

**THE INFLUENCE OF IN-STORE MARKETING ACTIVITIES ON CONSUMER  
PURCHASE DECISION IN SUPERMARKETS WITHIN KISUMU COUNTY**

**GORDON MENYA**

**A RESEARCH PROJECT PROPOSAL SUBMITTED IN PARTIAL FULFILLMENT OF  
THE REQUIREMENTS FOR THE AWARD OF THE DEGREE OF MASTER OF  
BUSINESS ADMINISTRATION, FACULTY OF BUSINESS & MANAGEMENT  
SCIENCE, UNIVERSITY OF NAIROBI**

**2021**

## DECLARATION

I hereby declare that the research project has been initiated and completed by me and has not been availed for consideration to other university, college, or any institution of higher learning for academic credit other than the University of Nairobi.

Signature ...  ..... Date ...15/11/2021....

**Owala Gordon Menya**  
**D61/21857/2019**

The submission of this research project for examination has been done with my approval as the University of Nairobi Supervisor.

Signature ...  ... Date ...15/11/2021.....

**Dr. Muya Ndambuki**  
**Faculty of Business & Management Science**  
**Department of Business Administration**  
**University of Nairobi**

## **DEDICATION**

To my family, especially Lilian and Emmaculate; and special one to Ethan, Talia, Shanice and Christian.

And with a heavy heart, my dedication goes to former colleague student MBA class of 2019 (January), who was very inspirational to us; the late Prester Ogunde.

## **ACKNOWLEDGEMENTS**

My special acknowledgement goes to my supervisor Dr. Muya Ndambuki for his assistance and valuable guidance towards the success of the project.

Special acknowledgement goes to my friends Jack Robinson and his colleague Irene Odemba for the great contribution in support during data collection.

Fredrick Oruko of MMUST, thank you.

## Abstract

The concept of In-Store Marketing has gained much attention in the scholarly circles. The purpose of this study was to determine whether In-Store Marketing activities/strategies do influence shopper purchase decision in supermarkets within Kisumu County, Kenya. Supermarket environment enhances consumers' chances of engaging in impulsive buying, under the influence of well targeted marketing stimuli. The in-store marketing activities adopted in supermarkets in Kisumu are product displays, sweepstakes/product banding/free samples, sales promoters, price markdown/discounts, and in-store advertising. There exists a great need to establish whether these activities contribute to positive influence in brand selection in supermarkets in Kisumu, Kenya. The study adopted The Theory of Planned Behaviour and Hawkins Stern Impulse Buying Theory, the two being relevant to the study; the shopper either follow a planned shopping list and intentions or impulsive in nature. The design employed in the research was descriptive. The collection of primary data from the respondents (shoppers of selected supermarkets) was done by administering a close-ended, 5-point Likert scale questionnaire through fac-to-face interview. A sample size of 100 respondents was targeted, achieving 93% success rate. Quantitative analysis of the data was done through descriptive statistics (means and standard deviation) and inferential statistics (regression analysis). The analysis was done by use of SPSS. The regression analysis of the findings showed an overall positive and significant influence of in-store marketing strategies on consumer purchase decisions in supermarkets within the city of Kisumu, Kenya. The researcher concludes that sweepstakes, in-store promoters/merchandisers, product display and price mark-downs/discounts positively and significantly affect consumer purchase decisions in supermarkets within the city of Kisumu. There is a positive correlation between the in-store marketing activities and shopper purchase decision making with exception of advertising. While the other four indicated moderate to great extent in influencing purchase decision, in-store advertising campaign do not attract attention of shoppers and therefore has insignificant influence on purchase decision. Marketers are encouraged to find a way of blending the various in-store marketing activities while targeting shoppers' attention towards the respective brands and eventual probable selection for purchase. Further studies can be done to ascertain how best in-store advertising can be used to effectively contribute to shoppers' purchase decision.

## TABLE OF CONTENTS

<b>DECLARATION.....</b>	<b>ii</b>
<b>DEDICATION.....</b>	<b>iii</b>
<b>ACKNOWLEDGEMENTS .....</b>	<b>iv</b>
<b>Abstract.....</b>	<b>v</b>
<b>TABLE OF CONTENTS .....</b>	<b>vi</b>
<b>CHAPTER ONE: INTRODUCTION.....</b>	<b>1</b>
1.1 Background of the Study.....	1
1.1.1 In-Store Marketing Activities.....	2
1.1.2 Consumer Purchase Decision.....	3
1.1.3 Supermarkets in Kisumu City.....	4
1.2 Research Problem.....	5
1.3 Research Objective.....	6
1.4 Value of the Study.....	6
<b>CHAPTER 2: LITERATURE REVIEW .....</b>	<b>7</b>
2.1 Introduction.....	7
2.2 Theoretical Framework.....	7
2.2.1 The Theory of Planned Behaviour.....	8
2.2.2 Hawkins Stern Impulse Buying Theory.....	9
2.3 Empirical Literature .....	11
<b>CHAPTER THREE: RESEARCH METHODOLOGY.....</b>	<b>14</b>

3.1 Introduction .....	14
3.2 Research Design .....	14
3.3 Population on Study .....	14
3.4 Sampling Design .....	14
3.5 Data Collection.....	15
3.6 Data Analysis .....	15
<b>RESEARCH FINDINGS AND DISCUSSIONS .....</b>	<b>17</b>
4.1 Introduction .....	17
4.2 Response Rate .....	17
4.3 Demographic Information of Respondents .....	18
4.3.1 Gender of the Respondents .....	18
4.3.2 Citizenship of the Respondents .....	18
4.3.3 Age bracket.....	19
4.3.4 Level of Education.....	20
4.3.5 Marital Status.....	21
4.3.6 Religion of the Respondents.....	22
4.4 Descriptive Statistics .....	23
4.4.1 Product displays.....	23
4.4.2 In-Store Promoters and merchandisers.....	25
4.4.3 Price mark-downs/discounts.....	26
4.4.4 Advertising .....	27

4.4.5 Sweepstakes and product banding/free samples.....	29
4.5 Inferential Statistics Analysis.....	30
4.5.1 Correlation Analysis.....	30
4.5.2 Multiple Regression Analysis.....	32
4.6 Discussion of the Findings .....	37
<b>CHAPTER FIVE .....</b>	<b>38</b>
<b>SUMMARY, CONCLUSIONS AND RECOMMENDATIONS .....</b>	<b>38</b>
5.1 Introduction.....	38
5.2 Summary of the Findings .....	38
5.3 Conclusions of the Study.....	40
5.4 Recommendations of the Study .....	41
5.5 Limitations of the Study .....	42
5.6 Areas for Further Research .....	43
<b>References .....</b>	<b>44</b>
<b>APPENDICES .....</b>	<b>49</b>
Appendix I: Questionnaire .....	49
Appendix II: List of Supermarkets.....	54



## CHAPTER ONE: INTRODUCTION

### 1.1 Background of the Study

The critical last mile to purchase decision process in the customer's heart takes place at the point of purchase. A great portion of consumer purchase decisions are not conclusively made until the shopper is in the supermarket. About two-thirds of brands purchase decisions in the case of supermarket items are made inside the store (McIntyre, 1995). Experience and exposure at the outlet influence the choice of brand and the stock keeping unit (SKU) of the product purchased. Customer experience within the outlet and how the marketers and retailers manipulate it, has emerged as a differentiating factor in retail outlet choice and particular brand purchased (Grewal, Levy, and Kumar, 2009; Verhoef et al., 2009). Price and display have a positive effect on the purchase decision by shoppers in supermarkets (Fikri et al., 2020); of importance as well is supermarket atmospheric (Kamran, 2021). It is therefore incumbent on marketers and retailers to enhance retail floor experience for effective brand engagement for eventual purchase. Strategies used to engage customers successfully while they are in the store can influence their buying decisions and that is a matter of concern to the marketer and retailer.

This study has adopted two theories; the Theory of Planned Behaviour and the Hawkins Stern Impulse Buying Theory, which are relevant in describing the two variables. The Theory of Planned Behaviour (TPB) proposed by Ajzen (1985), having been a refined theory from the Theory of Reasoned Behaviour by Ajzen & Fishbein (1975/80). TPB holds the assumption that individuals (shoppers) act rationally, under the control of their attitudes and subjective norms, and perceived behavioural control. Purchase decision is a result of definite process the shopper having had a plan and executed the same towards the said purchase. Hawkins Stern Impulse Theory, named after the proposer, Hawkins Stern (1962) supports the marketers' intention to influence impulse buying in supermarkets. Most customers may come into outlets with definite brands and end up buying the same, however almost 20% would make impulse buying; 28% get influenced once in the store (Ogilvy-Action 2008).

Kisumu City is host to twenty-two (22) supermarkets, spread across the city; city centre, Nyamasaria, Kondele, Nyalenda and Mamboleo. There are supermarkets domiciled in Kisumu as well as those with regional, national and international orientation. Marketing activities within the various stores have uniformity in practice. The most common in-store marketing activities are

product displays, sales promoters, price mark-downs or special offers and manufacturers-retailer special offers.

### **1.1.1 In-Store Marketing Activities**

In-Store Marketing is defined as brand marketing in the retail market (Young,2009). ISM is considered as the use of strategic insights into the consumer mindset to enhance effective marketing and merchandising tactic in a specific shopping environment (In-Store Marketing Institute, 2009). In-Store Marketing has also been defined as the use of information and communication relating to retail marketing activities within the physical stores of a retailer (Zentes, Morschett and Schramm-Klein, 2011). Various definitions have come up, but the most overriding concept has been ‘marketing activities targeting consumers or customers at the store of supermarket’. Some scholars and writers have used In-Store Marketing and Shopper Marketing interchangeably. Shopper Marketing is defined as planning and execution of all marketing activities that influence a shopper along, and beyond the entire path-to-purchase, from the point at which the motivation to shop first emerges through purchase, consumption, repurchase and recommendation (Shankar et al., 2011).

In-store marketing is the ultimate customer touchpoint moment for physical stores by availing exciting experiences to customers right at the point of purchase. In-store marketing takes place in physical stores, or any physical location where the customer makes actual purchase of a product. It influences the ultimate purchase decision by the customer by focusing on and engagement with customers to provide a tailored experience during the shopping trip. The consumer might want to have some new experience and just be tired of the same usual thing (In-Store Marketing Institute, 2010).

In-Store marketers target whole or portions of their marketing expenditure at selected retailers or retail categories. There are also several seasonal promotions by manufacturers in specific supermarkets with offers, displays, free samples and targeted salespersons stationed strategically to help push specific brands. Shoppers enter stores/supermarkets having different goals, which might be precise and concrete or abstract. In-Store marketers must have insight and tap onto the goals with specific marketing stimuli that influences purchase decision towards in line with set objectives of the retailer or manufacturer (Stahlber & Maila, 2010).

Supermarkets in Kisumu have adopted several ISM activities towards their efforts in influencing shoppers' purchase behaviour. The activities are, among others; displays (end-aisle displays, free-standing product display racks, exclusive brand displays), adverts (shelf, floor, audio, screen, shopper cart adverts), sweepstake, price mark-downs or special discounts, product banding, royalty cards (awarding of points and redeemable), sales promoters, product sampling or free sampling, and seasonal sales promotions and hypes.

### **1.1.2 Consumer Purchase Decision**

Several definitions for Consumer Purchase Behaviour have been advanced by different authors and scholars. There is convergence in the extent that it is a process with stages/steps that the buying entity (consumer) undergoes before purchase and consumption of any product or commodity. Consumer buying behaviour is a thought process a consumer follows from the need identification, generation of alternatives or choices and brand selection (Gul, 2016). Nitin (2015) simplifies it to the stages that a consumer goes through before buying a product. Consumer buying decision is a process that consists of eight (8) stages. The stages as suggested by Decision-Making Model (Engel et al, 1995) are need recognition, search, alternatives evaluation, purchase, consumption, post purchase evaluation and disposal or divestment. The decision to purchase entails aspects like brand, model, SKU, amount to spend, timing of purchase and frequency of purchase as well as method of payment (Peter & Donnelly, 2017).

The consumer decision-making process is mostly influenced by external stimuli, which are processed, retained, and recalled from the consumer memory at the time of purchase. The wholesome influence of a consumer's purchase decision includes marketing stimuli (marketing mix), other stimuli (external environmental factors), and more importantly the buyer's black box. The buyer's 'black box' has the internal factors that exist inside the buyer's mind, and they affect consumer buying decision-making process. The buyer's black box has the characteristics like age, lifestyle and personality, and the buyer decision making process. Consumer's response in terms of purchase or non-purchase is because of several stimuli he/she is exposed to in the process. Any communication at the point of purchase will either reinforce what has been processed in the memory of the consumer or introduce a new aspect of the purchase concern at the point of purchase.

The complexity of the purchase decision-making depends on the level of involvement in purchase, from low to high in any purchase decision. It also depends on whether the purchase is initial purchase or repeat (habitual) the consumer having developed brand loyalty, and in the case of impulse buying. The level of involvement for a purchase process is initiated at the point of need recognition and a consideration is made to consider a particular purchase (Hawkins, 2001). Brand loyalty is the main objective of any marketer, once achieved can be very difficult to change (Hawkins, Best & Coney, 1995). There are other buying behaviours that go contrary to habitual buying (or brand loyalty), which are impulse buying and variety seeking buying. Impulse buying is usually an immediate desire to purchase especially triggered by product appeal or display or in-store sales promotions. In variety seeking, the consumer may decide to switch to another brand despite being satisfied by current offering but still wishes to seek another variety of the product (Kotler & Armstrong, 2001).

The choice of retail shopping destinations is very wide and consequently they are less loyal to any store or supermarket (Afif, 2019). Loyal shoppers may even decide to switch retail outlets if these retailers fail to bring and/or maintain better shopping experiences to their stores. The shopping moments take much shorter duration, yet more information is required to complete them (In-Store Marketing Institute, 2010). The consumer in the store, exposed to the appropriate marketing stimuli, will make a favourable purchase decision towards respective brand.

### 1.1.3 Supermarkets in Kisumu City

Supermarket is a self-selection outlet or store, mostly retail, offering a wide variety of groceries and household products organized into sections. In Kenya today, supermarkets have become the norm in moderate family shopping experiences. The mushrooming of supermarkets in urban and peri-urban areas in Kenya has revolutionized shopping experience in the country, at least all major estates in towns have got self-selection stores labelled 'supermarket'.

The retail sector has been bullish in the country, thereby attracting huge investments by locals as well as international retail chains. The performance in sector declined in yield by average 4.1% in 2020, in comparison with 2019 figures (Cytonn Research, 2020). The reduction was as a result of, among other reasons, reduced consumer spending attributed to the tough economic environment

under the effect of Covid-19 pandemic. This in effect, reduced the total earnings of manufacturers in Key Accounts. In-Store Marketing activities must therefore be enhanced by every marketer to win over the extra coin from competitor's brands.

There are supermarket brands with chain of branches all over country with every major town having a branch or two. These supermarket chains are household names identified with wide variety of products and adequate shopping space experience. Some of the large supermarkets in Kenya, based on branch network and product variety and range are and not limited to Naivas, QuickMart, FoodPlus Chandarana, Eastmatt, Mulleys Supermarket, Cleanshelf Supermarket, Carrefour and Game. There are large supermarket stores with regional dominance with each region having its major brands. The major chain stores with branches in Kisumu are Naivas, Quickmart, Carrefour, Game, Foodplus Chandarana, Shivling and Khetia's.

## **1.2 Research Problem**

The concept of In-Store Marketing has gained much attention in the scholarly circles. The concept is identified as a recent subject matter and is gaining attention that is sustainable (Harris, 2010). Flint (2012) argues that it is a recent issue that can give on to serious evolution in the marketing practice. There is a growing need of ascertaining the effects of the In-Store Marketing viewpoint on brand communications at the store or supermarket (Marreiros, 2014). The specific marketing tools used at the point of sale by marketers or retailers and whether they effectively influence customer's purchase decision has not been exhaustively researched and published.

The buyer at a supermarket store is influenced by several factors. The previous brand adverts, and any other information gained from Information Search stage need to be clarified and affirmed by marketing tools employed. The decision at the supermarket on the brand, amount of money to spend are made at the store by almost 30% of the buyers (Clark, 2008). Supermarket environment enhances consumers' chances of engaging in impulsive buying. About 40% of supermarket shoppers can be persuaded into purchase decision when they enter the store (Court et al, 2009). Supermarkets and in-store marketers therefore have a chance to bring interruptions to the buying decision-making process by having appropriate promotional mix that influences consumers into purchase and if possible, impulse buying.

Manufacturers and supermarket management devote budgetary allocations by investing in appropriate promotional mix at the point of sale. The real task is to turn shoppers into buyers of their preferred brands (Dong-Jenn, 2016). The question has been whether these campaigns influence on brand choice and ultimate purchase. And if that is the case, what percentage of the buyers are influenced by these campaigns? What portion of such buyers are influenced by the various respective promotional mix activities?

The relationship between the two variables, In-Store Marketing and Consumer purchase behaviour have received scholarly attention in various perspectives. Krishna, Landehr & Bawa (1989) carried out a study on consumer response to retailers marketing environments. In-store and online impulse buying behaviour have similarities (Sirhindi, 2010). Kiran et al. (2012) illustrated how innovation in in-store promotions influenced consumer purchase behaviour; store location and layout impacting on purchase behaviour. In the case of wine choice in Portuguese restaurant, Silveria (2019) highlighted the various touchpoints in shopper marketing. It has also been established that retail atmospherics do influence purchase behaviour (Alakwe & Okpara, 2017), a case of Nigerian retail sector. Gandhi, Vajpayee & Gautam (2015) did a survey on impulse buying of beverage products in South Africa; Mbaga (2015) carried out a study on the role of sales promotion on consumer behaviour, a case study of Tanzania Breweries Ltd. In Kenya, Karanja (2011), Otieno (2015) and Muchiri (2019) carried out studies in reference to the variables. In the studies enumerated, there is still no study with the direct link in the relationship of the variables of this study.

At the conclusion of the study, the researcher should answer the question; thus, what level of influence do various In-Store Marketing activities on shopper purchase decision in supermarkets within Kisumu City?

### **1.3 Research Objective**

The objective of the study is to determine the sway of In-Store Marketing strategies on consumer purchase decisions in supermarkets within the city of Kisumu, Kenya.

### **1.4 Value of the Study**

This research project is of usefulness to brand managers and key account managers as well as retail managers tailor their marketing tools appropriately. The study through its findings, will help the

concerned in making the right investment towards appropriate In-Store Marketing strategy that has the highest chance of enhancing respective brand sales and reinforcing brand equity and loyalty.

The study seeks to fill a gap in the scholarly studies done on the subject matter. The relationship between the variables (In-Store Marketing and Consumer Buying decision-making) has not been researched on exhaustively in the recent times, especially in Kenya. This study will add on to the scholarly database upon which further studies and reference can be made. Marketing students and practitioners will use the findings of this study in furthering their knowledge base and/or developing their research projects, where applicable.

This study is, most importantly, set a base for further studies by the researcher in the relationship of the variables in depth to develop a framework applicable in Kenyan context.

## **CHAPTER 2: LITERATURE REVIEW**

### **2.1 Introduction**

This chapter presents the theories, theoretical and empirical studies on the variables of study. It draws literature from journal articles, books, and other published papers on the relationship between In-Store Marketing and consumer purchase behaviour.

### **2.2 Theoretical Framework**

The study is anchored in the Theory of Planned Behaviour and Hawkins Stern Impulse Buying Theory, which are very relevant to the study. Supermarket shopping operates within two hypotheses. The first case is where the shopping trip is planned, most probably with a shopping list and/or the shopper has some brand loyalty. Scenario two is that supermarket shopping has exposure of the shopper to several varieties to choose from, and there is the tendency of making unplanned purchases (impulse buying) under the influence of the shopping environment. The two theories put to perspective these situations in explaining what happens in each case. The discussions of the respective theories are as under.

### **2.2.1 The Theory of Planned Behaviour**

It's mostly agreed by psychologists that most of the human behaviour is directed by some motive to achieve a goal or target. Lewin (1951) asserts that human behaviour in social life follow certain lines in well-formulated plans. Before one goes for a shopping trip in a mall or supermarket, for example, there must have been pressing need, considered the distance and mode of transport there, ensure there is enough money for the shopping, prepared a shopping list, and then set off for the mall. All these activities are planned before hand and execution comes as per plan. This sequence of actions may become habitual over time and the planning time may not happen consciously.

The Theory of Planned Behaviour was proposed by Ajzen and Fishbein (1980) and it suggests that the behaviour is determined by intentions, attitudes (beliefs about the behaviour) and subjective norms (beliefs about others' attitude toward a behaviour). The assumption in TPB is that behaviour is planned and as such, the behaviour can be predicted (Ajzen, 1991). TPB is a development or enhancement of another theory called the Theory of Reasoned Action. The researchers discovered that behaviour is not voluntary and so the addition of perceived behavioural control to the model. The extension of TRA was done to explain behaviours where persons have incomplete volitional control (Ajzen & Fishbein, 1980). The central factor in both TRA and TPB is a person's intent to behave in a particular manner. Intentions are how much individuals are willing to plan and go an extra effort to perform behaviour, mostly under the motivational factors like marketing stimuli.

The Theory of Planned Behaviour (TPB) is helpful in explaining and anticipating behaviour in several spheres of life as far as behaviour is concerned, among them being consumer behaviour and technology adoption. TPB can be used to understand and predict behaviours; behaviour is determined by behavioural intentions and in some situations, perceived behavioural control. The theory has three core components; attitude, subjective norms, and perceived behavioural control, that together shape an individual's behavioural intentions. A person's attitude to perform a behaviour (behavioural intention) is predicted by the person's attitude towards the behaviour and the subjective norms regarding the behaviour.

TPB has been applied in studies that investigate the relationships between beliefs, attitudes and intentions, and advertising, public relations and consumer buying behaviour. Marketers and retailers should influence the minds of consumers already in the store towards their brands, thereby enhancing positive attitude leading to purchase. The stronger the intention to buy, the easier it



becomes to influence towards purchase of a brand. It is important to note that behavioural intention can result in the desired behaviour only in situation where the behaviour is under volitional control (Ajzen, 1991). The consumer can decide at will to engage in purchase or no purchase. The behavioural control is attained on the exposure or under influence of other factors, which include marketing stimuli. If a shopper has a positive attitude towards buying a brand in a supermarket, he/she will think easy on it and would imagine that the marketing activities would confirm the attitude, then the intention to purchase will be strong and it will be easy to predict that he//she will probably buy. Shopper marketing (holistic marketing) will work in a way that the messages reinforce the purchase decision at the point of purchase and pre-purchase (out of store) and in-store environment.

The Theory of Planned Behaviour is very relevant in the current study by bringing out the predictive nature in which retailers and marketers foresee the perceived behavioural control of the consumers. Ajzen (1991) posits that an individual's behavioural performance is a combined function of intentions and perceived behavioural control. The assumption should be that all individuals on a shopping trip to a supermarket has some intention to buy. The task on the retailers and marketers is to find a way of influencing behavioural control towards a favourable purchase decision.

### **2.2.2 Hawkins Stern Impulse Buying Theory**

The theory is named after the proposer, Hawkins Stern, who brought it together in 1962. The other theories of consumer behaviour believe that shoppers are always rational and have planned buying decision process (Mandal, 2018). Impulse buying goes against the traditional consumer buying process, the individual making instant purchase decision under the influence sensational external stimuli. Stern argues that consumers engage in impulsive buying behaviour, being influenced by impacted by external factors. The theory puts forward an argument shoppers can be encouraged by marketers to consider buying more, exceeding what they had planned to purchase (Dutta & Mandal, 2018).

Hawkins Stern Impulse Buying Theory unlocks several opportunities for marketers. Product packaging should be able to stand out amongst array of other brands. The display in the stores has a very big impact on consumer's impulse control. The brand managers who capture the attention

of the shoppers in the store, have higher chances of closing the sale and eventual success. Substantial increase in supermarket sales because of impulse buying (Yang & Lee, 2016).

Stern (1962) came up with the basis of impulse buying by classifying purchase behaviour as planned, unplanned or impulse. The impulse buying behaviour is characterized by quick decision, an urgent urge to make purchase while in the store. Stern's model was further modified by Han et al (1991) and came up with four types of impulse buying; planned, reminded, suggestion/fashion-oriented and pure impulse buying. Planned impulse buying is where the shopper has a prior plan of what to purchase but unsure of the specifics or has no specific category or brand preferred. The purchase decision is therefore made based on marketing influencers inside the supermarket. The shopping in reminded impulse buying gets to remember the need on the sight of the product in the store, and there was no prior intention to purchase (Piron, 1991). A candy or chocolate near the checkout till reminds the shopper of the product. This category also has products that 'go with' other products like earring on purchase of a dress.

Pure impulse buying is the case where the shopper makes unexpectedly shopping decision once in the supermarket. Such purchases arise where the shopper sees a new item and it appeals to the emotions, being visually attractive (Shapiro, 2015). Such shoppers end up overspending while they are a good source of revenue enhancement for the retailers. Suggested impulse buying situation is where the shopper sees a product for the first time and the interest is influenced or suggested by self or salesperson eventually buying. The shopper may also be motivated to buy what is fashionable.

Hawkins Stern Impulse Buying Theory is a very useful and relevant guide for retailers and marketers. Impulse buying is an avenue for product trials and sampling in the supermarkets and a sure revenue earning for the stores (Agarwal & Chetty, 2019). Marketers have the option to adopt strategies that help sway impulsive buying behaviour among shoppers while in the store. In the marketing mix, pricing is the most useful element in triggering impulse purchase decision. However, this may be different in highly priced items. Discounts, for example, can trigger impulse purchases in low-income groups (Raposo, Ferraz, & Duarte, 2013). Retailers should make good use of marketing mix strategies that work for them to ensure sustainable revenue generation.

## 2.3 Empirical Literature

Within the last decade, shoppers' purchase behaviour has been dynamic, thanks to the emergence of new shopping tools. There has been increased ability and ease to search for products and price comparison anywhere all the time, outside and inside the stores (Marketing Science Institute, 2010). These dynamics have led to among other things the increasing significance and attention given to marketing activities within the store environment (Gilbride et al., 2013).

Despite the growing importance and increased investment in the ISM, not much literature exists with findings that can guide practitioners and future researchers. Marketing practitioners need to know how various ISM strategies or efforts at the POP can positively influence the shopper's purchase decision in the store. There should be a comprehensive synthesis of the ISM strategies and tactics that may be profitable in targeting store traffic (Kumar et al., 2014).

Kahn & Schmittlein (1989) in their article *The Shopping Trip* were among the first marketing scholars with empirical investigation which was quantitative study. They analysed the shopping trip of consumers and their consistent purchase behaviour during the trips. Their conclusion formed the basis of other shopper marketing studies on how the shopping experience may impact purchase decisions made by shoppers. Kim & Park (1997) later added the aspect of shoppers' heterogeneity in terms of their shopping regularity as well as shopping frequency. In their descriptive study, they found that there were differences in purchase behavioural characteristics of random and routine shoppers. The routine shoppers were found to be less frequent in store visits but would spend more money, with a definite buying, planning and process.

The store displays and arrangements helps enhance chances of brand/product consideration during shopping trip. Chandon et al., (2002) in their empirical study using eye tracking devices, finds out that visual attention enhances the memory recall and thereby increasing probability of consideration. It is considered that consumers only gaze and give full or some attention to evaluate only a fraction of the many alternatives in the shelves of supermarkets (Inman and Winer, 1998; Kollat & Willet, 1967). In their study towards establishing the value of POP marketing by employing the use commercial eye tracking data, Young et al., (2007), gives unique insights into how shoppers make consideration, attention, and purchase decisions at the point of purchase. They opine that it might be wrong to allocate point of purchase attention to brands according to market

shares. Their study concludes that in-store visual attention enhances the chances of consideration. It then leads to future research gaps in testing several planograms and consideration probabilities under the influence of shelf position, number of facings and price.

The level of influence during a shopping trip, within the store, has received quite of attention in terms of research. Chandon et al., (2007/9) asserts the importance of visual based factors in enhancing brand alternatives selection. In their experimental and quantitative study using eye tracking devices raises the question of what influences in-store brand attention. Neff (2008) conducting a descriptive study using secondary data from Point-of-Purchase Advertising International/Institute (POP AI) and OgilvyAction, comes up with shopper decisions data. The study asserts that shoppers are influenced by effective in-store communication.

Supermarkets are known to expose shoppers to possibility of trying new products and many consumers engage in unplanned or impulsive purchases. Inman et al., (2009) explores what influences shoppers into impulse buying. They find out in their empirical study that product category and shopper characteristics are, among other things like displays, household size, and frequency of shopping trips, have influence in unplanned purchases. Bell (2011) conducting a survey involving interviews of shoppers and self-reports data, finds out that factors out of the store can influence unplanned purchases. The study demonstrates that prior marketing stimuli (exposures) have an effect in impulse buying. Consumers/shoppers who decide to make a shopping trip in short notice, usually end up making impulse purchases in most instances driven by ‘arousal effect’ in retail stores (Kiran, Majumdar & Kishore, 2012).

The main aim of ISM activities is to influence the shoppers’ attention towards a manufacturer’s brand and thereby enhancing sales/revenue. Herpen & Sloop (2016) in their study on relationship between ISM and observed sales demonstrates varying results for shelf layout, price mark downs and the demographics of the store service area. Kaneko, Miyazaki & Yada (2017) demonstrates that a positive correlation exists between customer movement in the shop floor and sales amount. Their study was focused on Radio Frequency Identification (RFID) technology that records shopping carts position in supermarkets. Shoppers have three path-to purchase touchpoints, planning (pre-store), shopping (in-store) and consuming. A considerable number of attributes with high level of importance is in the shopping touchpoint (Silveria, 2019).

The bulk of literature available on shopper/in-store marketing has been of US and Asia research bases. Local scholars as well have worked on the subject mainly on shopper marketing. Karanja (2011) establishes the benefits of adoption of shopper marketing tools to supermarkets in Kenya. The study confirms that supermarkets in Kenya, large and medium, adopts shopper marketing. Whether these shopper marketing tools results in financial performance, is and area recommended for further study. Towards filling the gap, Otieno (2015) studied the effects of shopper marketing on sales performance. The study finds out that the performance of supermarkets is dependent on the effective implementation of shopper marketing practices.

Patalinghug (2015) in the study to establish the relationship between advertising and sales promotion and the shelf offtake of chocolates in USA supermarkets, concludes that there exists positive effect on sales of chocolates. Muchiri (2019) studied the effects of sales promotion on consumer behaviour. The study carried out in supermarkets in Nairobi City and singled out international supermarkets or retail chains branches. The researcher recommends a study on the in-store promotions' effect on purchase decision.

The literature reviewed shows that most of the studies that have been done are of US and Asia base, with respondents in the said locations. ISM has also not received adequate attention, about the point of purchase decisions. Most of the studies have dwelled on the relationship between ISM strategies and sales number, store layout and shop floor behaviour (movement). Closer home in Kenya, Muchiri (2019) dwelled in in-store sales promotions and the effect on behaviour. There exists a research gap, in establishing whether ISM activities influence purchase decision; and if these activities to influence, the study need to single out the specific strategy/tactic is of more importance in influencing purchase decision. There has not been any such study in supermarkets within Kisumu County. This study seeks to fill the gap.

## **CHAPTER THREE: RESEARCH METHODOLOGY**

### **3.1 Introduction**

The chapter gives details of research methods that were used in the study. It presents the research design, target population, sampling, data collection and data analysis.

### **3.2 Research Design**

Research design is the systematic, detailed outline and a clear plan on how the researcher has been carried out the study at hand (Neumann, 2016). It is the blueprint, the roadmap, action plan and systematic strategies used in the research work (Bell, 2015). The study adopted cross sectional descriptive survey design. Cross-sectional study design is considered an observational study design where respondents are selected based on the criteria that has been set by the study (Singh, 2016). A cross-sectional survey is a type of study where the researcher collects data and makes inferences about a population of interest at one point in time.

Descriptive research design is adopted as it involved observing and describing the behaviour of various shoppers of different supermarkets within Kisumu city. The design is a survey in nature where the collection of data from a sample of individuals (shoppers) by way of getting their responses to predetermined questions (Check & Schutt, 2012).

### **3.3 Population on Study**

Population is the entire group of persons, cases, objects, or events with characteristics, which are similar and can be observed and measured (Yin, 2003). Bryman & Bell (2015) defines population as the total number of cases to be analysed in a study. The information on the total number of shoppers in supermarkets in Kisumu City is not available. The population size is infinite, the universe of the respondents cannot be ascertained.

### **3.4 Sampling Design**

A selection of the sample base was in terms of supermarket outlets and then respondents be obtained amongst the various shoppers in respective supermarket stores. Out of the 22 supermarkets in Kisumu city, 10 outlets were selected for the purpose of the study. The selection was based on the researcher's judgement, considering the shopping space, merchandising and the

number of check out points; a supermarket with a minimum of four (4) check out points have been selected for the study. Judgmental sampling, which is non-probability sampling method was used. This is where the researcher picks units to be samples based on professional judgement and/or knowledge. Thomson (2012) also refers to it as authoritative or purposive sampling. Ten Respondents per supermarket store were selected, giving a total of 100 respondents as the target sample size.

### **3.5 Data Collection**

Collection of primary data was done through the administration of questionnaires on a face-to-face interview with the respondents. Robson (2002) describes a questionnaire as an instrument of data collection, which is easy to come up with and administer, thereby providing a noncomplex and straight forward way to study behavioural attributes like attitudes, beliefs, values, and motives. The questions in the questionnaire were closed-ended, in 5-point Likert scale. There was a data collection supervisor to help oversee the process under the direction of the researcher to ensure the authenticity of data collected.

The questionnaire has 3 sections: A, B and C. In Section A, the shopper's personal attributes and demographics, Section B will collect data on the various In-Store marketing activities as noticed by the shopper, and finally Section C will establish the effect the various in-store marketing activities on the choice of brands purchased. The questionnaire will be administered just at the exit, as the shopper leaves the checkout till.

### **3.6 Data Analysis**

The data, upon collection, was inspected, edited, and assembled appropriately for examination. It was then be taken through descriptive statistics analysis. Descriptive statistical measures (mean and standard deviation) were done, and the outputs presented in tables, percentage forms, pie charts and histograms.

To help get the description of the relationship between the dependent variables (purchase decision) and independent variables (In-Store Marketing activities), use of inferential statistics were also put in place. Inferential statistics provide the analysis that include relationship between variables, cause-effect relationships and how representative is the sample to the whole population (Gingery, 2019). The researcher has put into use regression analysis to bring out the relationship of the

independent variable (in-store marketing activities) to the dependent variable (shopper purchase decision).



## CHAPTER FOUR

### RESEARCH FINDINGS AND DISCUSSIONS

#### 4.1 Introduction

This chapter presents results of the analysis, findings and discussions based on the objective of the study which was to determine the influence of In-Store Marketing strategies on consumer purchase decisions in supermarkets within the city of Kisumu, Kenya.

#### 4.2 Response Rate

Hundred (100) respondents were targeted for the study, ninety-three (93) were reached this representing 93.0% response rate. According to Mugenda & Mugenda (2004), statistical analysis is possible where a response rate of at least 50% has been attained. Babbie (2004), further argues that a return rate of 60% is acceptable, and a return rate of 70% being excellent. The high response rate was realized because the questionnaires were administered using face-to-face interviews approach. The respondents remained anonymous, and no information required that could identify them afterwards, which also helped in enhancing the high response rate. The findings are as shown in Table 4.1 below.

**Table 4. 1: Response Rate**

	<b>Frequency</b>	<b>Percentage</b>
Successful calls	93	93.0
Unsuccessful calls	7	7.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

### 4.3 Demographic Information of Respondents

This section defines the research population's demographic composition and background. This is general demographic information as per the respondents interviewed i.e., gender, level of education, religion, age, and citizenship. The findings are presented on each of these factors using figures and tables.

#### 4.3.1 Gender of the Respondents

The gender disparity among the shoppers, as per the questionnaire information was analyzed to establish if there is gender disparity of the shoppers in supermarkets within the city of Kisumu, Kenya. From the findings as indicated in Figure 4.1, there were more male (52.0%) as compared to female (48.0%) of the respondents, meaning more of the shoppers were of male gender.

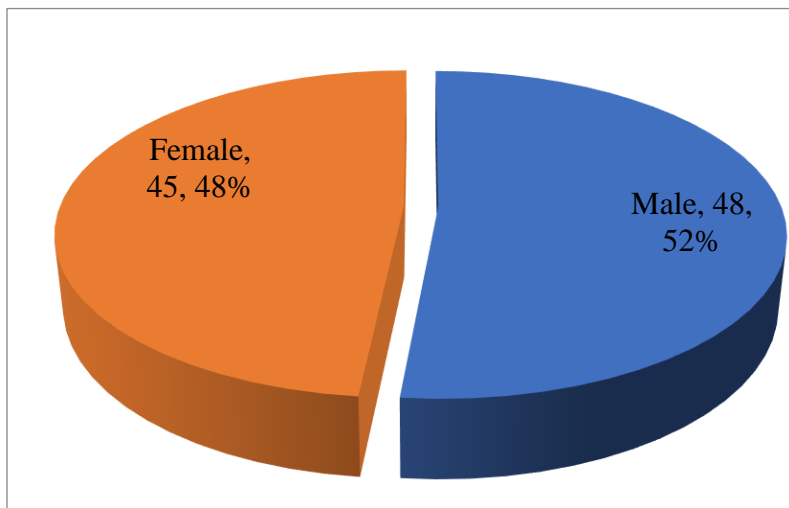


Figure 4. 1: Gender of the Respondents

#### 4.3.2 Citizenship of the Respondents

The result as indicated in Figure 4.2, only one of the sampled respondents was not a Kenyan while 99.0% of the respondents were Kenyans. Therefore, most of the respondents were Kenyans.

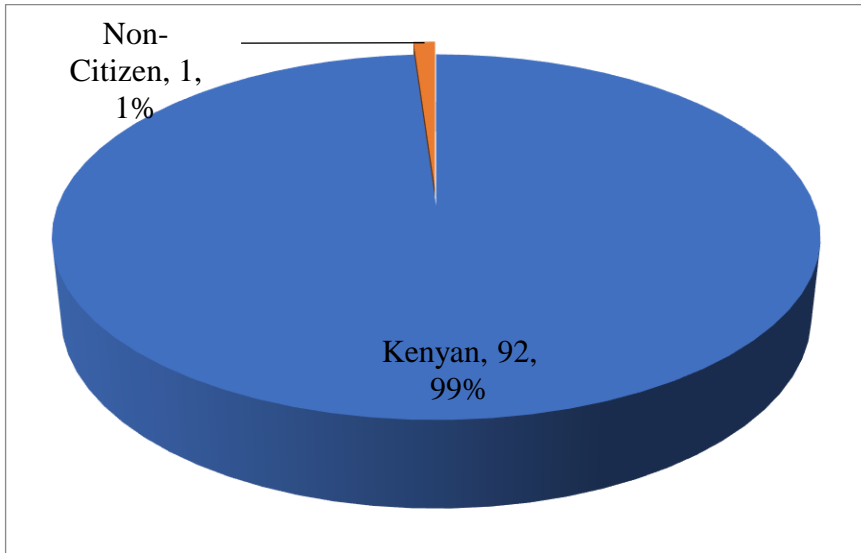


Figure 4. 2: Citizenship of the Respondents

#### 4.3.3 Age bracket

From the findings, majority of the participants of the study were aged between 18-40 years. This was noted as it made up the highest frequency of the respondents 65 stated so, and resulted to 69.9%. Far distant were respondents aged between 41-50 years which covered 18.3%. This age bracket was noted to have a frequency of 17 respondents. 6.5% of all the respondents were aged above 60 years as determined from a frequency of 6 respondents. 5.4% of the respondents stated that they were aged between 51-60 years old with a frequency of 5 respondents. The general inference that was made from this section is that the respondents were youthful to provide dependable perceptions that were applicable to the study.

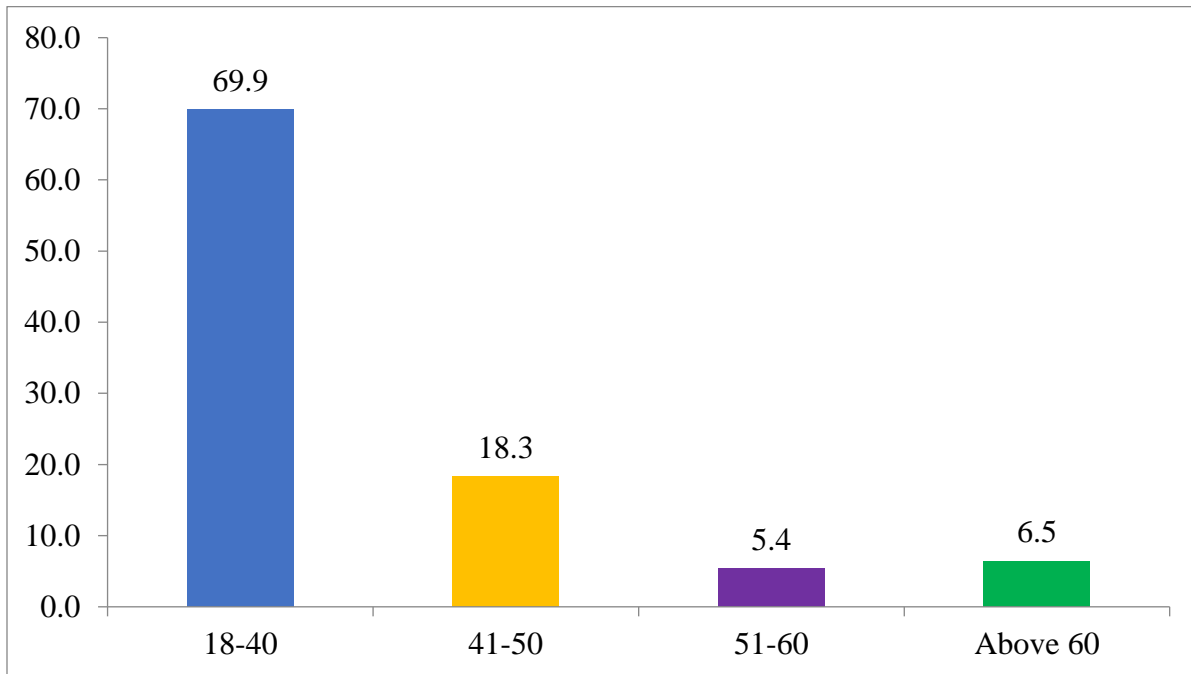


Figure 4. 3: Age of Respondents

#### 4.3.4 Level of Education

Findings in this section indicated that majority of the respondents (38.7%) indicated secondary as their highest form of education. This was closely followed by college diploma calculating to 37.6% with a frequency of 35 respondents. 20.4% of the respondents stated their highest level of education to be degree calculating to a frequency of 19 respondents. This was followed by 3.2% of the respondents having masters as their highest level of education translating to a frequency of 3 respondents. From these findings, this study inferred that majority of the participants of the study had adequate level of academic qualification with sufficient knowledge and therefore provided the study with reliable theoretical information involving the research topic.

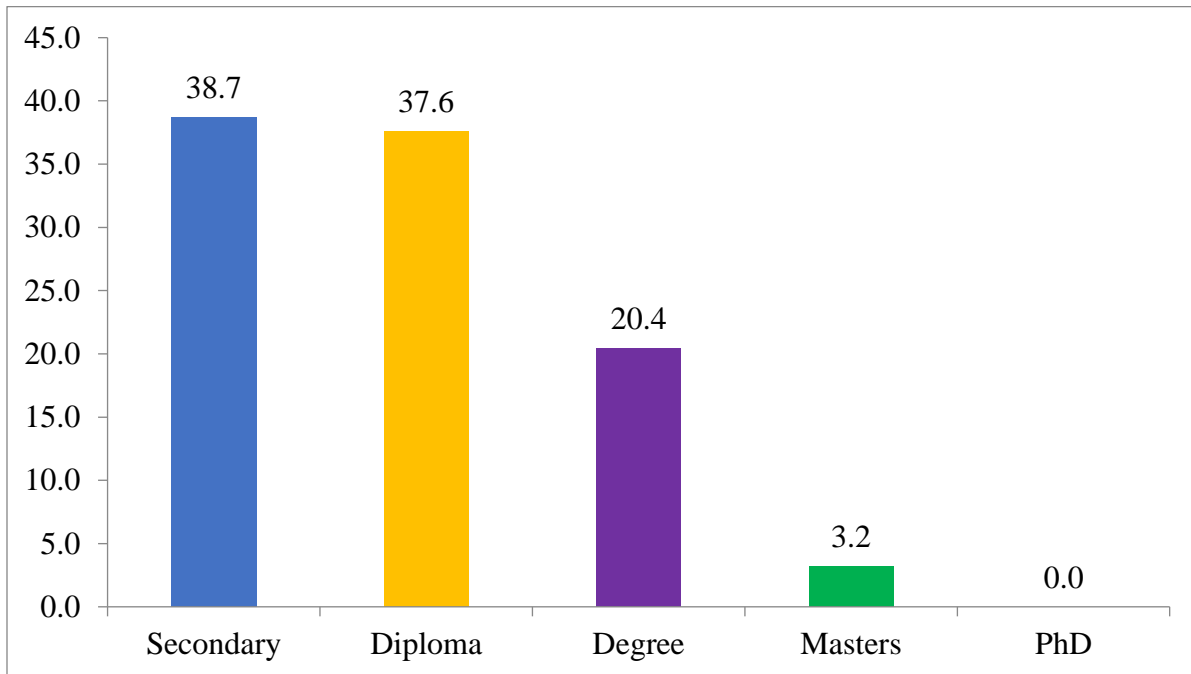
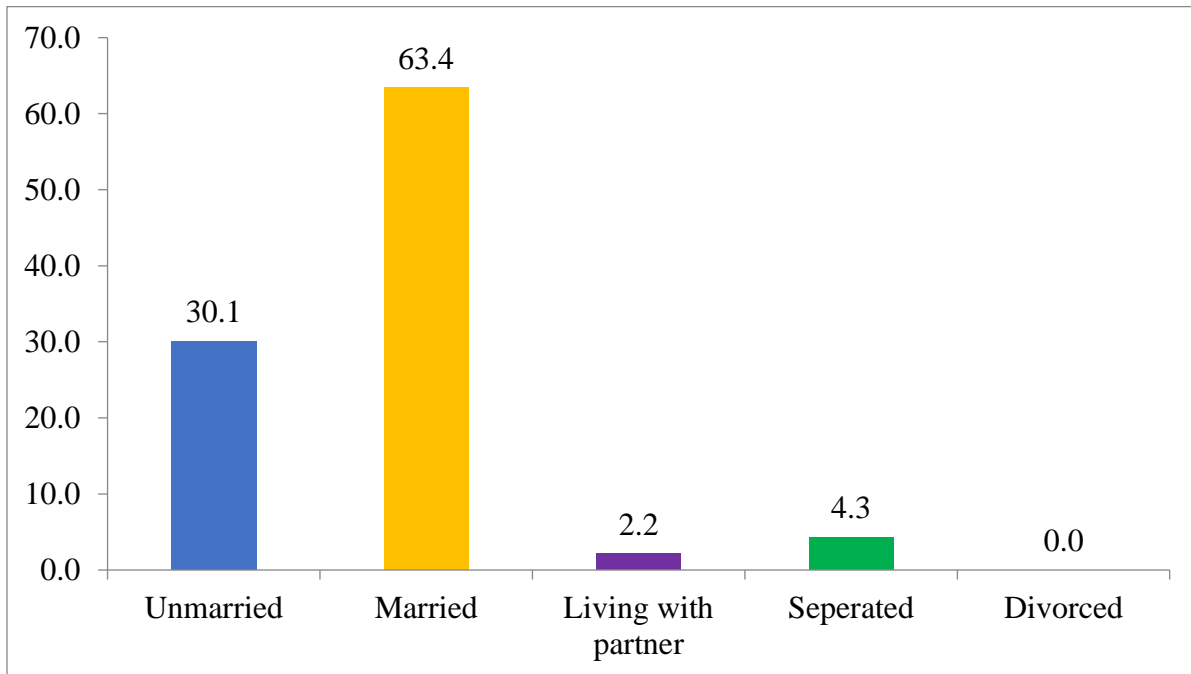


Figure 4. 4: Age of Respondents

#### 4.3.5 Marital Status

The majority of the shoppers (63.4%) were married as obtained from a frequency of 59. This was closely followed by unmarried calculating to 30.1% with a frequency of 28 respondents. 4.3% of the respondents stated they were separated calculating to a frequency of 4 respondents. This was followed by 2.2% of the respondents who were living with partners translating to a frequency of 2 respondents. From these findings, this study inferred that majority of the participants were married.



**Figure 4. 5: Marital Status of Respondents**

#### **4.3.6 Religion of the Respondents**

In order for the study to establish the religion disparity among the respondents, questionnaire information was analyzed to establish if there is religion disparity of the consumers in Supermarkets within the city of Kisumu, Kenya. The results indicated that majority of the respondents (96.0%) indicated they were Christians as obtained from a frequency of 89. This was distantly followed by Muslims calculating to 3.0% with a frequency of 3 respondents. Only 1.0% of the respondents stated they were Hindus calculating to a frequency of one respondent.

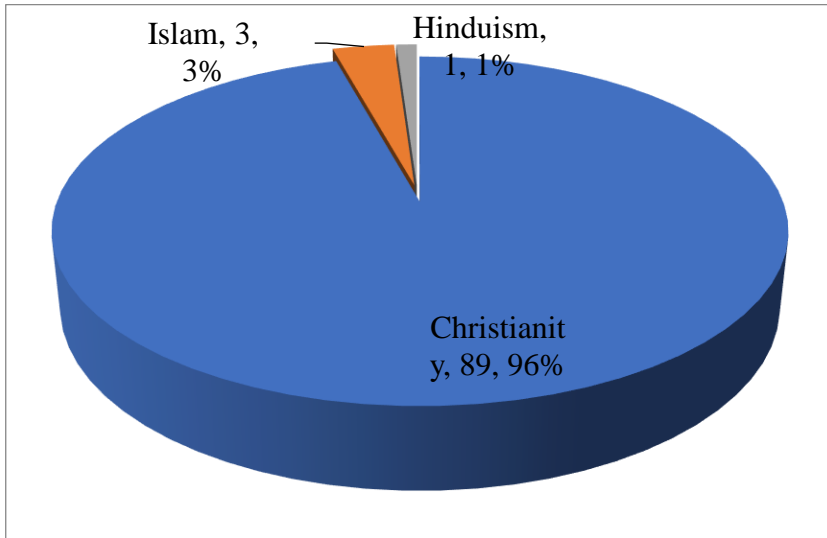


Figure 4. 6: Religion of the respondents

#### 4.4 Descriptive Statistics

Descriptive statistics summarises, defines, and describes the elements of a set of data (Mboya, 2019). The descriptive statistics is presented in form of the mean and standard deviation of study variables. The variables under study were Product displays, Price mark-downs/discounts, Product with free samples, In-Store promoters/merchandisers, Advertising (audio, shelf, screen, poster) and sweepstakes, which were independent variables while shopper purchase decision was dependent variable. The shoppers were asked to indicate their level of extent from 1-No Extent, 2-Little Extent, 3-moderate, 4-Great Extent and 5-Very Great Extent.

##### 4.4.1 Product displays

This section was to determine whether Product displays had any influence on consumer purchase decisions in supermarkets within the city of Kisumu, Kenya, as per Table 4.3 below.

**Table 4. 2: Product displays**

<b>Product displays</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>
To what extent do you consider a product based on its display?	93	3.086	1.3725
To what extent is the way items are displayed influences your purchase intentions?	93	3.280	1.4016
To what extent is your purchase influenced by how attractive or otherwise the display is?	93	3.226	1.3280
<b>Composite Mean</b>		<b>3.197</b>	

From the results presented, there was an indication by majority of the respondents the way items are displayed influenced their purchase intentions at moderate extent. This was noted by the highest mean of (3.280) meaning that majority moderately considered the way items are displayed in regard to purchase intentions. There was a significant variation in the responses given by the respondents on this statement with a standard deviation value of 1.40. Similarly, quite a good number moderately confirmed that attractiveness or otherwise the display is influenced their purchase. It had a corresponding mean value of 3.226. The standard deviations of 1.33 derived by SPSS pointed out that most of the shoppers were of dissimilar responses. Lastly, there was an indication by majority of the respondents considered a product based on its display at moderate extent. This was noted by the least mean of (3.086) meaning that majority moderately considered a product based on its display. The SD value if 1.3725 showed significant variation in the responses given by the shoppers on the statement.

Averagely, the mean for the level of Product displays was 3.20 and that meant that respondents had an indication that product displays moderately influenced consumer purchase decisions in supermarkets within the city of Kisumu, Kenya. Chandon et al., (2002) in their empirical study using eye tracking devices, finds out that visual attention enhances the memory recall and thereby increasing probability of consideration.



#### 4.4.2 In-Store Promoters and merchandisers

The study determined whether In-Store Promoters and merchandisers had any influence on consumer purchase decisions in supermarkets within the city of Kisumu, as shown in Table 4.4.

**Table 4. 3: In-Store Promoters and merchandisers**

<b>In-Store Promoters and merchandisers</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>
To what extent has been your attention been raised by presence of sales promoters?	93	2.914	1.4269
To what extent has your purchase been based on promoter's sales push?	93	3.065	1.4204
To what extent have you switched brands based on the promoter's persuasion?	93	2.989	1.4103
To what extent have you bought more on promoter's effort/persuasion?	93	3.151	1.4666
<b>Composite Mean</b>		<b>3.03</b>	

From the results obtained as illustrated in the above table, there was an indication by majority of the respondents they bought more on promoter's effort/persuasion at moderate extent. This was noted by the highest mean of (3.151) meaning that majority moderately considered promoter's effort/persuasion to buy more products. There was a significant variation in the responses to this statement with a standard deviation value of 1.47. Similarly, most of the respondents confirmed that their purchase has been based on promoter's sales push. The corresponding mean on this was of the value 3.065. The SD of 1.420 derived by SPSS pointed out that most of the respondents were of dissimilar thinking. There was an indication by majority of the respondents they have switched brands based on the promoter's persuasion at average extent. It was noted by the mean value of (2.989) meaning that majority moderately considered switching brands based on the promoter's persuasion. The SD value of 1.41 showed there was a significant disparity in the responses given on the statement.

Lastly, there was an indication attention of the respondents has been raised by presence of sales promoter to be moderate. It was noted by the least mean value of (2.914) meaning that majority

moderately considered attention raised by presence of sales promoter. The standard deviation value of 1.43 indicated significant variation in the responses provided on the statement.

Averagely, the level of Product displays had a mean of 3.20 which meant that shoppers had an indication that product displays moderately influenced consumer purchase decisions in supermarkets within the city of Kisumu, Kenya.

#### 4.4.3 Price mark-downs/discounts

The study determined whether price mark-downs/discounts had any influence on consumer purchase decisions in the supermarkets as indicated in Table 4.5 below.

**Table 4. 4: Price mark-downs/discounts**

<b>Price mark-downs/discounts</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>
To what extent has price reduction of a brand attracted your attention?	93	3.849	1.3265
To what extent have you bought a brand based on its price being reduced?	93	3.892	1.2808
To what extent would you buy more of a product if its price were to be reduced?	93	3.968	1.2636
To what extent would you stick to your preferred brand even if the competitor is on price discount)	93	3.172	1.4342
<b>Composite Mean</b>		<b>3.72</b>	

From the results obtained as illustrated in the above table, there was an indication by majority of the respondents they bought more of a product if its price were to be reduced at great extent. This was noted by the highest mean of (3.968) meaning that majority greatly considered price reduction. A value of 1.26 standard deviation showed significant disparity in the opinions provided on the statement. Similarly, most of the shoppers greatly confirmed that they bought a brand based on its price being reduced. The corresponding mean of 3.892 calculated. A value of 1.281 standard deviation derived by SPSS pointed out that most of the shoppers were of varied opinion. Further,

there was an indication by majority of the respondents that price reduction of a brand attracted their attention at great extent. This was noted by the mean of (3.849) meaning that majority moderately considered switching brands based on the promoter's persuasion. A value of 1.33 standard deviation showed significant disparity in the opinions provided on the statement.

Lastly, there was an indication that respondents stick to their preferred brand even if the competitor is on price discount) at moderate extent. This was noted by the least mean of (3.172) meaning that majority moderately stick to their preferred brand even if the competitor is on price discount). A value of 1.43 standard deviation showed significant disparity in the opinions provided on the statement.

On the average, a mean value of 3.72 was attained for price markdowns meaning that the shoppers had an indication that Price mark-downs/discounts greatly influenced consumer purchase decisions in supermarkets. A price discount influences shoppers to buy the promoted brands immediately making it a very prevalent marketing tactic to sway consumers by availing an extra value or incentive (Yin & Huang, 2014).

#### **4.4.4 Advertising**

The study determined whether advertising had any influence on consumer purchase decisions in supermarkets within the city of Kisumu, Kenya as shown in the below Table 4.6.

**Table 4. 5: Advertising**

<b>Advertising</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>
To what extent has been your attention attracted by any brand advertising in the supermarket? (audio, screen, shelf, and poster)	93	3.237	1.3055
To what extent has your purchase decision been influenced by the advertising while in the supermarket?	93	3.118	1.3175
<b>Composite Mean</b>		<b>3.178</b>	

From the results presented, there was an indication by majority of the respondents their attention was attracted by any brand advertising in the supermarket (audio, screen, shelf, and poster) at moderate extent. This was noted by the highest mean of (3.237) meaning that majority moderately considered brand advertising in the supermarket to attract their attention (audio, screen, shelf and poster). A value of 1.31 standard deviation showed significant disparity in the opinions provided on the statement. Lastly, there was an indication by majority of the respondents that purchase decision has been influenced by the advertising while in the supermarket at moderate extent. This was noted by the least mean of (3.118) meaning that majority moderately considered advertising while in the supermarket. A value of 1.26 standard deviation showed significant disparity in the opinions provided on the statement.

On the average, a mean value of 3.72 was attained for price markdowns meaning that the shoppers had an indication that advertising moderately influenced consumer purchase decisions in supermarkets within the city of Kisumu, Kenya.

#### 4.4.5 Sweepstakes and product banding/free samples

The study determined whether sweepstakes and product banding/free samples had any influence on consumer purchase decisions in supermarkets within the city of Kisumu, Kenya. Table 4.7 below has the findings.

**Table 4. 6: Sweepstakes and product banding/free samples**

<b>Sweepstakes and product banding/free samples</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>
To what extent has your attention been drawn to a product because there's free product banded to it for trial?	93	3.763	1.4096
To what extent has your attention to buy a product influenced by having a chance to win a prize?	93	3.000	1.5036
To what extent have you bought more of a product to qualify for a prize?	93	2.796	1.4859
To what extent have you bought a product because it is banded with an additional product?	93	3.914	1.4420
<b>Composite Mean</b>		<b>3.368</b>	

From the results obtained as illustrated in the above table, there was an indication by majority of the respondents they bought a product because it is banded with an additional product at great extent. This was noted by the highest mean of (3.914) meaning that majority greatly considered a product because it is banded with an additional product. A value of 1.44 standard deviation showed significant disparity in the opinions provided on the statement.

Similarly, most of the shoppers greatly confirmed that their attention has been drawn to a product because there's free product banded to it for trial. This was supported by the mean value calculated of 3.763. The standard deviations of 1.41 derived by SPSS pointed out that most of the shoppers were of varied opinion. Further, there was an indication by most of the respondents their attention to buy a product is influenced by having a chance to win a prize at moderate extent. This was noted by the mean of (3.00) meaning that majority moderately considered having a chance to win a prize.

A value of 1.50 standard deviation showed significant disparity in the opinions provided on the statement.

Lastly, there was an indication that respondents bought more of a product so as to qualify for a prize at moderate level. It was noted by the least mean of (2.796) meaning that most of the shoppers moderately bought more of a product to qualify for a prize. A value of 1.49 standard deviation showed significant disparity in the opinions provided on the statement. On the average, a mean value of 3.37 was attained for price markdowns meaning that the shoppers had an indication that Sweepstakes and product banding/free samples moderately influenced consumer purchase decisions in supermarkets within the city of Kisumu, Kenya.

#### **4.5 Inferential Statistics Analysis**

Results of inferential statistics are presented under this section whereby the weight of the association between the aspects of the study i.e. in-store marketing activities and consumer purchase decision was measured by correlation while significance of each of the independent variables on consumer purchase decision was established through regressions analysis

##### **4.5.1 Correlation Analysis**

The relationships between the in-store marketing activities and shoppers' purchase decision, their nature and strength were sought, and the researcher established this by undertaking correlation analysis. There was a convincing linear relationships significance at 0.01 (99.0% confidence level). Table 4.8 below shows the result.

**Table 4. 7: Pearson Correlation Analysis**

		<b>Product Display</b>	<b>In-Store Promoters and Merchandisers</b>	<b>Price Mark-Downs/Discount</b>	<b>Advertising</b>	<b>Sweepstake And Product Branding/Free Sample</b>
<b>Product Display</b>	Pearson Correlation	1	.133	-.276**	.131	.021
	Sig. (2-tailed)		.205	.007	.211	.842
	N	93	93	93	93	93
<b>In-Store Promoters And Merchandisers</b>	Pearson Correlation	.133	1	.096	.258*	.310**
	Sig. (2-tailed)	.205		.359	.012	.003
	N	93	93	93	93	93
<b>Price Mark-Downs/Discount</b>	Pearson Correlation	-.276**	.096	1	.068	.120
	Sig. (2-tailed)	.007	.359		.518	.251
	N	93	93	93	93	93
<b>Advertising</b>	Pearson Correlation	.131	.258*	.068	1	.180
	Sig. (2-tailed)	.211	.012	.518		.084
	N	93	93	93	93	93
<b>Sweepstake And Product Branding/Free Sample</b>	Pearson Correlation	.021	.310**	.120	.180	1
	Sig. (2-tailed)	.842	.003	.251	.084	
	N	93	93	93	93	93
<b>Shopper Purchase Behaviour</b>	Pearson Correlation	.256*	.387**	.292**	.283**	.376**
	Sig. (2-tailed)	.013	.000	.004	.006	.000
	N	93	93	93	93	93

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

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

The result arrived at established there was a positive and significant correlation between product display and shopper purchase behaviour in the area studied as confirmed by Pearson correlation coefficient of 0.256 and a significance level of 0.013 which is below the level of significance threshold for this study (0.05). This meant that an improvement in product display could result to significant enhancement in shopper purchase decision. Similarly, the study findings established that there is a conclusive and significant correlation between in-store promoters and merchandisers and shopper purchase behaviour as confirmed by Pearson correlation coefficients of 0.387 as well

as coefficient of 0.292 at 0.05 level of significance indicated that the relation between price mark-downs/discount and shopper purchase decision. This implies that an improvement in in-store promoters and merchandisers as well as price mark downs/discount would result to significant increase in shopper purchase decision.

The outcome also showed that there is a conclusive/convincing and outstanding correlation between advertising and shopper purchase decision in the area studied as confirmed by Pearson correlation coefficient of 0.283 and a significance level of 0.004 which is below the level of significance threshold for this study (0.05). This implies that an improvement in advertising could result to notable influence in shopper purchase decision. Lastly, there is a conclusive and notable correlation between Sweepstake and Product Branding/Free Sample and shopper purchase behaviour as confirmed by Pearson correlation coefficient of 0.376 and a significance level of 0.000 which is below the level of significance threshold for this study (0.05). This means that an improvement in sweepstake and product branding/free sample could result to notable influence in shopper purchase decision.

#### **4.5.2 Multiple Regression Analysis**

Various independent variables in the study have been used to predict a single dependent variable (purchase behaviour). Multiple regressions become very useful in such a study as the researcher tries to establish the possibility of a set of variables predicting an outcome of a single dependent variable (Mugenda & Mugenda, 2008). The researcher wanted to establish whether and how Product displays, in-store promoters and merchandisers, Price mark-downs/discounts, advertising, and sweepstakes influences shopper purchase decision in supermarkets within the city of Kisumu, Kenya. The five independent variables were looked at together (one equation) as predictors of shopper purchase behaviour.



The following regression model was used:  $Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \varepsilon$  Where; Y = shopper purchase behaviour,  $X_1$  = Product displays,  $X_2$  = in-store promoters and merchandisers,  $X_3$  = Price mark-downs/discounts,  $X_4$  = advertising,  $X_5$  = sweepstakes and product branding/free samples.

The researcher tested the significance of the effect of the independent variables on the dependable variable by use of a multiple linear regression model. Table 4.9, 4.10 and 4.11. show the results of the multiple linear regression of the study.

The study aimed to establish the model summary findings in order to arrive at the overall relative change in the shopper purchase decision that was put forward by all the numbers of the in store marketing activities by use of  $R^2$ . The results in Table 4.9 present R,  $R^2$ , Adj  $R^2$ , F ratio and Sig. value.

**Table 4. 8: Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.613 <sup>a</sup>	.376	.340	.62405	.376	10.492	5	87	.000

a. Predictors: (Constant), Product displays, Price mark-downs/discounts, Product with free samples/ Sweepstakes, In-Store Promoters and Merchandisers, Advertising

b. Dependent Variable: Shopper Purchase Behaviour

The coefficient of correlation (R) was 0.613 which implies that product displays, price mark-downs/discounts, product with free samples/ sweepstakes, in-store promoters and merchandisers, advertising have a moderate positive association with shopper purchase behaviour. it can be deduced that in-store marketing activities account for 37.6% significant variance in shopper purchase decision (r square =.376, p=0.000) meaning that 62.4% of the difference in shopper purchase decision is traceable in other variables not included in this model. The next Table 4.10 is ANOVA, commonly known as the model of fit (goodness of fit; F Ratio, Sig Value).

The findings concurred with Hanaysha (2018) who examined the impacts of in-store marketing activities on a buying decision in supermarkets and groceries in Malaysia. The outcomes indicated that in-store marketing activities have an outstanding impact/influence on consumers' buying decisions. These results are in line with study done by Bava, Jaeger and Dawson (2009) who established that shoppers were cognisant that several of in-store marketing stimuli had some level influence on their buying process decisions and they agreed that they use this together with their individual internal attributes (including preferences, knowledge, and previous experiences) to evaluate displays and promotions towards purchase decision. Kiran et al. (2012) illustrated various in-store promotional tactics, unique shopping solutions and and the resultant effect of these in making the right purchase decision by shoppers in the retail store.

**Table 4.10: Model of Fit (Anova Table)**

<b>Model</b>	<b>Sum of Squares</b>	<b>Df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
Regression	20.430	5	4.086	10.492	.000 <sup>b</sup>
Residual	33.881	87	.389		
Total	54.311	92			

a. Predictors: (Constant), Sweepstakes, Product displays, Product with free samples, Price mark-downs/discounts

b. Dependent Variable: Shopper Purchase Decision

The F Ratio was used to confirm the relevance of the model, or simply if the study model is a more outstanding predictor of shopper purchase behaviour than the mean score. As shown by the data, the F value is greater than one, as with a value of 10.492, which illustrates that the enhancement obtained as a result of model fitting is significantly greater than the model errors/inaccuracies that were not included in the model ( $F(5,92) = 10.492, P=0.000$ ). The big F value is very unlikely to have occurred by chance (99.0 percent), implying that the resultant research model has greatly improved in its capacity to predict shopper purchase decision.

Table 4.11 contains regression coefficient (Unstandardized & standardized), t-value and Sig. value results. The researcher had a choice of using either Unstandardized Coefficients or Standardized Coefficients depending on the type of data. The study used unstandardized coefficient column as there was need to compare to compare the effects in-store marketing activities across same measures (Likert Scale 1 through 5).

**Table 4.11: Regression Coefficients**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.460	.424		1.085	.281
Sweepstakes	.182	.067	.244	2.717	.008
In-Store promoters/merchandisers	.167	.073	.210	2.276	.025
Product Display	.197	.060	.294	3.271	.002
Advertising	.080	.057	.125	1.404	.164
Price mark-downs/discounts	.260	.074	.316	3.524	.001

a. Dependent Variable: Shopper Purchase Behaviour

Table 4.10 below shows the multiple linear regression model derived from a regression of the five predictor variables.

$$Y = 0.460 + 0.182X_1 + 0.167X_2 + 0.197X_3 + 0.260X_4$$

where:

**Y**= Shopper Purchase Behaviour

**X<sub>1</sub>**= Sweepstakes

**X<sub>2</sub>**= In-Store promoters/merchandisers

**X<sub>3</sub>**= Product Display

**X<sub>4</sub>**= Price mark-downs/discounts

From the findings presented in Table 4.10, all in-store marketing activities in this study had positive effect on the shopper purchase behaviour although advertising was insignificant which was excluded in the final model. If there were no in-store marketing activities, the shopper purchase decision in supermarkets within the city of Kisumu, Kenya would be 0.460,  $p=0.281$ . This means that in the absence of in-store marketing activities the Shopper Purchase Behaviour will be notably insignificantly.

It was noticeable that product displays significantly contributed to the model with  $B=.197$ ,  $p=.002$  if other variables (Price mark-downs/discounts, in-store promoters/merchandisers, Product with free samples and Sweepstakes) are controlled in the model, a unit positive movement in product displays could result to notable increase in shopper purchase decision by 0.197 units. The findings conform with Van Herpen et al. (2012) who observed that an increase in the number of facings that a fair trade product receives in a display will increase that product's sales.

The coefficient of in-store promoters and merchandisers stood at 0.167, with positive significance ( $p=.025$ ). When the variance put forward together with other variables (Product displays, Price mark-downs/discounts, Product with free samples and Sweepstakes) in the model is controlled, a unit positive change in store promoters and merchandisers would result to significant improvement in shopper purchase decision by 0.167 units.

The value for price mark-downs/discounts also had a unique significant contribution to the model ( $B=.260$ ,  $p=.001$ ). When other variables in the model are controlled (Product displays, in-store promoters/merchandisers, Product with free samples and Sweepstakes), a positive movement per unit of price mark-downs/discounts would lead to significant improvement in shopper purchase decision by 0.260 units. The study findings agree with Borade (2020) who established that a higher price discount meant of higher savings and had a positive influence in the minds of the shoppers.

Lastly, sweepstakes significantly contributed to the model with  $B=0.182$ ,  $p=.008$ , and in a situation where the other variables (Price mark-downs/discounts, in-store promoters/merchandisers) in the model are controlled, a unit positive change in Sweepstakes could lead to significant influence in shopper purchase decision by 0.182 units.

#### **4.6 Discussion of the Findings**

The overall inferential statistics of this study indicated a positive and significant influence of in-store marketing activities on shopper purchase behaviour in supermarkets within the city of Kisumu, Kenya. Correlation findings indicated that Sweepstakes, In-Store promoters/merchandisers, Product Display, Advertising and Price mark-downs/discounts as a means of out of in-store marketing activities had a positive and significant impact on the shopper purchase behaviour in supermarkets within the city of Kisumu, Kenya. The results of the study imply that an improvement in in-store marketing activities reflected in increase in sweepstakes, in-store promoters/merchandisers, product display, advertising and price mark-downs/discounts would result to a significant positive improvement toward shopper purchase decision. There were convergence of the findings with the findings of a study by Terblanche (2018) in the study Revisiting the supermarket in-store customer experience.

The regression analysis findings indicated that 37.6% of the variation in the shopper purchasing behaviour was explained by in-store marketing activities. This implied that in-store marketing activities significantly predict shoppers purchasing behaviour in supermarkets within the city of Kisumu, Kenya. Of interest, Sweepstakes, In-Store promoters/merchandisers, Product Display and Price mark-downs/discounts activities had positive significant effect on shopper purchasing behaviour while advertising was found to insignificantly predictive power on shopper purchasing decision. The results agree with Cornelius et al. (2009) who found out that the simple presence of

a storefront product display is effective ways to positively augment a store's image with customers therefore influence their purchase behaviour. Further, Mua and Anyieni (2019) concluded that merchandizing strategies, namely, customer attraction, product access, product differentiation and staff attributes significantly predicted the level of sales performance of fast-moving consumer goods in Nakuru town supermarkets.

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSIONS AND RECOMMENDATIONS**

#### **5.1 Introduction**

The objective of the study was to determine the influence of in-store marketing activities on shopper purchase behaviour in supermarkets within the city of Kisumu, Kenya. The researcher presents in this chapter the summary of major findings of the study, the conclusions, and recommendations and finally, the chapter highlights areas for further research.

#### **5.2 Summary of the Findings**

Hundred (100) respondents were targeted for the study, ninety-three (93) were successfully reached and interviewed this represented 93.0% response rate. Data processing was done using the Statistical Package for Social Sciences (SPSS) version 24; the research instrument (questionnaire) was reliable since the Cronbach Alpha was greater than 0.7. Descriptive statistics and inferential

statistics, that is, correlation and regression were the main techniques used for analysis. Chapter four also presented the results of the study as well as discussions thereof. The findings were also collaborated with the other studies on the subject.

Overall, in-store marketing activities account for 37.6% significant variance in shopper purchase decision ( $R^2 = .376$ ,  $P=0.000$ ) implying that in-store marketing activities significantly influence shopper purchase decision in supermarkets within the city of Kisumu, Kenya. Specifically, in regard to product displays, respondents considered product based on its display at moderate extent, the same extent was revealed for the way items are displayed and how attractive or otherwise the display is. Pearson correlation showed there existed a significant relationship between product displays and shopper purchase decision in supermarkets within the city of Kisumu, Kenya. Multiple linear regression showed that there exists a positive and significant influence of product displays on shopper purchase behaviour in supermarkets within the city of Kisumu, Kenya.

In regard to in-store promoters and merchandisers, respondents' attention has been raised by presence of sales promoters at moderate extent and at the same time purchase has been based on promoter's sales push; they moderately bought more and switched brands based on promoter's effort/persuasion. Pearson correlation revealed that there is significant relationship between In-Store Promoters and merchandisers and shopper purchase behaviour in supermarkets within the city of Kisumu, Kenya. Multiple linear regression showed In-Store Promoters and merchandisers significantly influence shopper purchase decision positively in supermarkets within the city of Kisumu, Kenya.

About Price mark-downs/discounts, price reduction of a brand attracted shopper attention greatly. Further, they bought a brand based on its price being reduced and bought more of a product if its

price were to be reduced to a great extent although they would moderately stick to their preferred brand even if the competitor is on price discount. There was significant relationship between price mark-downs/discounts and shopper purchase behaviour. Price mark-downs/discounts significantly influence shopper purchase decision positively in supermarkets within the city of Kisumu, Kenya.

Lastly, regarding Sweepstakes and product banding/free samples, respondent's attention has been drawn to a product because there's free product banded to it for trial at a great extent. Similarly, respondents bought a product because it is banded with an additional product. However, their attention to buy a product is influenced by having a chance to win a prize at moderate extent and they bought more of a product to qualify for a prize. There was significant relationship between sweepstakes and product banding/free samples and shopper purchase decision. Sweepstakes and product banding/free samples significantly influence shopper purchase behaviour positively in supermarkets within the city of Kisumu, Kenya.

### **5.3 Conclusions of the Study**

This research was a study on the influence of in-store marketing activities on shopper purchase behaviour in supermarkets within the city of Kisumu, Kenya. For this purpose, five independent variables, Sweepstakes, In-Store promoters/merchandisers, Product Display, Advertising and Price mark-downs/discounts were considered. It was concluded that in-store marketing activities has a positive significant effect on shopper purchase decision in supermarkets within the city of Kisumu, Kenya. This study is useful especially regarding marketers who can seek to comprehend what prompts the behaviour of shoppers to purchase by determining which activities of in-store marketing is most effective.



Another conclusion that can be made from this study is that sweepstakes, in-store promoters/merchandisers, product display, advertising and price mark-downs/discounts as activities of in-store marketing positively and significantly affects shopper purchase decision in supermarkets within the city of Kisumu, Kenya. In this regard, purchase decision of the shoppers is influenced by free product banded for trial, product banded with an additional product and price reduction of a brand which positively and significantly enhances shopper purchase behaviour positively in supermarkets within the city of Kisumu, Kenya.

It can also be concluded that although sweepstakes, in-store promoters/merchandisers, product display and price mark-downs/discounts had a positive significant effect on consumer purchase decisions, advertizing as in-store marketing activities did not significantly influence shopper purchase behaviour positively in supermarkets within the city of Kisumu, Kenya. This implies that brand advertising in the supermarket has not attracted adequate attention of the shoppers to significantly influence shopper purchasing decision in supermarkets within the city of Kisumu, Kenya unlike the remaining four in-store marketing activities.

#### **5.4 Recommendations of the Study**

The foregoing results from the study show that price mark-downs/discounts and in-store sales promoters as in-store marketing activities have a very significant impact on shoppers by influencing their purchase decision making. A significant proportion of the respondents indicated to be making impulse buying based on price reduction and being pushed by in-store sales promoters. For this reason, supermarket owners and marketers must pay much attention to it, to find the right blend of Price mark-downs/discounts and use appropriately the sales promoters in driving specific brand sales objective.

Sweepstakes, product banding/free samples and product displays have impact on the shoppers' purchase decision. These marketing strategies and tactics can be very useful in the supermarkets in targeting shoppers to drive sales volume and hence revenue. These can also be very useful in introducing new products by triggering trials and enhancing repurchase situations. Appropriate displays of products in the supermarkets will enhance proper visibility and influence brand choice among the shoppers. Further, supermarkets can capitalize on Sweepstakes and product branding/free samples, especially when trying to promote slow moving products since it can positively influence shoppers purchase decision.

In-store advertising has insignificant effect on shopper purchasing behaviour in supermarkets within the city of Kisumu. The research recommended that supermarkets should engage in continuous research to correctly identify the appropriate in-store advertising activities that would enhance shopper purchasing decision.

### **5.5 Limitations of the Study**

Only a sample from Kisumu City was utilized in the research. The sample size utilized, however, is not typical of Kenya's whole population. As a result, policymakers would be misled if they drew conclusions from the findings. During the data gathering process, the researcher encountered many problems related to the study. For starters, a lack of resources meant that the study had to be done on a budget. The second issue that the study ran into was a lack of or unwillingness to cooperate from respondents, which proved to be the most difficult obstacle to overcome. Because several respondents did not understand the goal of the survey, they were understandably apprehensive and suspicious, particularly when they were pressured to participate. The objective and nature of the study were explained by the researcher to the respondents in order to calm them down. They were

told of the academic undertaking of the study and that any information they supplied would not be divulged.

## **5.6 Areas for Further Research**

In future, researchers can concentrate on one variable such as the in-store advertising and get an in-depth understanding of its influence on shoppers purchasing behaviour since the activity insignificantly affected shopper purchasing decision. Furthermore, researchers conduct a similar study but change the methodology; for instance, they can use explanatory research design instead of the descriptive one. Future studies should use a representative sample in investigating the influence of in-store marketing activities on shopper purchasing behaviour as majority of the respondents were Kenyans and Christians. Similar studies can be conducted in more heterogeneous cities such as Nairobi and Mombasa which have huge socio-cultural parity

## References

- Agarwal & Chetty (2019), Use of Hawkins Stern's Impulse Buying Theory (1962) in online shopping; retrieved from [Use of Hawkins Stern's impulse buying theory \(1962\) in online shopping \(projectguru.in\)](#)
- Ajzen, I., (1991), The Theory of Planned Behaviour; article in Organizational Behavior and Human Decision Processes · December 1991
- Ajzen, I., & Fishbein, M. (1980). Understanding attitudes and predicting social behavior. Englewood Cliffs, NJ: Prentice-Hall.
- Ajzen, I., & Fishbein, M. (1977). Attitude-behavior relations: A theoretical analysis and review of empirical research. Psychological Bulletin, 84.
- Albert, T.C. & Russell S. W. (2008). Brother, Can You Spare a Dime? The Spare Change Effect at Point-of-Purchase. Working paper, Barney School of Business, University of Hatford.
- Applebaum, W. (1951). Studying consumer behavior in retail stores. Journal of Marketing, 16(October), 172-178.

- Arnold, T., Grewal, D., Motyka, S., Kim, N., Sharma, A., & Srivastava, R. (2019). Store manager-store performance relationship: A research note. *Journal of Retailing*, 95(2), 144–155.
- Bayley, G. & Nancarrow, C. (1998). Impulse purchasing: A qualitative exploration of the phenomenon. *Qualitative Market Research: An International Journal*, 1(2), 99-114
- Bell, D. R. and Hilber C. A.L. (2006). An Empirical Test of the Theory of Sales: Do Household Storage Constraints Influence Consumer and Store Behavior?" *Quantitative Marketing and Economics*, 4 (2), 87-117.
- Bell, David R., Daniel Corsten, and George Knox (2011), "From Point of Purchase to Path to Purchase: How Preshopping Factors Drive Unplanned Buying," *Journal of Marketing*, 75 (January), 31-45.
- Bessouh, N., Iznasni, A. & Benhabib, A. (2015). Factors influencing impulse buying of Algerian shoppers. *International Journal of Science and Research*, 4(3), 860-866.
- Cooke, L. (2008). *Shopper marketing delivers ROI for CPG manufacturers*. Retrieved from <http://www.cpgmatters.com/ShopperInsights1108.html>.
- Cooke, M., (2008). Web 2.0, social networks and the future of market research. *International Journal of Market Research*, 50(2), 267-292.
- Court, D., Elzinga, D., Mulder, S., & Vetvik, O.J. (2009). The consumer decision journey. *McKinsey Quarterly*, 3, 96-107.
- Cytonn. (2018). *Lessons for the Kenyan retail sector- Cytonn Investment*. Retrieved from <https://cytonn.com/topicals/lessons-for-the-kenyan-retail-sector>
- Desmet, P. & Renaudin, V. (1998). Estimation of product category sales responsiveness to allocated shelf space. *International Journal of Research in Marketing*, 15, 443-457.
- Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention, and behavior: An introduction to theory and research*. Reading, MA: Addison-Wesley.
- Gay, L.R. & Diehl, P.L. (1992). *Research methods for business and management*. New York: Macmillan.
- Grocery and Manufacturers Association, Deloitte Consulting (2008) *Delivering the Promise of Shopper Marketing: Mastering Execution for Competitive Advantage*.
- Gutierrez BPB (2004). Determinants of Planned and Impulse Buying: The Case of the Philippines. *Asia Pac. Manage. Review*, [Online, Retrieved 20] April from the World Wide Web: <http://www.upd.edu.ph/~cba/docs/APMRbpbg01.pdf>, 9(6): 1061-1078
- Hawkins D., Mothersbaugh D., Mokerjee.A. (2013) *Consumer Behavior*, 11th Edition. McGraw Hill Education (India) Private Limited.

- Inman, J., Russell S. Winer and Ferraro R. (2009). The Interplay among Category Characteristics, Customer characteristics and Customer Activities on In-Store Decision Making. *Journal of Marketing*, 73(5), 19-2
- Kahn, B.E., Schmittlein, D.C. Shopping trip behavior: An empirical investigation. *Market Lett* 1, 55–69 (1989). <https://doi.org/10.1007/BF00436149>
- Karemu C.K. (1993) The state of strategic management practices in supermarkets in Nairobi. Unpublished MBA Project.
- Kiumbura, G. (2003) Retailer brands and channel conflicts of supermarkets in Nairobi. Unpublished MBA Project.
- Kisumu County Records (2021) List of supermarkets within Kisumu County.
- Kothari, C.R. (2004) *Research Methodology: Methods and Techniques*, 2nd Edition. New Delhi: New Age International Publishers.
- Point-of-purchase institute of United States of America (n.d). Popai/Du pont consumer buying Habits studysupermarkets-New York. Retrieved on June 16, 2012, from <http://www.popai.com> POPAI.
- Marketing-at-retail becomes a measured medium. Retrieved on June 16, 2012 from <http://www.popai.com/content/NavigationMenu/Resources/Research/Research.htm>.
- Ngobo, P. V. (2004). Drivers of customers' cross-buying intentions. *European Journal of Marketing*, 38(9/10), 1129-1157.
- Kiran, V., Majumdar, M., & Kishore, K. (2012). Innovation in in-store promotions: Effects on purchase decision. *European Journal of Business and Management*, 4 (9), 36-45.
- Kotler, P. (2002). *Marketing places*. New York: Simon and Schuster.
- Kotler, P. (2011). Reinventing marketing to manage the environmental imperative. *Journal of Marketing*, 75(4), 132-135.
- Kotler, P., & Armstrong, G. (2015). *Principles of marketing-global edition*. London: Pearson.
- Kotler, P., (2001). *Marketing management: Analysis, planning and control*. New Jersey: Prentice Hall, Engle Wood Cliffs
- Kollat, David T., and Ronald P. Willett (1967), "Customer Impulse Purchase Behavior," *Journal of Marketing Research*, 4 (February), 21-31.
- Larson, J., E. Bradlow, and P. Fader (2005), "An Exploratory Look at Supermarket Shopping

- Paths,” *International Journal of Research in Marketing*, 22(4), 395-414.
- Otieno, R., Harrow, C., Lea-Greenwood, G., 2005. The unhappy shopper, a retail experience: exploring fashion, fit and affordability. *Int. J. Retail Distribution Management*. 33(4), 298-309.
- Marx NJMM, Erasmus AC (2006). An evaluation of the customer service in supermarkets in Pretoria East, Tshwane Metropolis, South Africa. *J. Fam. Ecol. and Consum. Sci.*, 34: 56.
- Mattila AS, Wirtz J (2001). Congruency of scent and music as a driver of in-store evaluations and behaviour. *J. Retailing*, Retrieved 7 April 2008 from the World Wide Web: [http://www.accessmylibrary.-com/journal of retailing](http://www.accessmylibrary.-com/journal%20of%20retailing) (June, 2001).mht, (2): 273-289.
- Shankar V. et al (2011) *Innovations in Shopper Marketing. Current Insights and Future Research Issues*, New York, Elsevier Inc.
- Terblanche, N.S. (2018); Revisiting the Supermarket In-Store Customer Shopping Experience, *Journal of Retailing and Consumer Services – January 2018*.
- Young H. (2009) Does In-Store Marketing Work? Effects of the Number and Position of Shelf Facings on Brand Attention and Evaluation at The Point of Purchase. *Journal of Marketing*, 73(11), 1-17
- Watters, A. E. (1989). Reasoned/intuitive action: An individual difference moderator of the Attitude & behavior relationship in the 1988 U.S. presidential election. Unpublished master’s thesis, Department of Psychology, University of Massachusetts at Amherst.
- Wang, Yong Jian, Michael S. Minor, and Jie Wei (2011), "Aesthetics and the Online Shopping Environment: Understanding Consumer Responses," *Journal of Retailing*, 87 (1), 46-58.
- Wilkinson, J. B., J. Barry Mason, and Christine H. Paksoy (1982), “Assessing the Impact of Short-Term Supermarket Strategy Variables,” *Journal of Marketing Research*, 14 (1), 72–86.
- Zentes, Joachim, Dirk Morschett, and Hanna Schramm-Klein (2011), *Strategic Retail Management: Text and International Cases*, 2nd Edition, Gabler Verlag.
- Zhou L, Wong A (2004). Consumer Impulse Buying and In-Store Stimuli in Chinese

Supermarkets. J. Int. Consum. Mark., [e-journal], Abstract only. Retrieved 20 April 2008  
from the World Wide Web  
[www.ingentaconnect.com/content/haworth/jicm/2004/00000016/00000002/art00003](http://www.ingentaconnect.com/content/haworth/jicm/2004/00000016/00000002/art00003),  
16(2)



## APPENDICES

### Appendix I: Questionnaire

The questionnaire's objective is to establish the effects of In-Store Marketing activities on shopper purchase behaviour in supermarkets within Kisumu city. It is divided into three sections and takes around 10 minutes or less to complete. The information given is to be used for the purpose of this research and will not be shared whatsoever. The respondents remain anonymous and answer to any question will be very useful to the study.

#### Section A: Demographic Information

1. **Gender**            Male             Female
2. **Citizenship**    Kenyan             Non-citizen
3. **Age**  
18-40 years     41-50 years     41-50 years     55+ years
4. **Education level**  
Secondary     Diploma     Degree     Masters     PhD
5. **Marital status**  
Unmarried             Married             Living with partner   
Separated             Divorced
6. **Religion**  
Christianity     Islam     Hinduism     Atheist     Others



**Section B: In-Store Marketing activities**

To which extent does each of the following marketing activities caught your attention during your shopping in the supermarket?

Tick appropriately.

	No Extent	Little Extent	Moderate	Great Extent	Very Great Extent
Product displays					
Price mark-downs/discounts					
Product with free samples					
In-Store promoters/merchandisers					
Advertising (audio, shelf, screen, poster)					
Sweepstakes					

**Section C: Shopper Purchase Behaviour**

This section asks you to tell the extent to which the following factors influence your decision to buy. Tick appropriately.

	No Extent	Little Extent	Moderate	Great Extent	Very Great Extent
<b>Product Displays</b>					
To what extent do you consider a product based on its display?					

To what extent is the way items are displayed influences your purchase intentions?					
To what extent is your purchase influenced by how attractive or otherwise the display is?					
<b>In-Store Promoters and merchandisers</b>					
To what extent has been your attention been raised by presence of sales promoters?					
To what extent has your purchase been based on promoter's sales push?					
To what extent have you switched brands based on the promoter's persuasion?					
To what extent have you bought more on promoter's effort/persuasion?					
<b>Price mark-downs/discounts</b>					
To what extent has price reduction of a brand attracted your attention?					
To what extent have you bought a brand based on its price being reduced?					
To what extent would you buy more of a product if its price were to be reduced?					

To what extent would you stick to your preferred brand even if the competitor is on price discount)					
<b>Advertising</b>					
To what extent has been your attention attracted by any brand advertising in the supermarket?  (audio, screen, shelf and poster)					
To what extent has your purchase decision been influenced by the advertising while in the supermarket?					
<b>Sweepstakes and product banding/free samples</b>					
To what extent has your attention been drawn to a product because there's free product banded to it for trial?					
To what extent has your attention to buy a product influenced buy having a chance to win a prize?					
To what extent have you bought more of a product so as to qualify for a prize?					
To what extent have you bought a product because it is banded with an additional product?					

## **Appendix II: List of Supermarkets**

1. Khetias Drapers (Dala Branch)
2. QuickMart (Nyalenda Branch)
3. Shivling Supermarkets (CBD Branch)
4. Shivling Supermarkets (Kondele Branch)
5. Appmatt (Kondele Branch)
6. Naivas (Simba Branch)
7. Naivas (Dala Branch)
8. Carrfour (United Mall)
9. Khetias Drapers (Victoria Branch)
10. FoodPlus Chandarana