al., 2005). Added to this, consumers would like to buy and use brand-name products with a view to highlight their personality in different situational contexts (Aaker, 1999; Fennis and Pruyn, 2006).

Nowadays, consumers have a wide range of choice to choose from when they enter a shopping mall. It is found that consumers' emotions are one of the major determinants which affect their buying behaviour (Berry, 2000). According to a research conducted by Freeride Media (1998) on shopping habits, nearly one-fourth of the respondents are likely to impulse-buy clothes and accessories. When deciding which products to purchase, consumers would have their preferences, which are developed in accordance with their perceptions towards the brand. Successful branding could make consumers aware of the presence of the brand and hence could increase the chance of buying the company's products and services (Doyle, 1999).

A brand can be an everlasting and lucrative asset as long as it is maintained in a good manner that can continue satisfying consumers' needs (Batchelor, 1998; Murphy, 1998). Although successful brands can be totally different in nature, they share something in common, for instances well-priced products and consistent quality (Murphy, 1998). As mentioned by Levitt (1983), there are four elements for building a successful brand.

namely tangible product, basic brand, augmented brand and potential brand. Tangible product refers to the commodity which meets the basic needs of the customers. Basic brand, on the other hand, considers the packaging of the tangible product so as to attract the attention from the potential customers. The brand can be further augmented with the provision of credibility, effective after-sales services and the like. Finally and most importantly, a potential brand is established through engendering customer preference and loyalty. By doing so, the image of the brand could be well instilled in the customers' mind.

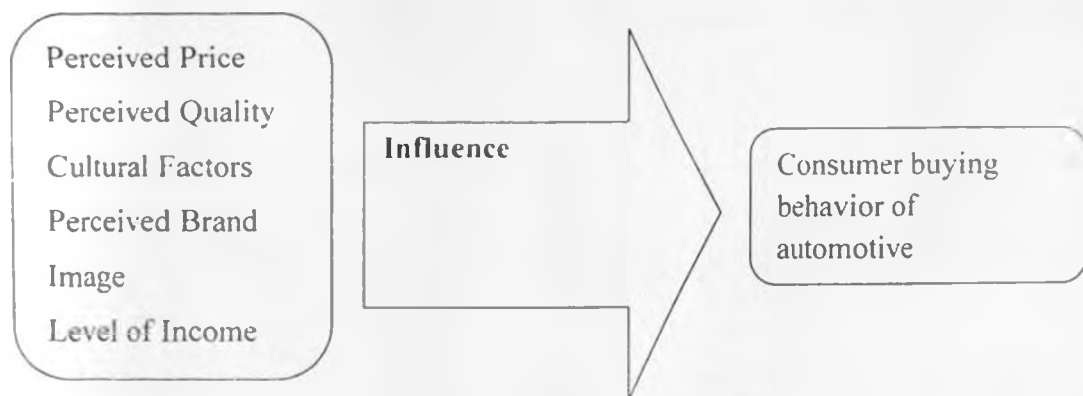
2.5.5 Level of Income

Another factor that influences consumer buyer behavior is income. The types and quantity of goods bought differ depending on the wage earned by the consumer. When buyers have greater income, they purchase more luxury goods like high-end cars. John B. Taylor (2001) explains that a decrease in income shifts purchasing behavior from buying normal goods to inferior goods. It is simply put as consumers buy fewer specialty items, such as shoes and clothing, and buy more store-brand items.

2.6 Conceptual Framework

The figure below presents the conceptual framework on the selected factors influencing consumer buying behavior of the automotive brands.

Figure 2.1: Conceptual Framework



Independent Variables

Dependent Variables

Source: Research (2012)

The figure above presents the conceptual framework on the factors influencing consumer buying behaviour which are perceived price, perceived quality, cultural factors, perceived brand image and level of income. The conceptual framework therefore shows the relationship between the variables.

RESEARCH DESIGN AND METHODOLOGY

3.1 Introduction

This chapter discussed the research methodology that will be used in this study and provides a general framework for this research. The section presented details of the research design, target population, sample and sampling procedures, description of research instruments, description reliability of instruments, data collection procedures and data analysis techniques.

3.2 Research Design

This study used descriptive cross-sectional survey research design. This design normally describes and reports the way things are. It is characterized by a systematic collection of data from members of a given population mainly through questionnaires (Ogula, 2005). This design has been chosen in this study for the following reasons that: The design was ideal in describing the characteristics of the targeted population it is appropriate for a large sample which is expected to participate in the study, the design also accommodates both quantitative and qualitative approaches of analysis.

3.3 Population

The population for this study consisted of 180 customers who own GM products from General Motors (GM) Kenya limited presented in the table 3.1 below. The brand a category was chosen for they are the most purchased in Kenya. The choice of respondents being customers to the company was based on the fact that they are the ones aware of the factors that drive their purchasing behavior of the very brands that they own. The target population was as presented below:

Table 3.1: Population

Category	Target Population
Chevrolet	60
Opel Astra	60
GMC	60
Total	180

General Motors products profile (K) (www.gmea.co.ke).

3.4 Sampling Procedure and Sample Size

Cooper and Schindler (2003) advocate a representative of 10% or more. This study used stratified random sampling technique to select a sample of 30% of the whole target population. Vehicle owners of the brands listed above were randomly selected to participate in the study. The study excluded all other vehicle owners of other brands other than the ones listed in the table 3.1 and 3.2 respectively. The sample structure of the study was therefore 54 possible respondents as shown in the table 3.2 below:

Table 3.2: Sample Structure

Category	Target population	Sample size
Chevrolet	60	18
Opel	60	18
GMC	60	18
Total	180	54

Source: Primary Data

3.5 Data Collection

3.5.1 Questionnaires

The questionnaires were used in this study mainly for the purpose of collecting primary and secondary data. The questionnaires was used for the following reasons: its potentials in reaching out to a large number of respondents within a short time, able to give the respondents adequate time to respond to the items. offers a sense of security (confidentiality) to the respondents and it is objective method since no bias resulting from the personal characteristics (as in an interview) (Owens, 2002). The questionnaire was used to collect data from the sampled consumers who own either of the listed automotive

from GM. It was divided into the main areas of investigation except the first part which captures the demographic characteristics of the respondents. Other sections were organized according to the major research objectives.

3.5.2 Reliability and validity of Research Instruments

For a research instrument to be reliable, it must be capable of yielding consistent results when used more than once to collect data from two samples drawn randomly from the same population (Mugenda & Mugenda, 1999). To establish the reliability of the research instruments, the researcher carried out a pilot test of the instruments using another similar group with the same characteristics as the one targeted in the study. The pilot study was done to test whether the aim of the study would be achieved, if there is ambiguity in any item, if the instrument could elicit the type of data anticipated, whether the research objectives are being appropriately addressed thus enhancing reliability and validity, and lastly to indicate whether the type of data collected could be meaningful analyzed in relation to the stated research questions and objectives. The participants were encouraged to make comments and suggestions concerning the instructions in the questions clarity of the questions and relevancy of the questions to ensure the reliability instruments. The piloted instruments were adopted for the study.

3.8 Data Analysis Procedures

After administering and collecting the questionnaires, the collected data was examined and checked for completeness and comprehensibility then subjected to statistical analysis. The responses were coded, edited and analyzed using Statistical Package for Social Science (SPSS). When data was edited to remove inconsistencies it was analyzed using both descriptive techniques. Descriptive statistics like frequencies distribution, percentages, means, modes, medians, standard deviations were used to analyze the data (Mugenda and Mugenda, 1999).

DATA ANALYSIS, RESULTS AND DISCUSSION

4.1 Introduction

This chapter presents the data analysis, interpretation and presentation of the results from the field on factors influencing consumer buying behavior of the products from General Motors Limited. A total of 54 questionnaires were distributed randomly to the respondents who owned salon cars of the make: Chevrolet, Opel or GMC which are the most selling brands from General Motors East Africa limited. This is shown in Table 4.1.

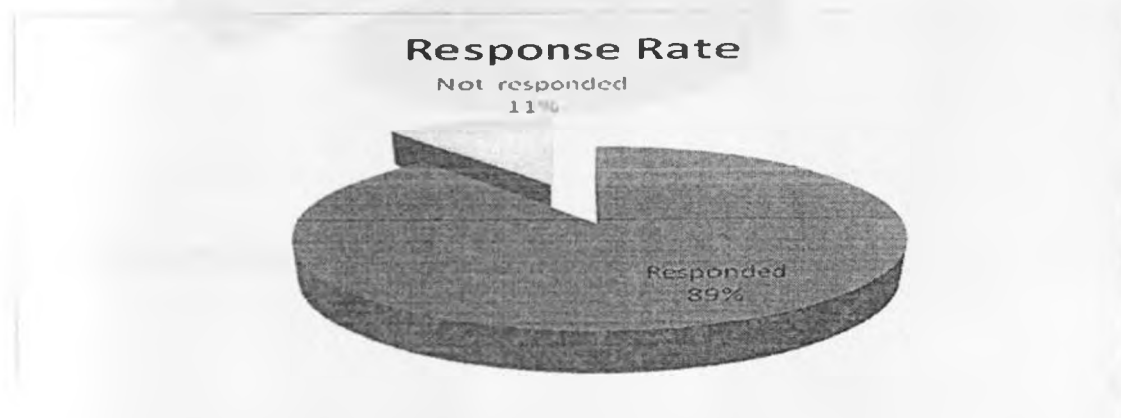
Table 4.1 Response Rate

	Frequency	Percentage
Responded	48	89
Not responded	6	11
Total	54	100

Source: Primary Data

Out of the 54 questionnaires distributed, 48 of the questionnaires were returned filled while 6 were either not well answered or were considered faulty. This therefore yielded a response rate of 89%. This high response rate was achieved for hiring very active research assistants who availed and dedicated themselves to the respondents. The Figure 4.2 presents the same information.

Figure 4.2: Response Rate



Source: Primary Data

4.2 Demographic information of the respondents

4.2.1 Gender

The study sought to determine the gender of the respondents and therefore requested the respondents to indicate their gender. The results are as shown in the Table 4.3.

Table 4.3: Gender

	Frequency	Percentage
Male	30	62.5
Female	18	37.5
Total	48	100.0

Source: Primary Data

From the findings the study found that majority of the respondents as shown by 62.5% indicated that they were males whereas 37.5% of the respondents indicated that they were females. this is an indication that both genders were involved in this study and thus the finding of the study would not suffer from gender biasness. The Figure 4.3 presents the same information on gender.

Figure 4.3: Gender of the Respondents



Source: Primary Data

4.2.2 Age Bracket

Table 4.4 contains the research findings on the age brackets of the respondents.

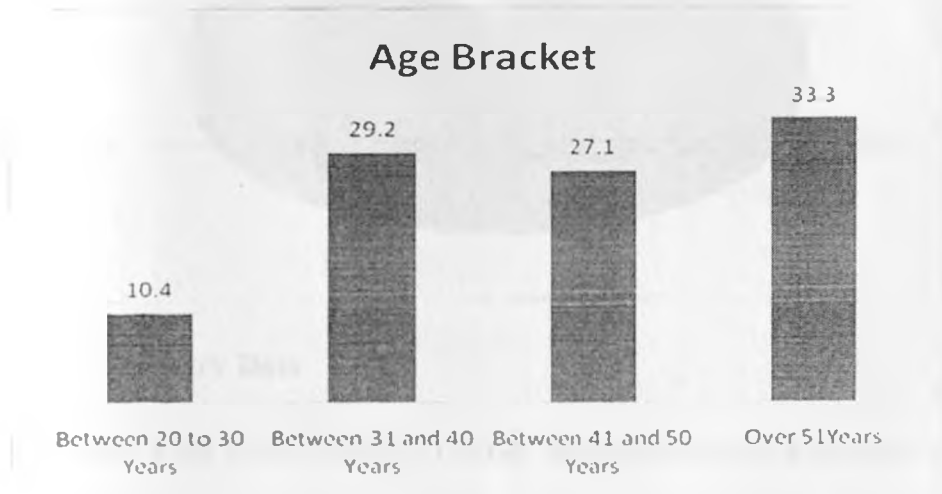
Table 4.4: Age bracket

	Frequency	Percentage
Between 20 to 30 Years	5	10.4
Between 31 and 40 Years	14	29.2
Between 41 and 50 Years	13	27.1
Over 51 Years	16	33.3
Total	48	100.0

Source: Primary Data

On the age of the respondents, the study requested the respondents to indicate their age category. From the findings, the study found that most of the respondents as shown by 33.3% indicated that they were aged Over 51 Years. 29.2% of the respondents indicated that they were aged between 31 and 40 Years. 27.1% of the respondents indicated that they were aged Between 41 and 50 Years, whereas 10.4% of the respondents indicated they were aged between 20 to 30 years. This is an indication that respondents were well distributed in term of their age. The results on age bracket are also presented in the Figure 4.4.

Figure 4.4: Age bracket



Source: Primary Data

4.2.3 General Motors cars that are most valued.

The study required the respondents to indicate whether there are some cars from general motors brands valued most. The results are as shown in the Table 4.5.

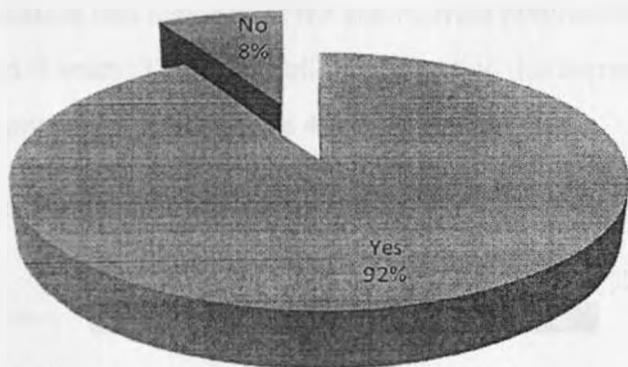
Table 4.5: Whether there are some cars from general motors brands valued most

	Frequency	Percentage
Yes	44	91.7
No	4	8.3
Total	48	100.0

Source: Primary Data

The results in the table above indicates that majority of the respondents as shown by 91.7% indicated that there were some cars from general motors' brands valued more than others whereas 8.3% of the respondents were of the opinion there were no cars from general motors' brands valued more than others. this is an indication that company profiles affect investment decisions. The results are also as shown in the Figure 4.4.

Figure 4.5: Some cars from general motors brands valued most



Source: Primary Data

4.2.4 Cars from general Motors Brands respondents value most than

The study required the respondents to indicate the type of cars they valued most from GM East Africa limited. Most of the respondents indicated that Isuzu D-Max, Isuzu NPR, Opel Astra and Subaru Legacy.

4.2.5 Duration respondents have been using their current car brands

The Table 4.6 presents the results on duration respondents has been using their current car brands:

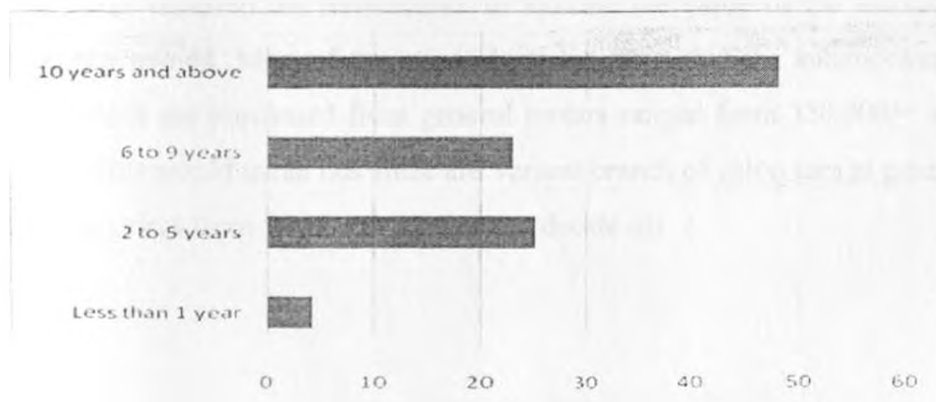
Table 4.6: Duration respondents have been using their current car brands

	Frequency	Percentage
Less than 1 year	2	4.2
2 to 5 years	12	25.0
6 to 9 years	11	22.9
10 years and above	23	47.9
Total	48	100.0

Source: Primary Data

From the finding on the duration the respondents have been using their current car brands, the study found that majority of the respondents as shown by 47.9% indicated that they that they had used their current brands for 10 years and above . 25.0 % of the respondents indicated that that they had used their current brands 2 to 5 years. 22.9% of the respondents that they had used their current brands for 6 to 9 years, whereas 4.2% of the respondents indicated that they had used their current brands for less than 1 year. This is an indication that majority of the automotives purchased from GM can last long to even more than 9 years. The information on duration the current automotive from GM is owned is also presented in the Figure 4.6.

Figure 4.6: Duration respondents have been using their current car brands



Source: Primary Data

4.2.6 Product's success in satisfying respondents needs

The study sought to establish the extent to which product has been successful in satisfying respondents' needs as shown in Table 4.7.

Table 4.7 Extent to which product been successful in satisfying respondents' needs

	Frequency	Percentage
More than 81%	33	68.8
51% - 80%	9	18.8
Less than 50%	1	2.1
Can't say	5	10.4
Total	48	100.0

Source: Primary Data

From the findings on the extent to which the product succeeded in satisfying respondents needs, the study found that majority of the respondents as shown by 68.8% indicated that the product succeeded in satisfying their needs More than 81%. 18.8% indicated that product succeeded in satisfying their needs 51-80%, 10.4% couldn't say the level at which product succeeded in satisfying their needs, whereas 2.1% indicated that product succeeded in satisfied their needs. This is an indication that the products from GM satisfy more than 51% of customer needs.

4.3 Influence of price on consumer buying behavior

4.3.1 Value of the saloon car owned

The study required the respondents to indicate the value of the automobiles that they currently owned. Most of the respondents indicated that the automobiles they currently own which are purchased from general motors ranged from 350,000/= up to a value of 3.6M. This would mean that there are various brands of salon cars at general motors with varying prices from which consumers can decide off.

4.3.2 Results on extent to which respondents consider price as a factor when purchasing automotive products of choice

The Table 4.8 presents the results on extent to which respondents consider price as a factor when purchasing automotive products of choice.

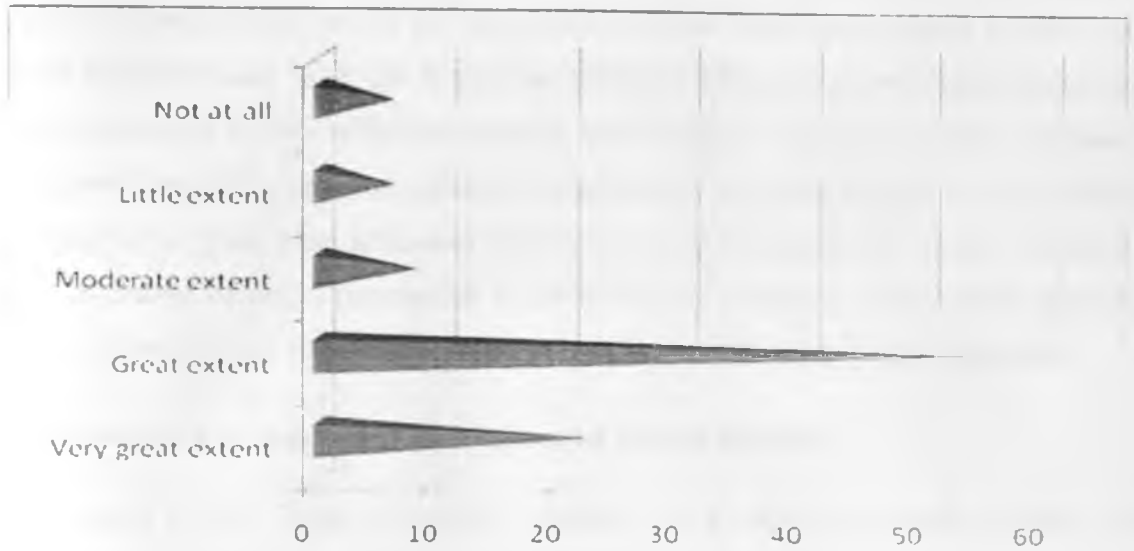
Table 4.8: Extent to which respondents consider price as a factor when purchasing automotive products of choice

	Frequency	Percentage
Very great extent	11	22.9
Great extent	27	56.3
Moderate extent	4	8.3
Little extent	3	6.3
Not at all	3	6.3
Total	48	100.0

Source: Primary Data

As shown in the table above, the study found that majority of the respondents as shown by 56.3% indicated that they consider price as a factor when purchasing automotive products to a great extent. 22.9% indicated that they considered price as a factor when purchasing automotive products of choice to a very great extent. 8.3% indicated that they considered price as a factor when purchasing automotive products of choice to a moderate extent whereas 6.3% indicated that they did not consider price as a factor when purchasing automotive products of choice to a great and very great extent in each case. This is an indication that price is a factor to consider when purchasing automotive products of choice to a moderate extent. This information is also as presented in the Figure 4.7.

Figure 4.7: Extent to which respondents consider price as a factor when purchasing automotive products of your choice



Source: Primary Data

Summarized in the Table 4.9 are the results on levels of agreement with a number of statements on the effects of price on consumer buying behavior of the automotive.

Table 4.9: Levels of agreement with the effects of price on consumer buying behavior of General Motors brands

Influence of price	Level of Agreement					Mean
	Strongly agree	Agree	Moderately agree	Disagree	Strongly disagree	
The increased price would not hinder my purchase intentions	9	86	3	1	1	3.820
The brand provides good value for money	23	71	4	2	0	3.176
Customers always switch to other automotive brands with other dealers/ manufacturers whenever the price increases	13	62	10	13	2	3.925
Customers always consider price as a major factor in any of their automotive or spare parts purchases but loyalty towards automotive remains the same even in change of prices	22	56	22	0	0	4.458
I will consider price of other car brands from other manufacturers if prices are high at GM	32	55	10	3	0	4.395

Source: Primary Data

On the respondents level of agreement with various statements on the effects of price on consumer buying behavior of the automotive, the study revealed that respondents agreed that, the increased price would not hinder my purchase intentions as shown by 86%, the brand provides good value for money as shown by 71%, customers always switch to other automotive brands with other dealers/ manufacturers whenever the price increases as reported by 62%, customers always consider price as a major factor in any of their automotive or spare parts purchases but loyalty towards automotive remains the same even in change of prices represented by 56% and that customers will consider price of other car brands from other manufacturers if prices are high at GM as shown by 86%.

4.4 Influence of product quality on consumer buying behavior

The results in the Table 4.10 show whether the respondents consider quality of automotive when doing purchasing a motor of choice from GM.

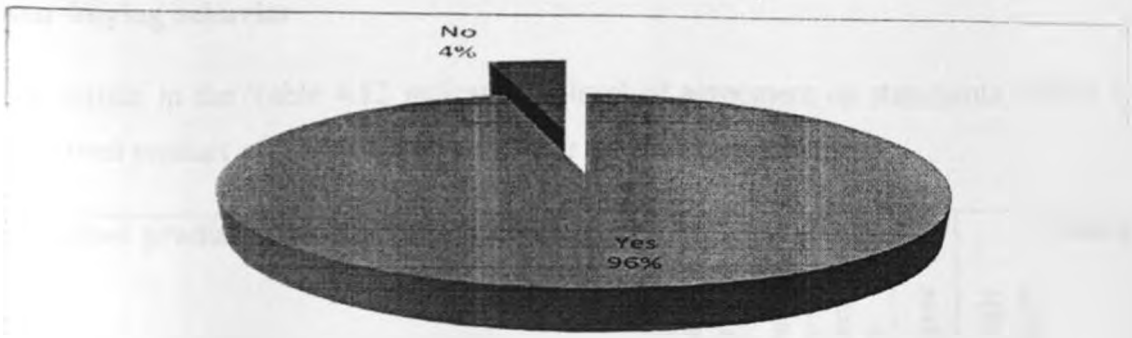
Table 4.10: Whether respondents consider the quality of automotive

	Frequency	Percentage
Yes	46	95.8
No	2	4.2
Total	48	100.0

Source: Primary Data

From the findings on whether respondents consider quality of automotive when doing motor of choice purchase from GM, the study found that majority of the respondents as shown by 95.8% indicated that they consider quality of automotive when doing motor of choice purchase from GM whereas 4.2% of the respondents indicated that they do not consider the quality of automotive when doing motor of choice purchase from GM, this is an indication that people consider quality of the automotive when doing motor of choice purchase from GM. This information is also presented in the figure below:

Figure 4.8: Extent to which respondents consider the quality of automotive



Source: Primary Data

4.4.1 Whether quality affects respondent's attitude and commitment in repurchasing the automotive of choice

The Table 4.11 presents the results on whether quality affects respondent's attitude and commitment in repurchasing the automotive of choice.

	Frequency	Percentage
Yes	46	95.8
No	2	4.2
Total	48	100.0

Source: Primary Data

On whether quality affect respondent's attitude and commitment in repurchasing the automotive of choice, the study found that 95.8% of the respondents indicated that quality affect respondent's attitude and commitment in repurchasing the automotive of choice whereas 4.2% of the respondents indicated that quality has no effect on the respondent's attitude and commitment in repurchasing the automotive of choice. This is an indication that quality affects attitude and commitment in repurchasing the automotive of choice.

4.4.2 Levels of agreement with statements on perceived product quality effect on your buying behavior

The results in the Table 4.12 indicate the level of agreement on statements related to perceived product quality effect on consumer buying behavior.

Perceived product quality	N	Strongly agree	Agree	Moderately agree	Disagree	Strongly disagree	Mean
The automotive brand has sufficient color choices that customers value most	48	84	14	0	2	0	2.3958
The materials used in making up the brand are of high quality and customers like them	48	12	76	8	2	2	2.2500
The size measurement and other features of the automotive is always makes customers repurchase more	48	32	55	10	3	0	2.3125
Generally, the brand has good quality that pleases customers always.	48	28	51	13	6	2	2.2708
Valuation reports is always core in determination of the quality of an automotive I buy	48	22	48	30	0	0	2.021
I like the brand I have for it retains a quality important in its re-sale	48	20	55	10	13	2	3.5000
As a customers I perceive quality to be a strong factor in all my purchases	48	1	86	3	1	9	2.1625
The staff in the supermarkets/shops appreciate me most any time I purchase the automotive of choice	48	20	50	30	0	0	2.4792
The General motor outlet always offers me the best quality spare parts for my brand	48	19	56	10	13	2	2.4375

Source: Primary Data

On the respondents level of agreement with various aspects of financial capability of investors in the NSE, the study found that respondents agreed that, the staff in the company and even salespersons appreciate them most any time they purchase the automotive of choice as shown by 50%, the General Motor outlet always offers me the best quality spare parts for my brand as shown by 56%, the automotive brand has sufficient color choices that customers value most as shown by the mean of 4.3958, the size measurement and other features of the automotive is always makes customers

repurchase more as shown by 55%, generally, the brand has good quality that pleases customers always as shown by 51%, the materials used in making up the brand are of high quality and customers like them as shown by 76%, valuation reports is always core in determination of the quality of an car they buy as shown by 48%, as a customers they perceive quality to be a strong factor in all my purchases as shown by 86% and that they like the brand they already have for it retains a quality important on its re-sale as shown by the mean of 55%.

4.4.3 Extent to which quality is a factor when purchasing

The Table 4.13 presents the results on extent to which quality is a factor when purchasing.

Table 4.13 presents the results to which quality is a factor when purchasing

	Frequency	Percentage
Very great extent	9	18.8
Great extent	14	29.2
Moderate extent	22	45.8
Little extent	1	2.1
Not at all	2	4.2
Total	48	100.0

Source: Primary Data

From the findings on the extent to which respondents considered quality as a factor when purchasing automotive products of choice, the study found that majority of the respondents as shown by 45.8% indicated that they considered quality as a factor when purchasing automotive products of choice to a moderate extent. 29.2% indicated that they considered quality as a factor when purchasing automotive products of choice to a great extent. 18.8% indicated that they considered quality as a factor when purchasing automotive products of choice to a very great extent. 4.2% indicated that they did not consider quality as a factor when purchasing automotive products of choice, whereas 2.1% indicated that they considered quality as a factor when purchasing automotive products of choice to a little extent.

4.4.4 Service quality effects towards consumer buying behavior

The data findings in the Table 4.14 present the results on service quality effects towards consumer buying behavior.

Table 4.14 service quality effects towards consumer buying behavior

Influence of product quality	N	Strongly agree	Agree	Moderately	Disagree	Strongly disagree	Mean
Consumers prefer good quality products that will serve their needs than any other thing	48	11	54	32	1	2	2.4167
Trust in salespeople appears to relate to the overall perceptions of the store's service quality	48	10	45	32	7	6	2.3208
The salesperson in the outlet are well trained and knowledgeable	48	30	40	25	5	0	2.4458
Sales person in the showroom are always friendly, courteous and willing to help customers out on matters related to automotive qualities	48	35	45	11	6	3	2.0417
To most customers, a better quality is essential maintaining my loyalty towards the automotive they purchase most.	48	10	55	32	1	2	2.4792

Source: Primary Data

The results indicates that respondents majority of the respondents agreed that, to most customers a better quality is essential maintaining my loyalty towards the automotive they purchase most as shown by 55%. The salesperson in the outlet are well trained and knowledgeable as shown by the mean of 40%. Consumers prefer good quality products that will serve their needs than any other thing as shown by 54%, Trust in salespeople appears to relate to the overall perceptions of the store's service quality as shown by the mean of 45%, Sales person in the showroom are always friendly, courteous and willing to help customers out on matters related to automotive qualities as shown by the mean of 54%.

4.5 Influence of socio cultural factors on consumer buying behavior

The results in the Table 4.15 are on level of agreement on socio-Cultural factors influence on consumer buying behavior.

Table 4.11: Level of agreement on socio-cultural factors' influence on consumer buying behavior

Influence of socio-cultural	N	Strongly agree	Agree	Moderately agree	Disagree	Strongly disagree	Mean
Customers always belief in what their friends prefer most	48	89	10	0	1	0	2.4583
I belief that automotive depends with class/ group that the customer relates with e.g. youth etc	48	65	20	5	8	65	2.4375
The perception of the culture of certain automotive brands makes customers repurchase more and more	48	63	23	10	3	63	2.9417

Source: Primary Data

From the findings on the various statements on the influence of socio cultural factors on consumer buying behavior, the study found that the respondents strongly agreed that Customers always belief in what their friends prefer most as shown by 89%. Customers belief that automotive depends with class/ group that the customer relates with; for example: youth as shown by 65% and that the perception of the culture of certain automotive brands makes customers repurchase more and more as presented by 63%.

4.6 Influence of product image on consumer buying behavior

The results in Table 4.16 show whether Product Image Influence attitude and commitment of repurchasing.

Table 4.12: Whether Product Image Influence attitude and commitment of repurchasing

	Frequency	Percentage
Yes	44	91.7
No	4	8.3
Total	48	100.0

Source: Primary Data

On whether product image influence the attitude and commitment in repurchasing the automotive of choice, the study found that majority of the respondents as shown by 91.7% indicated that Product image influence the attitude and commitment in repurchasing the automotive of choice whereas 8.3% of the respondents were of the opinion that the product image does not influence the attitude and commitment in repurchasing the automotive of choice.

4.7 The extent to which product image influence attitude and commitment

Table 4.17 show the extent to which product image influence attitude and commitment in repurchasing saloon cars

Table 4.17 shows the extent to which product image influence attitude and commitment in repurchasing saloon cars

	Frequency	Percentage
Very great extent	12	25.0
Great extent	11	22.9
Moderate extent	23	47.9
Not at all	2	4.2
Total	48	100.0

Source: Primary Data

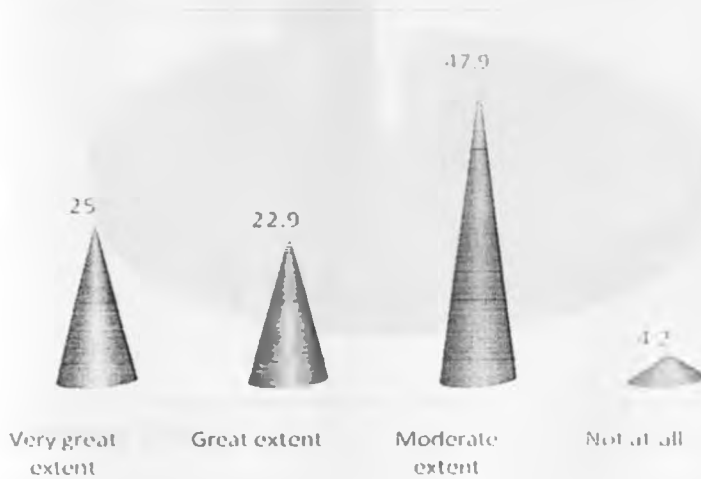
From the findings on the extent to which product image influence the attitude and commitment in repurchasing the automotive of choice, the study found that majority of the respondents as shown by 47.9% indicated that product image influence the attitude and commitment in repurchasing the automotive of choice to a moderate extent, 25.0% indicated that product image influenced the attitude and commitment in repurchasing the automotive of choice to a very great extent, 22.9% indicated that product image

influenced the attitude and commitment in repurchasing the automotive of choice to a great extent, whereas 4.2% indicated that product image influenced the attitude and commitment in repurchasing the automotive of choice not at all. It is an indication that product image influence the consumer's attitude and commitment in repurchasing the automotive of choice to a moderate extent as presented in figure 4.9;

4.8 Extent to which product image influence the attitude and commitment in repurchasing the automotive of choice

Figure 4.9 shows the results of product image influence on attitude and commitment

Figure 4.9 Product image influence on attitude and commitment



Source: Primary Data

4.9 Influence of level of income on consumer buying behavior

The table 4.18 below shows the results on influence of level of income on consumer buying behavior.

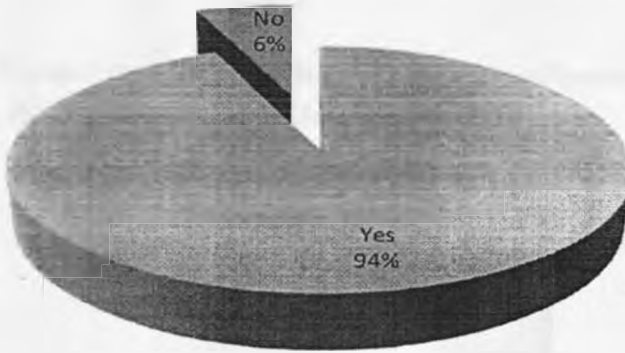
Table 4.13: Whether Level of income influence consumer buying behavior

	Frequency	Percentage
Yes	45	93.8
No	3	6.3
Total	48	100.0

Source: Primary Data

On whether the level of income influence buying behavior/ repurchasing the automotive of choice, the study found that majority of the respondents as shown by 93.8% indicated that the level of income influence buying behavior/ repurchasing the automotive of choice whereas 6.2% of the respondents were of the opinion that the level of income does not influence buying behavior/ repurchasing the automotive of choice. The figure 4.10 below presents the same information as depicted in the table above:

Figure 4.9: Whether Level of income influence consumer buying behavior



Source: Primary Data

4.10 Extent to which the level of income influence consumer buying behavior of salon cars

Table 4.19 presents the results on the extent to which the level of income influence consumer buying behavior of salon cars

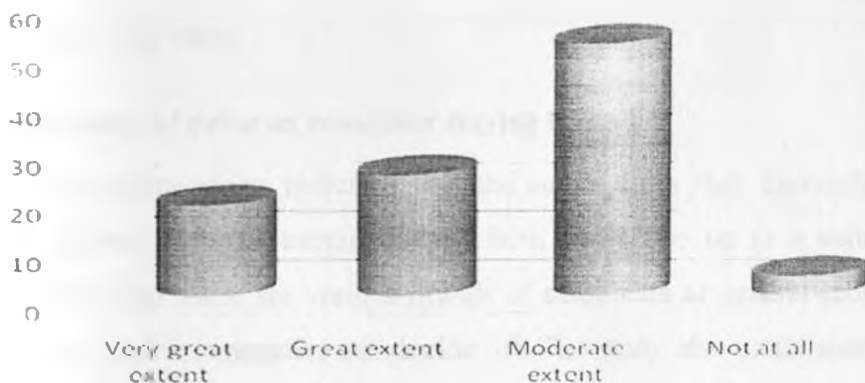
Table 4.14: Extent to which the level of income influence consumer buying behavior of salon cars

	Frequency	Percentage
Very great extent	9	18.8
Great extent	12	25.0
Moderate extent	25	52.1
Not at all	2	4.2
Total	48	100.0

Source: Primary Data

On the respondents rating the level of income influence buying behavior/ repurchasing the automotive of choice, the study found that majority of the respondents as shown by 52.1% rated it as to a moderate extent, 25.0% of the respondents rated it to a great extent, 18.8% rated it to very great extent whereas 4.2% of the respondents indicated that the level of income did not influence buying behavior/ repurchasing the automotive of choice at all. This depicts that the level of income influences buying behavior/ repurchasing the automotive of choice. The information is also presented in the Figure 4.11.

Figure 4.10: Extent to which the level of income influence your buying behavior/ repurchasing the automotive of choice



Source: Primary Data

The chapter therefore presents the results and the related interpretations relative to the study objectives which were to establish how perception on price, quality, socio-cultural factors, perceived brand image and the level of income influence consumer buying behavior of the automotive at General Motors East Africa.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

The following section presents the discussion of the main findings, conclusions and recommendations of the study. The chapter also presents suggestions for further studies related to factors influencing consumer buying behavior of the automotive salon cars. The discussions have therefore been presented based on the objectives of the study which were to establish how perception on price, quality, socio-cultural factors, perceived brand image and the level of income influence consumer buying behavior of the automotive at General Motors East Africa.

5.2 Summary of the findings

The following section presents the discussion of the main findings based on the research objectives which were:

5.2.1 Influence of price on consumer buying behavior

Most of the respondents indicated that the automotives they currently own which are purchased from General motors ranged from 350,000/= up to a value of 3.6M. This would mean that there are various brands of salon cars at general motors with varying prices from which consumers can decide off. The study also established that majority of the respondents as shown by 56.3% indicated that they consider price as a factor when purchasing automotive products to a great extent which is an indication that price is a factor to consider when purchasing automotive products of choice to a moderate extent.

the study revealed that respondents agreed that, the increased price would not hinder my purchase intentions represented by 86%. the brand provides good value for money as shown by 71%, customers always switch to other automotive brands with other dealers/manufacturers whenever the price increases as reported by 62%. customers always consider price as a major factor in any of their automotive or spare parts purchases but loyalty towards automotive remains the same even in change of prices represented by 56% and that customers will consider price of other car brands from other manufacturers if prices are high at GM as represented by 86%.

5.2.2 Influence of product quality on consumer buying behavior

The study established that the study found that majority of the respondents as shown by 95.8% indicated that they consider quality of automotive when doing motor of choice purchase from GM an indication that people consider quality of the automotive when doing motor of choice purchase from GM.

The study found that 95.8% of the respondents indicated that quality affect respondent's attitude and commitment in repurchasing the automotive of choice. that respondents agreed that, the staff in the company and even salespersons appreciate them most any time they purchase the automotive of choice as represented by 50%, the General Motor outlet always offers me the best quality spare parts for my brand as presented by 56%, the automotive brand has sufficient color choices that customers value most as shown by the 54%, the size measurement and other features of the automotive is always makes customers repurchase more as presented by 55%, generally, the brand has good quality that pleases customers always as shown by 51%, the materials used in making up the brand are of high quality and customers like them as presented by 76%, valuation reports is always core in determination of the quality of an car they buy as presented by 48%, as a customers they perceive quality to be a strong factor in all purchases as presented by 86% and that they like the brand they already have for it retains a quality important on its re-sale as presented by 55%. Forty five per cent of the respondents (45.8%) indicated that they considered quality as a factor when purchasing automotive products of choice to a moderate extent.

On the respondents level of agreement on the influence of product quality, the study found that respondents agreed that, to most customers a better quality is essential maintaining my loyalty towards the automotive they purchase most as presented by 55%. The salesperson in the outlet are well trained and knowledgeable as shown by the mean of 40%. Consumers prefer good quality products that will serve their needs than any other thing as presented by 54%, trust in salespeople appears to relate to the overall perceptions of the store's service quality as shown by the mean of 45%, Sales person in the showroom are always friendly, courteous and willing to help customers out on matters related to automotive qualities as presented by the mean of 54%.

5.2.3 Influence of socio cultural factors on consumer buying behavior

From the findings on the various statements on the Influence of socio cultural factors on

consumer buying behavior. The study also concludes that quality affect respondent's attitude and commitment in repurchasing the automotive of choice. Quality is also dependent on some factors like color, trust in the sales persons in charge, size and measurement as well as other features of the automotive is always makes customers repurchase. The study also concludes that the materials used in making up the brand must be of high quality and that valuation report consists of reports of all these features.

5.3.3 Socio-cultural factors

The study concludes that the perception of the culture of certain automotive brands makes customers repurchase more and more and customers always belief in what their friends prefer. The study also concludes that most of the consumer's belief that automotive depends with class/ group that the customer relates with for example: the youths.

5.3.4 Product Image

The study concludes that product image influence the attitude and commitment of a customer in repurchasing the automotive of choice to a great extent. Product image of automotives is dependent on shape, size, color and dimensions.

5.3.5 Level of Income

The level of income influences consumer buying behavior/ repurchasing power of the customer on the automotive of choice. This clearly indicates that high income earners will tend to purchase costly cars while low income earners will always tend to purchase less costly cars from GM.

5.4 Recommendations

This study recommends that the management at GM understand the specific factors which influence their customers buying behaviors as well as potential customers at large. The management need to understand that price as well as quality, socio-cultural factors, level of individual's income, salon or other brands are very important factors towards the development of attitude of the customer towards making a purchase.

5.5 Suggestions for Further Studies

This study suggests that further study be undertaken to find out if the same results would be obtained in other car selling outlets besides general motors limited.

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APPENDIX I: LETTER OF INTRODUCTION

Questionnaire No.

Date

Dear Respondent

I am a student at University of Nairobi pursuing a master's degree course in marketing. As part of the academic requirements, I am conducting a research study on "Factors that influencing consumer buying behavior of the automotive products at the General Motors East Africa Limited." And this will involve use of questionnaires administered to customers. You have been chosen to take part in making me achieve this objective. I therefore request you to go through the questionnaire and fill it for research purpose. The information will be used purely for academic purposes and will be treated with confidentiality.

Norah Mwelu Musyoki

.....

Thank you in advance.

APPENDIX I1: QUESTIONNAIRE

Instruction

This questionnaire consists of two parts. Please answer all the questions by ticking on the spaces provided or use the spaces left for you.

PART A: GENERAL INFORMATION

1. Gender? Male Female

2. Please tick (✓) on the age bracket which best describes the range in which your age falls

Between 20 to 30 Years

Between 31 and 40 Years

Between 41 and 50 Years

51 Years and above

3. Are there some cars from General Motors Brands you value most than others?

Yes No

Others (Specify):

4. For how long have you been using this car brand?

Less than 1 year 1 to 5 years

6 to 9 years 10 years and above

5. To what extent has the product been successful in satisfying your needs?

To the fullest extent

More than 81%

51% – 80%

Less than 50%

PART B: FACTORS AFFECTING CONSUMER BUYING BEHAVIOR OF AUTOMOTIVE PRODUCTS

6. What was the value of the automotive/brand that you currently own? Indicate

7. What is your level of agreement on the following statements on the effects of price on consumer buying behavior of the automotive? Use a scale of 1-5 where 1 is strongly agree, 2 is agree, 3 is neutral, 4 is disagree and 5 is strongly disagree.

Influence of price	1	2	3	4	5
The increased price would not hinder my purchase intentions					
The brand provides good value for money					
Customers always switch to other automotive brands with other dealers/ manufacturers whenever the price increases					
Customers always consider price as a major factor in any of their automotive or spare parts purchases but loyalty towards automotive remains the same even in change of prices					
I will consider price of other car brands from other manufacturers if prices are high at GM					
Others. (Specify.....)					

8. To what extent do you consider price as a factor when purchasing automotive products of your choice?

- Very great extent () Great extent ()
- Moderate extent () Little extent ()
- Not at all ()

9. Do you consider the quality of automotive when doing your motor of choice purchase from GM?

- Yes [] No []

10. What is your level of agreement with the following statements on perceived product quality effect on your buying behavior? Rate where 1 is to strongly agree and 5 is to strongly disagree?

Influence of product quality	1	2	3	4	5

The automotive brand has sufficient colour choices that customers value most					
The materials used in making up the brand are of high quality and customers like them					
The size measurement and other features of the automotive is always makes customers repurchase more					
Generally, the brand has good quality that pleases customers always.					
Others (Specify.....)					

11. Does quality affect your attitude and commitment in repurchasing the automotive of choice?

Yes [] No []

12. If yes, to what extent?

Very great extent ()

Great extent ()

Moderate extent ()

Little extent ()

Not at all ()

13. What is the extent of your agreement to the following factors of quality effect on buying behavior? Use a scale of 1 -5 where 1 is to no extent and 5 is to a very great extent

Factors of product quality	1	2	3	4	5
Valuation reports is always core in determination of the quality of an automotive I buy					
I like the brand I have for it retains a quality important in its re-sale					
As a customers I perceive quality to be a strong factor in all my purchases					
The staff in the supermarkets/shops appreciate me most any time I purchase the automotive of choice					
The General motor outlet always offer me the best quality spare parts for my brand.					
Others (Specify.....)					

14. To what extent do you agree with the following statements about quality effects on your buying behavior? Use a scale of 1 to 5, where 1 is to no extent and 5 is to a very great extent

Statements	1	2	3	4	5
Consumers prefer good quality products that will serve their needs than any other thing					
Trust in salespeople appears to relate to the overall perceptions of the store's service quality					
The salesperson in the outlet are well trained and knowledgeable					
Sales person in the showroom are always friendly, courteous and willing to help customers out on matters related to automotive qualities					
To most customers, a better quality is essential maintaining my loyalty towards the automotive they purchase most.					

15. To what level do you agree with the following statements about culture effects on your buying behavior? Use a scale of 1 to 5, where 1 is to no extent and 5 is to a very great extent

Influence of Socio-cultural	1	2	3	4	5
Customers always belief in what their friends prefer most					
I belief that automotive depends with class/ group that the customer relates with e.g youth etc					
The perception of the culture of certain automotive brands makes customers repurchase more and more					

16. Does product image influence your attitude and commitment in repurchasing the automotive of choice?

Yes [] No []

17. If yes, to what extent?

Very great extent () Great extent ()
 Moderate extent () Little extent ()
 Not at all ()

18. Does your level of income influence your buying behavior/ repurchasing the automotive of choice?

Yes [] No []

19. If yes, to what extent?

Very great extent ()

Great extent ()

Moderate extent ()

Little extent ()

Not at all ()

THANK YOU VERY MUCH FOR YOUR PARTICIPATION