

## **ABSTRACT**

This study aim to establish whether there is any significance difference in consumers' frequency of shoppers' choice for milk packaging design given their different individual characteristics in terms of gender, age income, education, and family size. Based on Chi-square tests, the study employed a survey design and a primary data set of 1000 consumers of fresh processed milk. The results of this study shows that a significant difference in preference of milk packaging designs do exist among shoppers of different age, gender, income, education and family size. The study provides empirical evidence on the consumers' preference for milk- packaging designs in Kenya. Further, for the first time, the preference for milk-packaging designs in Kenya has been investigated. The findings will enable marketers and milk processing companies to have a better understanding of Kenyans' preference of milk-packaging designs. This understanding will guide their marketing strategies. Further, the study addresses methodological short comings of previous studies where statistical tools have not been used when investigating whether there are any differences in frequency of choice for milk packaging designs among consumers with different individual characteristics.

3.Consumer Behavior teaching manual at bachelor of commerce level  
4.Comprehensive Channels management manual for undergraduate students