

**INFLUENCE OF PROMOTIONAL STRATEGY ON CONSUMER
DECISION MAKING ON FAST FOOD RESTAURANTS IN
KISUMU COUNTY**

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D61/87306/2016


**A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE AWARD OF THE DEGREE OF
MASTER OF BUSINESS ADMINISTRATION**

UNIVERSITY OF NAIROBI

NOVEMBER 2022

Declaration

This research project is my genuine work and has not been presented for examination to any university or institution of learning.

Sign  _____

Date 16/11/2022

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This research project has been submitted for examination with my acquiescence as the supervisor of the University of Nairobi.

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Dedication

I dedicate this study to my husband Dr. Vitalis who encouraged me to try. This study is also dedicated to my sons Dan and Nile for their patience during my study time.

Acknowledgements

Thanks to God, the Almighty, for allowing me to complete the research successfully.

I would like to express my gratitude to my research supervisor, Dr. Winnie Njeru for providing invaluable guidance throughout this research. It was a great privilege and honor to study under her guidance.

I would also like to thank Prof. Francis Kibera for extending his wisdom and wide wealth of knowledge to me during this study.

I am extending my heartfelt thanks to my family; Dr. Vitalis, Dan and Nile for their love, moral support and patience all through my study period.

I am grateful to my friend Moni Harraiah, for her advice and support that helped me complete this project successfully.

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Abstract

The study undertook to examine the Influence of Promotional Strategy on Consumer Decision Making on Fast Food Restaurants in the County of Kisumu, Kenya. Its aim was to find out what promotional strategy these new fast foods, most of them foreign, were using to enter and get established in the market when other players are packing out. The study population was made up of the newly established fast food restaurants in Kisumu County, not more than 3 years ago. The unit of analysis was the customers that patronized the restaurants which was a sample of 120 respondents. The study adopted a descriptive cross-sectional survey. The research data was primary and being collected using self-administered questionnaires. Analysis of the data was done using descriptive statistics and the tool was Statistical Packages for Social Sciences (SPSS) version 23. The results of the study revealed that the type of promotional strategy employed by a fast food restaurant significantly influences the customers' decision making process. Specifically, the results disclosed that, advertisement and sales promotion were the main strategies that impacted most of the consumers' decision unlike the other strategies. This research had its own share of challenges, some of which were company policies that barred the interrogation of consumers within their premises. The study recommends that a similar research be done covering all other restaurants in order to also examine why customers choose to eat out. Future research should also consider studying how the respondents' characteristics distinctively influence the promotional strategy adopted by the fast food restaurant.

CHAPTER ONE

INTRODUCTION

This first chapter introduces the study by capturing the conceptual and contextual background of the study, research problem, study goals and value of the study.

1.1 Background of the Study

Businesses and companies are set up by the entrepreneurs, their owners and shareholders for the main purpose of wealth maximization. Other objectives like value addition, customer satisfaction, need fulfillment and impact in the society is secondary hence the need for employing a marketing strategy that is grounded in realistic research that distinctly states the opportunities and problems that might be encountered, therefore there is need for use of promotional strategies or marketing communications that will inform persuade and remind about the products and hence motivate them to make the decision of either purchasing the commodities or patronizing the organization (Kotler and Keller, 2013). Promotion is and remains the communication element of marketing and tool for marketers to establish dialogue and build relationship with consumers (Munyoki, 2011). When the organizations successfully communicates its brand, products and services to the consumers, they will intern purchase the products hence causing the organization to achieve their purpose of existence. These promotional strategies must however be combined in a manner that will illicit positive response from the customers because a good message communicated via a bad medium will be more disastrous than excellent (Kotler and Armstrong, 2013).

The business environment in the recent past has been characterized by stiff competition, the food industry not being left behind. Business is no longer as usual and only the ones that are strategically positioned in the industry will survive the wave just as evidenced by the Corona Virus that hit the world two years ago. In analyzing the behaviour on consumers, we examine The Engel-Kollat-Blackwell Model (EKB) that mainly focuses on the process of how consumers make their decision in choosing a particular product or organization/ restaurant to patronize as well as the AIDA model that analyses consumers' responses to communications which is the

promotional strategy employed by the particular restaurant in order to attract customers.

Food industry is considered to be a catalyst to economic growth of any country most especially because of the huge masses employed in the sector. Over the past 2 years, there has been an upsurge in the number of new fast food restaurants in Kisumu County. Most of these fast food restaurants are globally recognized. However they have been in operational in the capital city of Kenya, Nairobi. This has captured my interest to investigate the reason for this upsurge and also examine the promotional strategies employed by these restaurants to increase traffic and also manage competition.

1.1.1 The Promotional Strategy Concept

The word ‘Promotion’ has its origin in Latin which means, ‘to move forward’ and has recently been defined as, ‘communication undertaken to persuade others to accept ideas, concepts or things’ (Engel, Warshaw and Kinnear, 1994). Promotion as part of the main elements in the marketing mix has a very important role in market success.

According to Kotler (2013), Promotional mix (also known as marketing communication mix) is the specific blend of promotion tools that the company/ business uses to persuasively communicate customer value and build relationships. Keller (2013), on the other hand defines Marketing communications as, “the means by which firms attempt to inform, persuade and remind consumers directly or indirectly about the products and brands that they sell hence representing the voice of the company and its brand to the consumers by establishing dialogue and building relationship with them”.

Engel, Warshaw and Kinnear, (1994), defines Promotional Strategy as, “a controlled integrated program of communication methods and materials designed to present an organization and its products to prospective customers; to communicate need-satisfying attributes of products to facilitate sales hence contributing to long term profit performance”.

Promotional mix includes all the tools of marketing communication which are advertising, public relations, sales promotions, direct marketing and personal marketing. These are the elements making the blended marketing mix and they

usually tend to operate interdependently. Business must define their promotional objectives first before embarking on any communicational process targeted at the consumer. These objectives are what inform the firms' promotional strategy, for instance, escalating sales and enhancing brand awareness may require distinct promotional mix or even combine two or three tools (Kotler and Armstrong, 2013).

1.1.2 Consumer Decision Making

In attempting to analyze the aspect of consumer decision making process, it is paramount to understand the diverse and complex behaviour of the human being who in this case is the customer. Schiffman, Kanuk and Kumar, (2015) states consumer behaviour as, "the habit that consumers exhibit while searching for purchasing, using, evaluating and disposing of products and services that they expect to satisfy their needs". He further explains that for one to really understand the behaviour of consumers, he must know the different types of consumers who are broadly categorized as the organizational consumer and the personal consumer. This study will focus on the personal consumer. Consumer behaviour as defined by Hawkins et al, (2020), "is the study of individuals, groups and organizations together with the processes that they use in selecting, securing, using and disposing of products, services, events or ideas to satisfy the needs and the impacts that these processes have on the consumer and society". This then means that the individuals are at liberty of choice.

Consumer decision making is a process that an individual follows when considering something. Decision is the selection of an option from two or more alternative choices. Consumers often make decisions concerning the things they would like to purchase and these decisions are usually not informed with same amount of information search (Schiffman, Kanuk and Kumar, 2015). In order to adequately satisfy the varied wants and needs of any customer, which is the main goal of a marketer, there is need to understand the consumer as well as their behaviour so as to know exactly why they behave the way they do (Munyoki, 2011).

Over the years, the choice of customers' has been of utmost importance to many researchers that early economist, led by Nicholas Bernoulli, John von Neumann and Oskar Morgenstern who began to probe the footing of consumer decision making (Richarme, 2016). This ancient study examined the topic from the economic rather

than marketing standpoint and centered mainly on purchasing (Loudon and Della Bitta, 1993). The pervasive model from this outlook is the Utility Theory that proposed, consumers' choices were based on the expected outcomes of their decisions. Consumers are considered intelligent beings looking at how to satisfy their needs and that is the reason for employing promotional strategies that will appeal to satisfying these interests of theirs in the best possible way (Arnould, Price and Zinkhan, 2004).

1.1.3 Fast-Food Restaurants in Kisumu County

Kisumu County is situated in the lake region and is known for fish delicacies in many of its hotels and eateries. The town has a buzz of many hotels, bars and restaurants that serve all types of dishes, however there are some that deal in a particular cuisine like the Chinese and Indian restaurants. The residents of the town prefer to eat out during their working hours instead of carrying food from home hence the need for establishment of eating establishments.

Fast-food Restaurants, commonly known as Quick Service Restaurant (QSR) in the food industry is a special type of restaurant that serves fast food cuisine and has minimal table service. The type of food served is typically part of a meat-sweet diet offered from a limited menu, cooked in prior in large quantities and kept hot, finished and packaged ready for order and is usually available for take-away though eating space can be provided. The first fast food restaurants originated in the United States with White Castle in 1921. Today, American founded fast food chains such McDonalds established in 1940 and KFC established in 1952 are multinational corporations with outlets across the globe (Aronica, 2014).

Recently in Kisumu, there has been a spiraling effect of establishment of new fast food restaurants some of which are multinationals like KFC that started its operations in 2020. Others include Pizza Inn, Chicken Inn, Galitos and Chicken Inn that just joined the bandwagon in December, last year.

1.2 Research Problem

In this 21st century business has shifted from becoming usual norm to a warzone. Organizations and companies whose focus is to be competitive and achieve superior performance must strive to understand their customers' preferences and wants and

ensure that their needs are satisfied and value gained. Organizations nowadays face a myriad of challenges some of which include scarcity of resources, hostile business environment and a lot of problems in marketing which calls for strategic responses in terms of ensuring their survival in the industry. This study is anchored on Engel-Kollat-Blackwell Model and AIDA model where the former explains how the consumer reaches the point of actually selecting the product or service to purchase as well as the factors that influences their decision and the latter is all about presentation of the company' offerings to capture consumers' attention hence illicit a desire to purchase the product or service. Promotional strategy is viewed as the method or means of communicating to the consumer or publics about the organization or business and its products while decision making is the process they undertake in taking hold of the product or service and consuming it.

There are a lot of factors that have been and are continually transforming the outlook of this ages' marketing communication. First, the internet age is rapidly transforming the public to be well informed and empowered in terms of Information and Communication Technologies while depending on internet and other systems to gather information instead of relying on content from marketers. Marketing strategies are also fast changing, in that, marketers are nowadays developing market programs that are designed to build closer relationships with customers instead of embracing the traditional mass marketing. Final, the panoramic development in Information Communications Technology has resulted to outstanding switch in the manner companies and consumers interact with each other (Kotler, 2013). These fierce advancements have resulted to great influence on marketing communications which necessitates the urgency of businesses and organizations to formulate communications strategies that will assist them solve these eminent challenges so as to reach out to the target market and hence ensure productivity, profitability, growth and sustainability.

Many studies have been conducted by researchers and scholars on the behaviour of consumers and the tools of promotional such as advertising, sales promotion, direct marketing and public relations as well as the marketing mix generally. In the global scene, Shrivatsava and Singh (2017) from India in their study, Impact of Promotional Mix Strategies on Consumer Intention towards life insurance using descriptive research design examined the promotional tools and found out that the promotional mix positively influenced the buying decision for life insurance. Joshi (2012) also in

her exploratory study, the impact of e-advertising on consumer purchase decision discovered that online advertising was a good, trustworthy and convenient tool for promotion in this modern era. Ali, Gafar and Akbar (2013) in their research on Enhancing promotional strategies within automobile industries in Malaysia discovered that apart from the four promotional tools used in the study, all the other strategies should be considered also so as to enjoy greater sales of automobiles. Their study model was AIDA and method of data collection was through probability sampling. Nigerian's Adefulu (2015), conducted a survey research and found out that the promotional method adopted by a business caused variation in the market share and profitability in in her study on Promotional strategy impacts on Organizational market share and profitability.

Nyamtara (2019) talks about 'the influence of advertisement on consumer behaviour: Case study of Vodacom Tanzania' where he examines the impact and effects of print media, television promotion and advertisement on consumer behaviour. He used a case study research design with descriptive analysis method Achan (2014) from Uganda employs a cross-sectional survey design to examine Advertising and Consumer behavior: case study of Novida and finds out that advertising did not directly influence purchase decision of Novida by consumers independently of other promotional mixes and factors such as substitute products. Charana and Njuguna (2015), adopted a descriptive survey research design in their study on 'The effects of promotional mix tools on brand equity among hospitals in Nairobi County' and established that advertisement affected the brand equity amongst hospitals. Nzioka (2021) adopted census method in her study on, 'promotional mix and sales performance of commercial banks in Nyeri CountyKenya', whereby shewitnessed sales promotion as a major catalyst to increased sales as compared to personal selling, advertising and direct marketing. Ochieng (2014), on the other hand, used descriptive survey design to study "The influence of sales promotion strategies on consumer behaviour in the alcoholic spirits industry in Kenya" and established that sales promotion strategies that were practiced had positive impact on the behaviour of consumers.

Most of the studies basically hinge on one aspect of the promotional strategy and also not in the context of food industry, narrowing to fast food restaurants where my study is focused on. The purpose of this study was to scan all the promotional tools and

their role in the decision making process of a consumer. Most especially to find out the most appropriate one(s) for the fast food industry. The study sought to answer the question; what is the influence of promotional strategy in consumer decision making in the fast food restaurants in Kisumu County?

1.3 Research Objective

The objective of this study was to establish the influence of promotional strategy on consumer decision making in fast food restaurants in Kisumu County.

1.4 Value of the Study

When studying fast food restaurants, this study plays a big role in identifying the best promotion strategy for fast food restaurants and also assist in segmenting its different consumers in terms of their varied tastes and preference so as to be able to maximize value. The study will also help the marketers come up with better ways of ensuring that their pull strategies are effective as well as create a platform for future research on push promotion strategies. Finally, the study will apprise firms and businesses the reason as to why consumers never follow the convectional process of consumer decision making when making a choice and the overall significance of consumer behaviour.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter offers an essay of varied relevant theoretical and empirical literature on the concept of promotional strategy and its relationship to consumer decision making and concludes by highlighting the gaps of knowledge.

2.2 Theoretical Perspectives of the Study

The goal and purpose of any business is to maximize its returns in terms of being profitable and minimizing cost. For this objective to be achieved, there is need for the management to clearly analyze its customers' by defining its target market and also craft a strategy of reaching out to them. There are various models and theories that tend to explain the buying behaviour of customers. They include traditional and contemporary models. We shall examine the contemporary model known as The Engel-Kollat-Blackwell Model for the purpose of this research. In terms of the promotional strategy, our focus will be on the AIDA model which captures all the five components of promotion.

2.2.1 The Engel-Kollat-Blackwell Model (EKB)

The Consumer decision model also known as the Engel-Kollat-Blackwell Model was first advanced in 1968 by Engel, Kollat and Blackwell as one of the fundamental theories of consumer behaviour. The model shows the process of making decisions by consumers to come up with a choice amidst available options. It also represents a roadmap of consumers who managers and marketers can study to help them come up with great sales strategies, communications and product mixes (Blackwell, Miniard & Engel, 2006)

This model is made up of five subsequent steps that processes information awaiting the decision to patronize a particular fast food restaurant. The foremost stage is the need or problem recognition. Second is searching for options which entails acquiring pertinent knowledge from outside sources and through experiences. The third stage is about evaluating the alternatives and this is subjected to the consumer's own criterion for choosing their desire. After making his choice, the consumer then

makes his purchase while the final stage is post-purchase evaluation. Here the buyer checks if their needs was actually satisfied or not and this stage is very important because it will either ensure a repeat purchase or result to loss of client. The foundation of this model springs from a state of unsatisfied tastes and preferences. According to Foxall (1989), EKB is based in a micro, utilitarian perspective hence conceptualizing a single rational decision-maker who precisely peruses through available knowledge of enhancing usefulness (Solomon, Bamossy, Askegaard, & Hogg, 2014).

Many years after the publication of the EKB model, a few writers queried the usefulness this theory exposing it to many revision and reviews (Bruner & Pomazal, 1988; Darley et al., 2010). For example, Jacoby (2002) considered the EKB model to be very marketer controlled and maintained that it did not recognize the sociocultural factors that influenced consumer behaviour. At the same time, Olshavsky and Granbois (1979), had a view that substantial portion of our gains didn't really require making decisions at all. In spite of these critiques, the EKB model is still remains the foundation consumer decision making and is unlikely to be scrapped off anytime soon. The EKB model also shows basic assumptions of comprehending the 'consumer black box' in terms making decisions hence having an excellent understanding of the decision-making process of a consumer. Yet, advances in technological aspects and business related factors forces us to continuously probe the EKB model and its intrinsic foundation even 54 years later beyond its first publication.

2.2.2 The AIDA Model

The AIDA model concept was coined by Elias St. Elmo Lewis in 1898 with the goal of optimizing sales and for studying the relationship between buyers and sellers when it comes to purchasing. AIDA is a marketing model shows the different steps a consumer takes when buying and has been in use since the 19th century. Promotion is all about getting (attracting) attention, capturing interest, arousing desire and obtaining action. The customers' attention can be attracted via the advertisement or sales promotion tool that is 'eye catcher' then interest is captured through offer of the flyer, product on sale or sample, photo or video clip. Next desire will be created as the

seller tells the buyer of the product benefits and advantages which will be transferred to the purchase action. This four process that determines a consumers' action can be stimulated either to the negative or positive depending on the promotional tool employed.

There has been criticisms that the emotion aspect addressed in advertisement is not reflected in the AIDA formula also the step by step linear processes is not necessarily followed by consumers in making their choices. Heintz (2021), opines that purchasing decisions in AIDA model ends once the product or service being advertised is purchased or consumed leaving out other factors such as satisfaction of consumers, repeat purchases, consumers' views on rating the brand and other recommendations.

The study adopted the AIDA model as the most suitable theory of investigating the different promotional strategies employed by the various fast food restaurants in Kisumu county because it captures all the basic objectives of promotion which us to create awareness, persuade and remind the consumers about the products and or services(Perreault, Cannon & McCarthy, 2014)..

2.3 Promotional Strategy and Consumer Decision Making

Promotional strategies is influential in determining customers purchasing decisions. Any enterprise has the goal of maximizing profits and for this to happen, the consumers who will use the products and services must be present for the sales to be made. Many organizations use two or three promotional strategies to enhance their sales and even visibility (Kotler and Armstrong, 2013). A few of them that are giants in the market capitalize on unique selling points in order to gain competitive edge.

According to Keller (2013), every single form of marketing communication works for particular audiences or consumers and the type of product as well. Personal selling is majorly used when promoting electronic and technical products that require the expertise of professional in showing the clients how to use the product. Promotional strategy that fails to meet its objective of attracting a client in order to arouse their interest in having desire to purchase the product or service has already failed in its mission resulting to company losses.

Marketers must therefore commit to studying the consumer behaviour so as to come up with communication strategies and marketing campaigns that will positively

impact in the consumers' decision making process hence resulting to business success(Munyoki, 2011).

2.4 Empirical Studies and Knowledge Gap

According to Belch and Belch (2001), promotion is the harmonization of all strategies employed by a trader in creating information medium that persuades selling products/ services as well as advancing an idea. Promotion of anything is very important because it is the only way the user or consumer of that particular thing will know of its existence. Adefulu (2015) considers promotion strategy as,“a process whereby the organizations' offerings is intelligently communicated and delivered to the receiver through personal selling, advertisement, direct marketing, public relations and sales promotions”.

Mitta (1989) has defines consumer decision making as the extent of interest and concern that a consumer encounters in a purchase decision scenario. As much as the promotional activities are crucial in creating awareness and reaching out to the consumers, the type of promotional tool used also play a part in ensuring the success of the exercise (Lee et al., 2003). This is because there are businesses whose customers will only respond to personal selling that involves direct engagement between the sales person and the consumer while other will choose your fast food because they saw the advert on TV.

All the five tools and other promotional mix employed by an organization interplay with each other to ensure maximum profitability and productivity (Kotler and Armstrong, 2013). It is the responsibility of the management/ owner of the fast food restaurant to identify the ones that work maximally for them and they invest on them in order to attract more clients to the establishment.

Davidson et al (1984) in his studies asserts that consumer purchase decision can either objective or emotional but whatever the case is, the decision to buy or not is made in the consumers' and not the sellers' mind. Products are usually not just bought for the sake of but mostly to meet a particular need of the buyer. These promotional tools help the consumers to relate the product benefit or feature as being portrayed by the tool hence influencing them to purchase (Cox & Britain, 2000).

Many researchers have embarked on the study of the relationship promotional strategy of buyer behaviour or consumer choice. Globally, we find out from the works of Martha, Evanita & Patrisia (2018), in their causative research, examined how promotional strategy influenced purchasing decisions of the product of Indihome in Padang City (Indonesia) and their findings direct sales having the most influence on customer purchase decisions while two methods did not influence and the remaining two influenced in some degree. Ali et al., (2013) conducted a study on enhancing promotional strategies within automotive companies in Malaysia. The studies revealed that the four promotional tools employed contributed to about 30 percent of the target audience purchase decision, meaning the other tools contribute to the remaining 70 percent hence there is a need to adopt all the other promotional strategies so as to find out the ones that ensure profitability. Shrivastava & Singh (2017) in their paper conducted a descriptive study of promotion mix strategies impact on consumer purchase intention of life insurance in India and found out that the various promotion mixes have different effects on consumer behaviour and this also is dependent on the product or service being promoted. Joshi (2012) conducted an exploratory research on of E-advertising impact on customer purchase decision showed that online advertisement was a good trust worthy and convenient tool not only for promotional activities but also for shopping in the 21st century.

In Africa, Adefulu (2015) from Nigeria employed a survey research method to examine how promotional strategy impacted on market share and profitability Coca-Cola and 7Up. The study showed that there was need of understanding the organization so as to find out the factors that enable maximum use of resources in achieving the marketing goals. She also discovered that sales promotion, advertising and publicity increased market share and profitability while personal selling did not. Achan (2015) conducted a case study of Novida Company in Uganda where she sought to find out the behaviour of consumers as a result of advertising. She used a cross-sectional survey design and found out that indeed influenced the behaviour of consumers through creating awareness, interest and reminding consumers of products.

Locally, here in Kenya, Ochieng (2014) also carried out a descriptive study the alcoholic spirits industry consumer behaviour and promotional strategy in Nairobi where he found out that strategies of promoting sales practiced in the alcoholic and spirits industries significantly influence on the customer behaviour positively. Nzioka

(2017) in her study used a descriptive survey design and found out that promotional tools interdependently significantly influence the sales performance of banks and concluded that investing in personal selling as a strategy would positively improve the level of productivity for commercial banks.

In the food industry, a descriptive analysis study conducted by Azim et al., (2014) showed that five out of the nine factors examined contributed to the selection of restaurants. Other studies conducted have majored only on one aspect of the promotional strategy in studying consumer decision making. This study actually evaluated the five tools which were advertisement, direct marketing, publicity, sales promotion and personal selling as adopted by the fast food restaurants in Kisumu in determining their customer's choice of their establishments.

CHAPTER THREE

METHODOLOGY

3.1 Introduction

The third chapter summarized the approach that was adopted by this study. It examined the design of the research, study population, data analysis procedure and data collection tool.

3.2 Research Design

Newmann (2016) defined research design as, “a systematic but detailed plan of action that show how a researcher intends to carry out his study”. This research used a descriptive cross-sectional survey design because cross-sectional studies are usually capture information at a specific point in time (Saunders et al, 2007). This type of design is also very fast, convenient and relatively cheap to manage. Descriptive research design was considered suitable for this study because enhances the researchers’ in-depth understanding of the consumers’ behavior. It also allows for statistical analysis of collected data that assist the reader to better understand information dissemination thereby clearly showing the extent to which promotional strategy influence consumer decision making.

3.3 Study Population

This study population is made up of the customers of the eight fast food restaurants that have just been recently opened in Kisumu town which include; Monix Restaurant, Jajamelo Pizza, Winners Pizza, Java, KFC, Galitos, Chicken Inn and Pizza Inn because the study is about the promotional strategy used to influence customer to select the establishment. Our unit of analysis was made up of all the customers patronizing the establishments on a daily basis.

3.4 Sampling Design

Sampling is the selection of some part of the population as a representative of the whole while a sample is a small part of the whole picked out for observation and analysis (Mbwesa, 2006). Sampling design on the other hand is defined as the technic

used in the sampling process. (KIM, 2009). This study adopted convenience sampling whereby different customer patronizing the restaurant will be selected to answer the questionnaire. Each restaurant interviewed 20 customers totaling to 160 people.

3.5 Data Collection

This study used first-hand/ field data which was collected using personally-administered questionnaires that was given to each study respondents as they come into the fast food outlets. This technique was appropriate because of its efficiency and speed in information collection, ability to capture large audience and also has the direct contact with the respondent (Dalati and Gomez, 2018).The questionnaire was closed ended with a Likert scale of 5 points. Data collection assistant was present to help oversee the process with the guidance of the researcher to ensure the data authenticity.(Check & Schutt, 2012).

3.6 Data Analysis

The researcher used descriptive statistics to analyze the collected data. This seemed useful for examining the qualitative data collected from the questionnaires which was culled and coded to help facilitate data entry. Data cleaning was also done in order to check any errors recorded during entry. Descriptive statistics was used mainly to allow the researcher transform the raw data to a form that is easily understandable and can be well interpreted (Saunders, Lewis & Thornhill, 2009). The study adopted SPSS version 23 for data analysis.

CHAPTER FOUR

DATA ANALYSIS AND RESULTS DISCUSSION

4.1 Introduction

This study goal was to show the influence of promotional strategy on consumer decision making in fast food restaurants in Kisumu County. The researcher adopted primary data which was collected from selected fast-food restaurants in Kisumu that have been in operation within the last 3 years to date. A total of 160 questionnaire were answered however 98 of them were administered to the customers inside the restaurants while the other 62 responses came from customers that were interviewed away from the premises. The sample rate of 61% of the instore customers was achieved which constitutes a good representative sample for future analysis.

4.2 Respondent Characteristics

The characteristic of the respondents who were the customers of these fast food restaurants, was categorized in to gender, highest level of education, age and marital status as depicted below. From this background information, we can be able to know how demographics influenced the study.

4.2.1 Gender of the Respondent

The study sought to establish whether the respondents' gender played a part in consumer decision making. A total of 160 customers took part in the research whereby 84 male while 76 female. The results were that 52.5% were male and 47.5% female meaning that the male preferred to eat out than the female as indicated in table 4.1 mainly because of the disposable income available for them and also the idea of trying out new things. Men usually prefer to take their spouse out to such fast food restaurants especially during courting.

Table 4.1 Gender of the Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	84	52.5	52.5	52.5
Female	76	47.5	47.5	100.0
Total	160	100.0	100.0	

Source: Primary Data

4.2.2 Level of Education of the Respondent

The study also examined the highest level of education of the respondent as an influencer to their decision making process. Findings showed most of the respondents were diploma, graduate and masters with a percentage of 39.4%, 28.7% and 21.3% respectively. This indicated that the level of education played a part in customer decision making as seen in table 4.2 implying that the educated ones were more aware of these promotional strategy and could relate well with them as compared to the rest of the population and also, they might have come across them in their learning establishments, newspapers and magazines as well as other digital media.

Table 4.2 Level of Education of the Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Diploma	46	28.7	28.7	28.7
Graduate	63	39.4	39.4	68.1
Masters	34	21.3	21.3	89.4
Doctorate	1	.6	.6	90.0
Others	16	10.0	10.0	100.0
Total	160	100.0	100.0	

Source: Primary Data

4.2.3 Age of the Respondent

The study also indicated that respondents between the ages of 24-34 years were prevalent in the fast food restaurants as compared to 13-24 years and 35-50 years. This may be because they are the ones with disposable income, have ample of time to experiment new things, have young families to take out and also enjoy the hype of the lifestyle. 51 years and above were the most unlikely persons to be found in restaurants as shown below in table 4.3.

Table 4.3 Age of the Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
13-24 Years	36	22.5	22.5	22.5
24-34 Years	83	51.9	51.9	74.4
35-50 Years	24	15.0	15.0	89.4
51 Years and above	17	10.6	10.6	100.0
Total	160	100.0	100.0	

Source: Primary Data

4.2.4 Marital Status of the Respondent

From the study, we find that the married respondent frequented the fast food restaurants with a percentage of 56.3% unlike the single ones with 40%. This also may mean that the married respondents are the ones with disposable income and have opportunity to explore new things. The separated, divorced or widowed were the least of not patronizing them at all as depicted in table 4.4.

Table 4.4 Marital Status of the Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Single	64	40.0	40.0	40.0
Married	90	56.3	56.3	96.3
Separated	1	.6	.6	96.9
Divorced	4	2.5	2.5	99.4
Widowed	1	.6	.6	100.0
Total	160	100.0	100.0	

Source: Primary Data

4.3 Rate of Fast-Food Restaurant Patronage

The study quested to discover the rate at which customers frequented the fast food restaurant and noted that 16.3% of the customers were at point 5 which is also the mean, median and mode of the distribution indicating that most of the respondents the customers did not patronize the fast food restaurants very frequently but were somewhat in between.

Table 4.5 How much do you frequent this restaurant?

	Frequency	Percent	Valid Percent	Cumulative Percent
Less Frequent	14	8.8	8.8	8.8
2.00	10	6.3	6.3	15.0
3.00	19	11.9	11.9	26.9
4.00	12	7.5	7.5	34.4
5.00	26	16.3	16.3	50.6
6.00	18	11.3	11.3	61.9
7.00	19	11.9	11.9	73.8
8.00	12	7.5	7.5	81.3
9.00	9	5.6	5.6	86.9
Very Frequent	21	13.1	13.1	100.0
Total	160	100.0	100.0	

Source: Primary Data

4.4 Promotional Strategy Adopted by the Fast Food Restaurant

The study examined five promotional strategies being adopted by the fast food restaurants and in determining the type of promotional strategy that attracted the customers to the fast food restaurant, the study observed the mean and standard deviation and came up findings as shown in table 4.6

Table 4.6 Promotional strategy adopted by the Fast Food Restaurant

	N	Minimum	Maximum	Mean	Std. Deviation
Advertisement	160	1.00	5.00	3.7813	1.49073
Sales	160	1.00	5.00	3.7188	1.49705
Promotion	160	1.00	5.00	2.6062	1.52586
Personal Selling	160	1.00	5.00	2.8750	1.56916
Direct Selling	160	1.00	5.00	2.7000	1.64756
Public Relations	160	1.00	5.00		
Valid N (list wise)	160				

Source: Primary Data

Advertisement and sales promotion as two of the strategies used by the fast food restaurants had a mean of 3 which is fairly higher than the one for the other three strategies implying that most of the respondents strongly agreed with these two promotional strategies as the ones that aided their decision making. The standard deviation value of 1.49 is low indicating that the strategy was applicable.

4.5 Factors Affecting the Choice of Fast Food Restaurant

Apart from the strategy adopted by the fast food restaurant, there were certain factors that contributed to customers' loyalty of fast food restaurant. From our study, strategic location of the fast food restaurant was the leading with a mean score of .6938 being a percentage of 69, then brand reputation/ popularity with a mean of .5500 which is 55%, and staff friendliness with a mean of .5438 which is 54%. Method of promotion, past/personal experience and menu price took the bottom with a mean of .3375, .3626 and .4062 which is 33%. 36% and 40% respectively. See table 4.6 below.

Table 4.7 Factors affecting the choice of Fast Food Restaurant

	N	Mean
Brand reputation/popularity	160	.5500
Strategic location	160	.6938
Service quality	160	.5250
Method of promotion	160	.3375
Past/personal experience	160	.3625
Menu price	160	.4062
Restaurant's physical environment	160	.5250
Service/product delivery	160	.4375
Staff friendliness	160	.5438
Valid N (list wise)	160	

Source: Primary Data

4.6 Discussion of the Study Findings

The study sought to establish the influence of promotional strategy on consumer decision making in fast food restaurants in Kisumu County. The study findings indicated male gender respondents of ages 24-34 years, diploma holders and graduates as well as the married respondents were the mostly influenced by these promotional strategies in one way or another depending on the particular strategy.

Overall, these studies were similar to the one conducted by Nzioka (2017) in the banking industry where he asserted that all the promotional strategies enhances sales performance but put emphasis on more investment be made on personal selling as it appeals better to customers. Shrivastava & Singh (2017), in their study of consumer purchase of life insurance in India concluded that different promotional mixes has varied effects on the behaviour of customers although TV and print ads were found to be the most effective in building awareness and positive branding. Personal selling on the other hand ranked highly in influencing the sale of life insurance.

Study by Ochieng (2014) also concurred with these study findings where he posited that, in the alcoholic industry, consumer purchase was indeed influenced by sales promotion strategies and recommended that all bars and alcoholic shops should intensify on having sales promotional activities.

Adefulu (2015), in her study asserted that market share and profitability was positively influenced by advertisement, publicity and sales promotion strategies more than personal selling which was also concurrent to the study's own findings however public relations did not influence the study's respondents in a major way because most the respondents did not comment on it as a strategy.

The study of Martha, Evanita & Patrisia (2018) were not consistent to this study in that they found out that direct sales had the most influence on customer purchase decisions as compared to the other promotional strategies yet this study's results showed that direct selling was the least in influencing consumer decision making.

Azim et al, (2014) also asserted that five out of the nine factors affected customer selection of restaurants in Pakistan while this study's findings showed only three factors.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Introduction

This chapter provides a summary of the main findings, conclusions drawn and recommendation as well as a few comments from the respondents in line with the study objective

5.2 Summary of Findings

This study focused on the influence of promotional strategy on consumer decision making in fast food restaurants in Kisumu County. The aim was to find out whether the promotional strategies employed by the fast food restaurants contributed to their decision of patronizing the restaurants.

The study revolved around the five promotional strategies that include advertisements, sales promotions, personal selling, direct selling and publicity/PR. Overall, the study findings indicated that the various promotional strategies distinctively has influence on the decision making of the individual customers. The main strategies employed by the fast food restaurants that illicit most response was advertisement and sales promotions.

Most of the respondents maintained that personal selling and direct selling as promotional strategies did not influence their decision making in visiting the restaurants. Many of them said that they were not in contact with any sales representatives while few of them ordered for office/home delivery.

The study findings also showed that when it came to Public relations as a strategy, respondents of ages 24-34 strongly agreed and disagreed in the same extent with it as an influencer to their decision making. The graduates also strongly agreed with PR as an influence unlike diploma and master holders who strongly disagreed.

The study also deduced that respondents of ages 24-34 years are the ones who frequented the restaurants as compared to the other age brackets as well as the married ones.

The findings of the study stipulated that the rate at which the respondents visited the fast food restaurant was moderate with many of them choosing point 5 as frequented, also few chose point 2 as less frequent and point 10 as most frequent.

The study also established that a number of respondents requested for local cuisine in the menu as others indicated to be served by waiters instead of self service.

5.3 Conclusion

From the study analysis, we can confidently deduce that promotional strategy indeed significantly influences consumer decision making process to a large extent such that if a consumer is not aware of the existence of a particular restaurant, he/she will never visit it. These promotional strategies if designed well to capture the attention of the different categories of customers, they will indeed create a positive response hence increase sales and profitability of fast food restaurants.

This study also infers that many respondents clearly did not have an idea of what a fast food restaurant is and the offering of such restaurant which is clearly indicated from their comments in asking for local cuisines.

The study also found out that as much as Kisumu county residents eat out, most of them frequent the restaurants that offer traditional cuisines as compared to the fast food restaurants indicating that they are preventing lifestyle diseases by eating well.

5.4 Study Limitations

This study's major limitation was that, of the eight fast food restaurant constituting the population of this study, only four of them allowed the researcher to interview their customers. KFC refused citing policy matters, JAVA also refused stating that their customers always complained of harassment from data collectors, Jajamelo and Winners pizzas did not get approval from their headquarters to permit research from their establishments.

The other problem was respondent associated in that most of them were very hungry and exhausted during the period on interview hence creating very little time for interaction since they wanted to eat.

5.5 Recommendations

The study findings indicated that of all the five promotional strategies mentioned only two, advertisement and sales promotion played a major role in influencing customer decision making, it therefore recommends that these fast food restaurant to make more emphasis on the other promotional strategies such as personal selling, direct selling and PR as well as segment the customers in their peculiar characteristics so as to maximize value

In personal selling marketers should engage sales agents who talk to the publics about their products and also take customer feedback. They should also encourage online selling where customers make orders via phone calls and social media handles and customer orders are delivered to their offices or homes.

As part of publicity, the respondents talked about customer engagement whereby food shows or gaming trips to be considered. Also coming up with events that will engage the customers hence creating more publicity for the fast food restaurant.

5.6 Suggestions for Further Research

The study proposes further research be carried out on this same topic on all restaurants and also one of fast food to be done where the headquarters are located because some establishment perform their marketing activities centrally and not at the branch level.

Also research should be conducted in depth to find out how exactly the respondents characteristics distinctively influence the promotional strategy adopted by the restaurants.

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APPENDICES

Appendix 1: INTRODUCTORY LETTER

**RAKWACH DIANA AKUMU,
P.O. BOX 2382 – 40100,
KISUMU.**

TO: WHOM IT MAY CONCERN

Dear Sir/ Madam,

**RE:INFLUENCE OF PROMOTIONAL STRATEGY ON CONSUMER
DECISION MAKING ON FAST FOOD RESTAURANTS IN KISUMU
COUNTY**

I am an MBA student at the University of Nairobi Kisumu Campus undertaking the above mentioned topic for my research project. It is a requirement by the university for students to undergo this exercise for a degree award and I am seeking your permission to undertake a research in your restaurant.

My interest in fast food restaurants was captured because of the recent upsurge of new establishments in Kisumu County when others are closing down business. This study is to find out how consumers' decision to patronize your restaurant is influenced by the type of promotional methods used by fast food restaurants.

Attached, please find the questionnaire that will guide the customers to answer the questions accurately. The study findings is strictly for academic purposes only and will be very confidential. Don't hesitate to let me know if you want a copy of the findings. Your co-operation is be highly valued.

Thank you,

**Rakwach Diana Akumu
D61/87306/2016**

Appendix 2: RESEARCH QUESTIONNAIRE

This questionnaire is well drafted to facilitate the collection of data from these selected Fast Food Restaurants about the Influence of Promotional Strategy on Consumer Decision Making in Kisumu County. The data is intended only for academic purpose however, the results and recommendation will be shared with the top management for action purposes. This exercise will be treated with strict confidence. You are chosen to be part of the study and we value your contribution.

Responders' Name :.....(Optional)

PART A: BACKGROUND INFORMATION

1. What is your gender? *Kindly tick the appropriate box*
Male Female
2. What is your highest level of education? *Kindly tick the appropriate box*
Diploma Masters
Doctorate Graduate
Others (Please specify)
3. What is your age? (*Kindly tick the appropriate box of the question that applies to you*)
13 – 24 years 24 – 34 years
35 – 50 years 51 yrs and above
4. What is your marital status? (*Kindly tick the appropriate box of the question that applies to you*)
Single Married
Separated Divorced
Widowed (er)
5. How much do you frequent this restaurant in a scale of 1 – 10?
Less Frequent -1 2 3 4 5 6 7 8 9 10 - Very Frequent

PART B: PROMOTIONAL STRATEGY ADOPTED BY THE FAST FOOD RESTAURANT

Indicate on by ticking on the section (where; 1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree and 5= Strongly Agree), kindly indicate the strategy from the list of how you got to know about this particular restaurant.

Strategy	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
Advertisement <ul style="list-style-type: none"> • Print • Television • Radio • Flyers • Banners 					
Sales Promotion <ul style="list-style-type: none"> • Free samples • Discounts • Offers • Exchange schemes 					
Personal Selling <ul style="list-style-type: none"> • Sales reps 					
Direct Selling <ul style="list-style-type: none"> • Online • Home delivery • Work delivery 					
Public Relations <ul style="list-style-type: none"> • Press release • Client program • Events • Publications 					
Others (Specify)					

PART C: FACTORS AFFECTING YOUR CHOICE OF THIS FAST FOOD RESTAURANT

Kindly chose the factor (s) that you think mostly influence your decision for choosing this fast food restaurant. What really pushed you to patronize this restaurant?

S/N	DESCRIPTION	YES	NO
1.	Brand reputation/ popularity		
2.	Strategic location		
3.	Method of promotion		
4.	Past/ personal experience		
5.	Menu price		
6.	Service quality		
7.	Restaurants' physical environment		
8.	Service/ product delivery		
9.	Staff friendliness		
10.	Others (please specify)		

Kindly state your comments as to what the restaurant can do to increase their visibility and get more customers

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Thank you for taking your time to fill this questionnaire