FACTORS THAT INFLUENCE CONSUMER PURCHASING BEHAVIOR IN THE CONSUMPTION OF COCA COLA NOVIDA MALT SOFT DRINKS IN NAIROBI, KENYA

BY

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UNITED STATES INTERNATIONAL UNIVERSITY-AFRICA

SUMMER 2017
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Research Project Report Submitted to the Chandaria School of Business in Partial Fulfilment of the Requirement for the Degree of Masters in Business Administration (MBA)

UNITED STATES INTERNATIONAL UNIVERSITY-AFRICA

SUMMER 2017
STUDENT’S DECLARATION

I, the undersigned, declare that this is my original work and has not been submitted to any other college, institution or university other than the United States International University in Nairobi for academic credit.

Signed: ________________________ Date:____________________________

John Njoroge (ID No. 630908)

This proposal has been presented for examination with my approval as the appointed supervisor.

Signed: ________________________ Date:____________________________

Dr. Joseph Ngugi

Signed: ________________________ Date:____________________________

Dean, Chandaria School of Business
ABSTRACT

The main objective of this study was to investigate on the consumer purchasing behavior as a strategic consideration for malt soft drink manufactures. The study was guided by the following three specific objectives: to determine the effect of demographic factors on consumer purchasing behavior, to establish the effect of product attributes on consumer purchasing behavior and to examine the effect social factors on consumer purchasing behavior.

The researcher adopted a descriptive research design in this study. In the study, the independent variables were: demographic factors, product attributes and social economic factors in the consumption of malt soft drinks. The total population comprised of 6,689 USIU students and therefore a sample size of 377 was selected. The sampling frame was drawn from the registrar’s office. This study adopted a stratified sampling technique. The study used primary data collection. In this study, the descriptive statistics such as percentages and frequency distribution were used to analyze the data, the mean and the standard deviation described each variable under malt soft drink product attributes and the influence of social economic factors in the consumption of malt soft drinks. The coefficient of variation was used where the data was skewed. The data was presented using tables to give a clear picture of the research findings at a glance.

The findings revealed that majority of the respondents were female as compared to male. Also, the respondents were not married and most of them were below 24 years of age. The findings suggest that majority of the respondents did not have any source of income. The findings suggested that majority of the respondents dependent on pocket allowance as their source of income. Quite a large number of the respondents monthly income was less than Ksh. 5,000 or none at all. This findings suggested that malt soft drinks was common among the respondents. Novida was the most preffered brand among the respondents. Over alternative drinks consumed besides malt soft drinks was soda. It was revealed that majority of the respondents consumed malt soft drinks between once or twice in a week.

On the effect of product attributes on consumer purchasing behavior, the findings revealed that quite a large number of the respondents mentioned that they are lured by the design of the bottle or cans of malt soft drinks, followed by the soft drink familiarity and
printed ingredients. On the other hand, few respondents mentioned that the buy expensive brand of malt soft drinks with fewer respondents suggesting that the price of malt soft drinks was a major consideration in their decision.

On the effect social factors on consumer purchasing behavior, majority of the respondents mentioned that the consumption of malt soft drinks is influenced by friends or colleagues. This was followed closely by a large number of respondents claiming that they take malt soft drinks when out with friends and the need to express themselves. On the other hand, a few respondents suggested that they were informed about malt drinks through television advertisements and very few respondents took malt soft drinks as it is cordoned by religion.

The study concludes that there was no significant relationship between gender and the consumption of soft drinks. People who consume malt soft drinks may prefer the packaging and less on the nutritional values. Friends as compared to parental influence were strongly linked to the consumption of malt soft drinks. The study recommends that manufacture of lighter carbonated malt soft drink may promote the nutritious beverage. Also providing nutritional information on malt soft drinks may influence a wider consumption. In addition, it is important that parents serve as positive role models, and their influence should be considered in designing interventions to promote healthful beverage choices by young adults.
ACKNOWLEDGEMENT

I would like to thank the Almighty God for giving me the strength and guidance to complete this project. I would also like to thank my supervisor, Dr. Ngugi Joseph for his constant motivation, expertise and patience in guiding me throughout my research project.
DEDICATION

This proposal is dedicated to my family and friends who are too many to count, for their encouragement and support.
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CHAPTER ONE

1.0 INTRODUCTION

1.1 Background of the Study

Consumer behavior refers to the act of individuals who are directly involved in obtaining and using goods and services. It also includes the decision-making process, which leads to the act of purchase (Wojcicki & Heyman, 2014). Consumer behavior is not only the study of what people consume but also how often, and under what conditions. Consumer behavior has no history or body of research of its own. It is a new discipline that borrows heavily from concepts developed in other fields such as psychology (study of the individual), sociology (study of groups), social psychology (study of how an individual operates in groups), anthropology (the influence of society on the individual), and economics (Yule, 2015). Several early theories related to consumer behavior were based on the economic theory, on the notion that individuals act rationally to maximize their benefits in the purchase of goods and services (Wei et al., 2013; Kelley, Power & Wimbush, 2012).

Marketing describes a mutually beneficial relationship between a consumers play an important role in the economy. They form the largest economic group in any country. They are indeed considered the pillars of the economy. The producers have to understand their tastes and preferences and produce goods that help them satisfy their needs. Consumer behavior is at the core of the marketing function (Wei et al., 2013). The concept is difficult to understand, but it is important for efficient and effective marketing. Consumer behavior consists of actions, reactions and responses in relation to the products bought and services sought (Kelley, Power & Wimbush, 2012). Factors such as personality, perception, attitude, and learning on the one hand and the product, price, physical attributes, advertising and societal influence on the other shape the behavior of consumers (Yule, 2015). Therefore, the marketer has to comprehend these elements for better understanding of the consumer decisions especially in the consumption of malt soft drinks.

Soft drink products are one of the many popular beverages that are easily available in today’s market. It is becoming increasingly difficult to ignore the existence of soft drink in today’s markets. On a daily basis, there are 78 million servings of Coca-Cola products consumed in sub-Saharan Africa and sold by 900 000 retail partners. Coca-Cola is the
largest supplier of carbonated beverages to African markets, whereas PepsiCo and Cadbury-Schweppes have smaller shares of the market (Muhumuza, 2010). For example, annual per-capita consumption of Coca-Cola in 2008 was 27 servings of 8 oz of beverage in Nigeria, 36 servings in Kenya, and 252 servings in South Africa, compared with the world average of 85 servings per capita per year (Soft Drinks International, 2010). As points of reference, many European countries have consumption in the 100-to 200-serving range for Coca-Cola products. Poland is at 108, France is at 130, Italy is at 141, and Germany is at 179; China has a comparably lower consumption of 28 servings per year (Wojcicki & Heyman, 2014).

Annual consumption of all products from soft drink companies (including bottled water, carbonates, concentrates, fruit juices, and still drinks) reaches 35l per person in Nigeria, 116l per person in South Africa and 17l per person in Kenya which is small as compared to the global average of 82.5 L per person (Soft Drinks International, 2010a; Wojcicki & Heyman, 2011). In some African markets, soft drink companies such as Coca-Cola Bottlers are also producing favorite local beverages such as non-alcoholic malt beverages in East Africa (Kenya, Tanzania, and Uganda) (Zenith International Ltd, 2009). Since the introduction of malt based beverage in Kenya, its consumption has increased steadily with technological advances in production and increased product availability. Statistics in the US report a per capita increase in regular soft drinks consumption from 28 gallons per person in 2006 to 41 gallons per person in 2014 (Yule, 2015). In Kenya, the same trend has been observed with the consumption of Malt soft drinks.

According to DiMeglio & Mattes (2010), malta is also called young beer, children's beer, or wheat soda is a type of soft drink. It is a carbonated malt beverage, meaning it is brewed from barley, hops, and water much like beer, corn and caramel colour may also be added. However, malta is non-alcoholic, and is consumed in the same way as soda or cola in its original carbonated form, and to some extent, iced tea in non-carbonated form. In other words, malta is actually a beer that has not been fermented. It is similar in color to stout (dark brown) but is very sweet, generally described as tasting like molasses. Unlike beer, ice is often added to malta when consumed (Van Wymelbeke, Beridot-Therond, de La Gueronniere & Fantino, 2014).
In Kenya, the malt soft drinks are Novida and Alvaro beverages are expected to grow as a category in the coming years. Before Alvaro and Novida entered the market, there were plenty of soft drinks, including Coke and its sister brands, but none of these beverages was aimed specifically at adults (Muhumuza, 2010). According to the brewer's research, about 70% of Kenya’s predominantly Christian population doesn't drink alcohol (Wojcicki & Heyman, 2014). Subsequently, malt-based soft drinks can provide beverage manufacturers, breweries in particular, with a lucrative opportunity for growth. Malt-based drinks could also fuel growth in Kenyan markets with consumers on the lookout for healthier alternatives to conventional soft drinks and alcoholic beverages (Yule, 2015).

The manufacturing process of fermentation for malt based soft drinks is similar to that used in beer production, with the products containing typically malt, sugar, and hops (Luster, Rhoades & Haas, 2009). Fermentation has not only been useful in terms of preservation, but has helped to add flavour and texture (Arvola & Tuorila, 2009). More importantly malt-based drinks have developed a reputation over the centuries for their nutritional value, a message that is attractive for manufacturers to carry across in today's climate of increasing health awareness (Wei et al., 2013). Manufacturers now recognise the need to bring these traditional drinks up to date to do battle in today’s fiercely competitive soft drinks markets. In the current context of intense market rivalry, the concepts of health and energy are being used to refresh brand image (Luster, Rhoades & Haas, 2009). Other types of malt beverage such as non-alcoholic beer are also reaping the rewards from the health trend.

Given the similarities between traditional malt beverages and non-alcoholic beer, Kenya may provide the right market setting for growth (Forgatch & Martinez, 2009). Non-alcoholic beer is growing in popularity in essentially among non-beer drinking consumers. Non-alcoholic beer and other malt-based soft drinks provide consumers with an opportunity fulfil their tastes and preferences on healthy consumption (Wei et al., 2003). Malt based soft drink producers have certainly found inventive ways of breathing new life into old-time brands by updating the products and appealing to new consumer groups. Arguably, the most vibrant strand of growth may lie within the market for non-alcoholic drinkers (Muhumuza, 2010). With smart marketing strategies and possibly the addition of functional ingredients to their products manufacturers of non-alcoholic beer or
malt soft drinks can simultaneously appeal to all health-conscious consumers in the market place (Arvola & Tuorila, 2009).

Soft drinks products have been well accepted by consumers and gradually overtaking hot drinks as the biggest beverage sector in the world. In the midst of the rapidly growing soft drink demands, the industry on the whole is encountering new opportunities and challenges (Kelley, Power & Wimbush, 2012). Changing consumer demands and preferences require new ways of maintaining current customers and attracting new ones (Wei et al., 2013). Amid ever-increasing competition, beverage companies such as Coca-Cola are intensely courting customers by offering high quality products, efficiently distributing them, ensuring safety and keeping prices low all while staying nimble enough to exploit new markets by launching new products (Wojcicki & Heyman, 2014).

In order to survive in this environment, soft drinks manufacturers must consider the market trends that to be competitive. This will help soft drinks companies understand the challenges that they face and turn them into opportunities for improvement through enhanced flexibility and ultimately greater profitability (Muhumuza, 2010). Recent developments in soft drink consumption and challenges in marketing have increased the need to search for consumers’ tastes and preferences (Yule, 2015). In the food industry, taste and other sensory characteristics of food occupy a key position. Taste has be to faultless since it strongly influences food choices (Arvola & Tuorila, 2009), in many cases surpassing health issues (Glanz et al., 2009). However, it is still unclear whether these factors also affect consumers’ acceptability of soft drinks.

Consumer preferences have been studied across food categories from beverage to fast food with a number of methods. In a study conducted by Nelson et al. (2015) three attributes of roasted peanuts were evaluated using conjoint analysis. The three predetermined attributes were dry-honey roasted, country of origin and price. In another study to understand consumer attitudes and preferences for chocolate milk, again the predetermined attributes such as visual, flavour and mouth feel were differentiated between a group of adults and children using descriptive statistics (Thompson et al., 2007). Another example of predetermined attributes of mandarins was studied by Wei et al. (2013). The attributes include the appearance, taste; texture and overall quality of fruit segments and skin colour were considered to determine consumer preferences and
compared between domestic and imported mandarins (Wojcicki & Heyman, 2014). All these studies used predetermined attributes or factors to determine consumer preferences. For this case, the study aims to determine the market trends for malt soft drinks with respect to demographic factors, product attributes and social economic factors.

Under the demographics factors, young children in particular, recognize the nuclear family as the most important aspect of the environment. Parents have a great influence through the food they make available and accessible to the child, their own nutritional behavior and by child-feeding practices (Birch & Fisher, 2008). Grimm, Harnack, and Story (2014) report that children whose parents regularly drank soft drinks were 2.88 times more likely to consume soft drinks five or more times per week compared to those whose parents did not regularly drink soft drinks. Interpersonal factors such as parental and peer interactions, in addition to other environmental factors, are influential components shaping the consumption of soft drinks (Yule, 2015).

Also, the parental socioeconomic status (SES) is a significant predictor for children’s and adolescents’ dietary habits including soft drink consumption, with children and adolescents from lower SES consuming more soft drinks than their counterparts from high SES (Vereecken, Legiest, De Bourdeaudhuij & Maes, 2009) and this association exists for different SES indicators such as the parental education and the consumer education and parental occupation (Vereecken & Maes, 2006). It is well known that the socioeconomic status is a broader determinant of the parenting practices (Luster, Rhoades & Haas, 2009). Kelley, Power, and Wimbush (2012) found that parental practices were associated with maternal education (Kelley et al., 2012) and DeGarmo, Forgatch and Martinez (2009) found that the three most commonly used indicators of SES, income; education and occupation are all separately associated with parenting practices.

1.2 Statement of the Problem

The study attempts to examine the factors that influence consumer purchasing behavior in the consumption of coca cola Novida malt soft drinks in Nairobi, Kenya. Malt soft drinks are usually misunderstood by potential consumers. Malt are the most essential drinks in enhancing nutritional value in the lives of people but consumers in the society would prefer to consume carbonated and sweetened drinks such as Pepsi, Coca-Cola, Fanta and
Sprite which are bad for human health (Moorthy & Madevan, 2014). In addition, these brands of carbonated soft drinks are more advertised than for malt soft drinks. In fact, it is hard to see any advertisement in regards to the purchase of malt soft drinks. In addition, most consumers fail to accept the idea of malt soft drink can also give them the desired satisfaction (Rajan, 2012). The current study aims to investigate how malt soft drinks can be marketed for nutritional value among teenagers and adult consumers.

Globally and locally, many studies have been conducted with regard to carbonated soft drink consumption and less on malt soft drinks while other studies looked at different products. For instance, Zmuda (2011) investigated on American drinking habits and concluded that the consumers took more soft drinks as compared to water. All these were attributed to various social factors that were vaguely justified. Another study conducted in Malaysia by Mohamed, Loy, Taib, Karim, Tan, Appukutty, Razak, Thielecke, Hopkins, Ong, Ning and Tee (2015) determined the characteristics associated with the consumption of soft drinks among Malaysian primary school children. The study established that soft drinks consumption is prevalently consumed among boys as compared to girls. This indicates that gender plays a critical factor in the consumption of soft drinks which the current study aims to justify if females or males who consume malt soft drink the most.

In Africa, Wojcicki & Heyman (2011) conducted a study on the role of the soft drink industry in improving child health in Sub-Saharan Africa. The study established that soft drinks and beverages produce no nutritional value. The study looked only at carbonated soft drinks and mainly ignored malt soft drink which is the core of the current research. In Kenya, Mise, Nair, Odera and Ogutu (2013) conducted a comparative study on brand loyalty in Kenya and India Consumer on soft drinks markets. The study established that in India peer group as a powerful motivator in the consumption of soft drinks; while in Kenya, parental influence was critical. The other studies done in Kenya have looked at the consumer behavior in the purchase of clothing products (Owino, 2010; Kuria, 2010, Nyang’or, 2014).

It was important to note that none of these studies was based on the factors that influence consumer purchasing behavior of malt soft drinks. Hence it is against this background that this study seeks to establish a better understanding of consumer preferences and buying behavior in the consumption of malt soft drinks and find out which factors have
more impact on their buying habits. This study was needed because every company is running their business in high competitive market and ever changing environment due to the changing customers’ lifestyle. Therefore, every organization needs to give more consideration on customer preferences and buying behavior because they are kings in the market.

1.3 General Objective

The main objective of this study was to determine the factors that influence consumer purchasing behavior in the consumption of coca cola malt soft drinks in Nairobi, Kenya.

1.4 Specific Objectives

The study was guided by the following three specific objectives:

1.4.1 To determine the effect of demographic factors on consumer purchasing behavior.
1.4.2 To establish the effect of product attributes on consumer purchasing behavior.
1.4.3 To examine the effect social factors on consumer purchasing behavior.

1.5 Importance of the Study

The benefits that accrue from this study are numerous and will affect the following:

1.5.1 Customers

The study can help consumers to understand their soft drinks consumption decisions. In addition, the study will be important in distinguishing the different types of soft drinks available in the market and stimulate their awareness of the products as part of change in their lifestyle decisions for the better.

1.5.2 Manufacturing Company

The study aims to help the manufacturers of soft drinks in understanding different consumer tastes and preferences so as to meet diverse consumer needs. The findings from this study can also have an impact on the company’s marketing strategy to improve on the sale of their products at the same time appreciate consumer needs.
1.5.3 Employees

This study can give the employees an opportunity of putting customers as a priority to gain the knowledge of the customer’s expectations and measure their loyalty in relation to the consumption of the soft drinks. This will create satisfaction among the consumers of soft drinks and lead to the growth of market share.

1.5.4 Researchers and Academicians

This study can act a source of reference and information to other researchers to develop on the topic. In addition, the study can compel the attention of researchers and academics in determining the influence of consumer purchasing behavior of soft drinks.

1.6 Scope of the Study

This research project was limited to a selected number of students who frequent USIU cafeteria for meals. The potential respondents were intercepted and asked whether they have purchased malt soft drinks. Once they agree, questionnaires were administered to them for data collection. In addition, most of the respondents had different economic backgrounds, race, income brackets, age brackets, gender and education. The administration of the questionnaires took place within the precincts of the cafeteria. The population was believed to have sufficient knowledge to answer the research objectives adequately. The study was carried out within a month from the month of March to April 2017.

1.7 Definition of Terms

1.7.1 Malt

Malta is also called young beer, children’s beer, or wheat soda is a type of soft drink. It is a carbonated malt beverage, meaning it is brewed from barley, hops, and water much like beer, corn and caramel color may also be added. However, Malta is non-alcoholic, and is consumed in the same way as soda or cola in its original carbonated form, and to some extent, iced tea in non-carbonated form. In other words, Malta is actually a beer that has not been fermented (DiMeglio & Mattes, 2010).
1.7.2 Soft Drink

A soft drink is also called soda, pop, coke, soda pop, tonic, mineral or carbonated beverage which is a beverage that typically contains water, a sweetener and a flavoring agent. The sweetener may be sugar, high-fructose corn syrup or a sugar substitute. A soft drink may also contain caffeine, fruit juice or both (Van Wymelbeke, Beridot-Therond, de La Gueronniere & Fantino, 2014).

1.8 Chapter Summary

Chapter one presents the background on the factors that influence consumer purchasing behavior in consumption of soft drinks using the case of Novida. The chapter also outlines the problem statement, general objective, specific objectives of this research, importance of the study, the scope of the study as well as the working definitions of specific terms used in the project. Chapter two presents the Literature Review and it provides insights into what other researchers have done in the field of employee motivation. Chapter three is on the research methodology and it highlights the various methods and procedures that the researcher used in conducting this research.
CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Introduction

This chapter reviews literature on the factors that influence consumer purchasing behavior in the consumption of soft drinks. The first section of the study reviews literature on the effect of demographic factors on consumer purchasing behavior. The second section determines the effect of product attributes on consumer purchasing behavior and the third section examines the effect social economic factors on consumer purchasing behavior. The section ends with a chapter summary.

2.2 Effect of Demographic Factors on Consumer Purchasing Behavior

This section discussed empirical findings in relation to age, gender and income as an influence in the consumption of malt soft drinks.

2.2.1 Age and Soft Drink Consumption

The consumption of non-alcoholic carbonated beverages (soft drinks) is high among children and adolescents in Kenya. The escalating consumption of soft drinks is of concern, especially in children and adolescents, because adverse nutritional and health effects have been linked with soft drink consumption. In the United States, it has been speculated that soft drinks may be contributing to the epidemic of obesity (Ludwig, Peterson & Gortmaker, 2010). Obesity rates are increasing for adults, adolescents, and children. The same scenario may not be different here in Kenya. Relatively little is known about social factors that influence consumers to consumer malt soft drink. Hence, a better understanding of these factors is needed.

Soft drink consumption may impact the intake of other more nutritious beverages. Food disappearance data show the per capita availability of milk has decreased since the 1950s (Putnam, 2009) whereas soft drink availability has doubled from 1975 to 2005 (Putnam & Allshouse, 2010), suggesting that soft drinks may be displacing milk in the diet. In a cohort study of children followed from third to eighth grade, soft drink intake as a proportion of total beverage intake almost tripled, while milk consumption decreased 10% during the 5-year period (Lytle, Seifer, Greenstein & McGovern, 2010). Also,
studies have found that soft drink consumption among children and adolescents is inversely associated with calcium intake (Putnam & Allshouse, 2010). For example, Harnack and colleagues found that among school aged children, those who consumed more than 9 oz of soda per day were almost three times more likely to consume less than 8 oz of milk per day (Ludwig, Peterson & Gortmaker, 2010). Thus, (WHO, 2013) research suggests that soft drinks may displace milk in the diet, which may negatively impact bone health and damage dental health.

The increased consumption of sweetened drinks has been cited as an important risk factor for the development of obesity in school-aged children in Malaysia (Ludwig, Peterson & Gortmaker, 2011). Sweetened drinks are believed to promote excessive weight gain by increasing daily energy intake. Indeed, children who consumed more of sweetened soft drinks per day have higher energy intake than non consumers (Harnack, Stang & Story, 2009; Munoz, Krebs-Smith, Ballard-Barbash & Cleveland, 2013). In addition, excessive consumption of sweetened drinks has been associated with low consumption of nutrients among children (Ballew, Kuester & Gillespi, 2010). Several authors reported lower intakes of calcium, phosphorus, magnesium, and vitamin A, folate, and riboflavin in children with the high daily intake of sweetened drinks (Johnson, 2010; Ballew, Kuester & Gillespi, 2010). Johnson (2010) also agrees with the observations that the increased consumption of sweetened drinks among children over the last decade has coincided with a decrease in the consumption of milk especially among teenagers in the United States. In another study carried out in Sub-Saharan Africa on how the soft drink industry is improving health, Wojcicki & Heyman (2011) suggests that soft drinks and beverages produce no nutritional value. The scenario may also apply in Kenya.

In another study conducted by Storey, Forshee & Anderson (2010) on factors associated with regular non-diet soft drink intake among adults in Pelotas, Southern Brazil. The results showed that there were no statistically significant differences in age, socioeconomic status, skin color/ethnicity, leisure-time physical inactivity, nutritional status and regular consumption of fruits and vegetables. Forshee & Anderson (2010) found out that a fifth (20.4%) of the adults studied in Pelotas regularly consumed non-diet soft drinks. The design effects for both the census track and the household were very close to those obtained in the sample size estimation and controlled for in the statistical analyses. The rate of non-diet soft drink consumption found in Forshee & Anderson study
was much lower than that reported in the United States. Dhingra, Sullivan, Jacques, Wang, Fox and Meigs (2010) study found that 35% of adults in the Framingham Study consumed non-diet soft drinks at least once a day.

Forshee & Anderson (2010) study did not find any association between excess weight and non-diet soft drink consumption, which contrast with the results from (Malik, Schulze & Hu, 2016) findings. Malik, Schulze and Hu (2016) study indicates that there is a positive association between higher consumption of sugar-sweetened beverages and weight gain and obesity in children and adults. In a meta-analysis including 88 studies, Vartanian, Schwartz and Brownell (2015) found a strong association between soft drink consumption and increased energy intake and body weight. Possibly the cross-sectional design of our study was a limiting factor in the analysis of this association.

Forshee & Anderson (2010) found a significant association between weekly consumption of snack foods and regular consumption of non-diet soft drinks. Other researchers such as Dhingra et al. (2010), Bes-Rastrollo et al. (2016) and Ludwig (2012) have argued that in general people who regularly consume soft drinks also eat nutritionally poor diets because these beverages would stimulate their appetite for non-nutritious foods. Schulze et al. (2014) showed that individuals who consume more soft drinks have diets with a higher glycemic index, confirming the assumption that intake of foods with high glycemic index such as soft drinks would stimulate the intake of other similar foods (Ludwig, 2012). Bes-Rastrollo et al. (2016) has also shown that the consumption of soft drinks is associated with the consumption of burgers and pizza.

Albala et al. (2010) study revealed that there was lower consumption of fruits and higher consumption of soft drinks among older pupils. The change from childhood to adolescence signifies increasing autonomy over food choices, with increasing opportunities for teenagers to select and purchase their own food and drink outside the home. Developmentally, young people were ready to accept information from outside their families, with larger amounts of money to spend; teenagers tend to buy trend-setting rather than traditional food (Wolff & Dansinger, 2010). Therefore, health professionals should focus on the image of the more traditional food items and communicate with schools and food producers about the need for attractive healthy foods. In this regards, malt soft drinks may provide an excellent alternative to traditional soft drinks. Compared
to children and adolescents, the over-25 set demand soft drinks to be less sweet. They prefer products with natural ingredients and lighter carbonation. The new malt soft drink concepts meet these demands. Malt soft drink consumption has become increasingly prevalent in recent years which are also an interesting option for mineral water and soft drinks.

2.2.2 Gender and Soft Drinks Consumption

Elfhag, Tynelius and Rasmussen (2010) have pointed out gender, low education and age as major determinants of soft drink consumption. Elfhag et al. (2010) showed that the rate of adults reporting regular consumption of soft drinks diet ranged from 21.0% in Aracaju, North-eastern Brazil, to 31.7% in Porto Alegre, Southern Brazil, and 38.4% in Macapa, Northern Brazil. The consumption rate was higher among men and decreased with age and education.

Vereecken, Inchley, Subramanian, Hublet and Maes (2015) investigated on the relative influence of individual and contextual socio-economic status on consumption of fruit and soft drinks among adolescents in Europe. The results showed that the decisions for consumption are consistent for gender (higher consumption of fruits and lower consumption of soft drinks among girls). In infancy and childhood, boys and girls show similar eating patterns. In adolescence, however, boys generally require a higher energy intake than girls, due to greater average body weight and higher resting metabolic rate (Yeh, 2008).

A lower caloric intake for females may result from eating smaller amounts of the same variety of foods as males and/or by altering their selection to emphasise foods lower in caloric density. This is supported by Vereecken et al. (2015) findings that a higher proportion of daily fruit consumers and a lower proportion of daily soft drink consumers among females in comparison with males. Other suggested reasons include greater health consciousness, more concern with their appearance and the socialisation and adult role patterns that our society attributes as appropriate for each gender (Liu, 2007). The findings also indicated that gender was a significant predictor of sugar-sweetened beverage consumption. The negative standardized coefficient for gender indicated that females consumed less amounts of sugar-sweetened beverages than did males.
In the adjusted analysis by Storey et al. (2010), males, current smokers, and those who reported snack food consumption had the highest prevalence of regular consumption of non-diet soft drinks. Also, Forshee & Anderson (2010) found that the variables regular consumption of fruits and vegetables (inverse association) and weekly consumption of snack foods (direct association) among females and smoking and consumption of snack foods (direct association) among males remained associated with regular consumption of non-diet soft drinks.

Forshee & Anderson (2010) study sample was representative of adults aged 20 to 69 years living in the city of Pelotas in view of the high proportion of respondents and low loss and refusal rate. One of the study limitations is that comparisons with results from other studies should be treated with caution due to different sampling and data collection procedures and frequency of use classifications. Reverse causality bias may have been present in the association between frequency of non-diet soft drink consumption and nutritional status as obese overweight may modify their consumption because of their nutritional status. In addition, there may have been recall error as the period of consumption studied was 12 months prior to the interview.

Garriguet (2010) study found higher rates of non-diet soft drink consumption among men, and no significant differences were seen regarding age, socioeconomic status and skin colour or ethnicity. However, Kvaavik, Andersen and Klepp (2015) reported differences in age, socioeconomic status (Deshmukh-Taskar, Nicklas, Yang & Berenson, 2010) and color skin/ethnicity. Among current smokers the rate of non-diet soft drink consumption was significantly higher in the consumption of soft drinks (Kvaavik, Andersen & Klepp, 2015) findings. This indicated that the consumption of soft drinks is associated with other health risk behaviors (Dhingra et al., 2010).

Regular consumption of fruits and vegetables was inversely associated with that of non-diet soft drinks, especially in females. A similar association was reported by Marshall et al (2015) in U.S. children, by Figueiredo et al. (2010) in adults in Sao Paulo and in young adults in Japan (Wolff & Dansinger, 2010). In this relation, Forshee & Anderson (2010) argue that the consumption of non-diet soft drinks in adults in Pelotas is high, especially among males, current smokers and those who eat snack foods every week and do not regularly consume fruits and vegetables. People should reduce their consumption of non-
diet soft drinks as it is associated with increased energy intake of low nutrition foods and other unhealthy eating habits as well.

2.2.3 Income and Soft Drinks Consumption

When it comes to income influence on the purchase decision of soft drinks products there is a difference in attitude between low and high income groups. It was found that full time working individuals were less likely to hesitate in the consumption of soft drink beverages. It was also found a difference between students and other employment categories regarding the satisfaction with the product labels and if they were relying on past experience as a guide to make green product choices (D’Souza, Taghian, Lamb & Peretiatko, 2007). Another study, where they measured different factors that could affect consumer behavior towards environmental concern, the correlations with different background factors such as income and education were shown to be weak (Fransson & Gärling, 1999). This result was quite similar to another study comparing consumer ethics and demographics such as differences influenced by gender, education, income, culture, domicile and so on proved similarly unfounded (Devinney, Auger & Eckhardt, 2011).

Another study by Straughan & Roberts (1999) has investigated the influence of several demographic factors on ecologically conscious consumer behavior (ECCB) such as age, income, education and place of residence to mention some of them. The results indicated that the demographic variables age, gender and classification were significantly correlated with ECCB when it was considered individually. The results from this study showed the age and income factor as mentioned earlier by D’Souza, Taghian, Lamb and Peretiatko, (2007) might have some influence on the green consumers but the influence of the income factor seem to be ambiguous. It has also been found that environmental concern does not play an essential role in ECCB. It is more important that the consumer believe in the effectiveness of individuals to contest environmental destruction than to show concern for the environment (Straughan & Roberts, 1999). Another similar statement confirms almost the same opinion where personal interest also plays an important role: In some cases the consumer don’t pay attention to the eco-labels unless he or she is valuing to be protective to the environment. The consumer then considers buying eco-labelled products as a way to achieve this goal. In this case it is also important that
environmental conscious consumers believe that the information on the label is thought as useful for this purpose (Thøgersen, 2000).

Demographic factors have been under consideration in this section and there are some similarities and differences on some of these factors. Gender difference has been pointed out as one of the possible factors. This was not confirmed by other researches. The income factor may be a sensitive matter for some respondents and it can be difficult to focus on as one of the main factors, there can be prestige and status issues when it comes to income and employment questions asked to respondents. When it comes to the age, middle aged compared to younger consumers has larger differences in satisfaction. Satisfaction can be difficult to measure as it means different things for different people. For these reasons we are not including age and income in our research as interesting factors. Therefore we select only gender as a demographic factor that is considered to be investigating further to clear out if it influences the purchase of eco-labelled products.

2.3 Effect of Product Attributes on Consumer Purchasing Behavior

This section discusses the empirical findings in relation to packaging, color, price, size, shape, shelf-space, consumer’s knowledge and printed information as an influence in the consumption of malt soft drinks.

2.3.1 Packaging

Packaging refers to all products made of any materials of any nature to be used for the containment, protection, handling, delivery and preservation of goods from the producer to the user or consumer. Many products use packaging to create a distinctive brand image and identity (Belch & Belch, 2003). Packaging includes all the activities of designing and producing the container for a product. Packages might have up to three layers. Cool Water cologne comes in a bottle (primary package), in a cardboard box (secondary package), and in a corrugated box (shipping package) containing six dozen bottles in cardboard boxes. The package is the buyer’s first encounter with the product. A good package draws the consumer in and encourages product choice (Kotler & Keller, 2012).

Packaging can also refer to a combination of different attributes. Consumers subconsciously assign their preferred colour, shape and basic material(s) used in the
containers. Deliya and Parmar (2012) identified colour, background, image, packaging materials, font size, design of wrapper, printed information and innovation as attributes consumers attach to packaging. On the other hand, Kuvykaite, Dovaliene and Navickiene (2009) classify the packaging attributes into two. These are verbal and visual packaging attributes. Verbal packaging attribute consists of product information, producer, country-of-origin, and brand. Visual packaging attributes have graphic, colour, size, form and material as attributes.

According to Deliya & Parmar (2012), in a competitive environment, the role of packaging has changed due to increasing self-service and changing consumers’ lifestyle. Firms’ interest in package as a tool of sales promotion is growing increasingly. Package becomes an ultimate selling proposition stimulating impulsive buying behavior, increasing market share and reducing promotional costs. Package attracts consumers’ attention to a particular brand, enhances its image, and influences consumers’ perceptions about product. Also, package imparts unique value to products as a tool for differentiation i.e. it helps consumers to choose the product from wide range of similar products and stimulates consumers’ buying behavior. Thus, packaging plays an important role in marketing communications and could be treated as one of the most important factors influencing consumers’ purchase decision.

### 2.3.2 Colour

Colours are rich in symbolic value and cultural meanings. For example, the display of red, white and blue evokes feelings of patriotism for both British and French people. Such powerful cultural meanings make color a central aspect of many marketing strategies. Colour choices are made with regard to packaging, advertising, and even shop fittings (Solomon, 2006). Colours also have different meanings in different cultures. For example, in Egypt, the country's national colour of green is considered unacceptable for packaging because religious leaders once wore it. In Japan, black and white are colours of mourning and should not be used on a product's package. Similarly, purple is unacceptable in Hispanic nations because it is associated with death (Burnett, 2008). Keillor, (2007) says this about the use of colour. If it is a consumer product, it should stand out on the shelf. If all of the competitors are dark blue, your label should be red and
white. It is hard to go wrong with light and bright. Different and appealing are an absolute must.

According to Ambrose and Harris (2011), colour is an essential part of branding and establishing the brand statement. Colour decisions have to take into account the colours used by competitors and whether the aim is to fit in or stand out. The power of colour is important for brand recognition as consumers often use it as a short cut when purchasing products; they often look for a familiar red and yellow bottle, for example, rather than read the labels of products on the shelf. It is for this reason that ‘me-too’ brands often feature labels in similar colours to the market leader in order to benefit from such familiar associations. The effective use of colour in packaging design can be a highly involved decision due to the various connotations, associations and messages that colours can send out. Colour meanings are wide and varied and perhaps most significantly culturally dependent. Certain packaging colours refer to particular tastes or qualities, with pink and red indicating sweetness for example, while white and blue suggest purity and refinement. The colour green typically refers to mint flavouring or organic produce, while to attract attention to ‘new’ or ‘improved’ products or formulas, designers frequently use red and yellow.

Larsson and Khan (2011) also suggest the idea that colour of the beverage predicts flavour intensity is common among consumers. This is probably due to socio historical factors. For instance, in Germany companies like Miller and Anheuser-Busch began to, and still do, dominate the brewing market with German-style lagers with low alcohol, low bitterness and light colours. Perhaps because of this there is a common misconception that a dark coloured beer will be more bitter than a lighter beer. The current research was designed to investigate whether this common misperception will result in measurable differences in consumer sensory perception. All of the research below was approved by the Drexel University IRB. First, a discrimination study on methods for creating dark colour in beers was completed to determine whether these adjuncts created perceptible differences in beers when consumers were blind to colour. Three batches of beer from the same recipe were brewed; one batch was darkened with black malt (4% total grain bill), one was darkened with Sinamar, a malt-based dye, and the third was uncoloured. A series of triangle tests (n = 24) was carried out between the samples with colour concealed; in addition, bitterness (IBU) and colour (SRM) were quantified instrumentally. Tests
confirmed that the only difference between samples was colour. The current study aims to test whether the colouring of malt soft drinks may influence the consumption of malt soft drink.

2.3.3 Price

Price is one of the important elements of marketing 4 P’s as it generates revenue for organizations. Sometimes price play important role in the purchase decision. To be able to understand the role of price Larsson and Khan (2011) developed a null hypothesis to uncover the role of price in the selection of eco-labelled products. To uncover the effect of price on the selection of eco-labelled products that was run a chi-square test. The test indicated that the chi-square value (.052), which is not significant at the 0.820 level. Consequently, the study accepted the null hypothesis that there is no association between price and the selection of eco-labelled products. According to the study findings price had no influence on the decision to buy eco-labelled beverage products in the store. The finding were surprising as most of other research findings had indicated the opposite results, in these studies price has a great influence on the consumers when choosing between eco-labelled products and conventional products. The importance of price was for example, 35% when choosing eco-labelled products compared to the other factors such as packaging, reseal ability and brand influence (Rokka & Uusitaloo, 2008).

In another study, the factor price was mentioned earlier as one of the consumer’s problem or obstacle when it comes to the purchase of malt soft drinks (Chryssohoidis & Krystallis, 2015). It was also found that the consumer do not want to sacrifice product function and that the cost of the product often matters for them (Devinney, Auger & Eckhardt, 2011). The impact of price on the consumers purchasing process was mentioned as an influencing factor (Young, Hwang, McDonald & Oates, 2010). The empirical research shows that the customers are satisfied or dissatisfied with the prices of available malt soft drinks in the store. It is also possible that many customers look at other factors such as good quality, taste or motivation in compensating for the price factor. Another indication might be that price is not important for the consumers in the store when they are choosing to buy malt soft drinks and that they are prioritizing other factors and making tradeoffs. On the other hand, Larsson and Khan (2011) suggests that pricing of malt soft drinks can be one of the factors that mostly could influence the consumer’s potential interest in these
beverages. The results of the study found that the less expensive consumers perceive the consumption of malt soft drinks the more willing they will be to buy it. The current study aims to establish whether price has an impact on the consumption of malt soft drinks when they are surveyed.

2.3.4 Size

The amount of consumption can sometimes be increased through packaging or product design. Larger package sizes have been shown to increase the amount of product that consumers use at one time. The usage of "impulse" consumption products such as soft drinks and snacks increases when the product is made more available. Increasing frequency of use, on the other hand, involves identifying additional opportunities to use the brand in the same basic way or identifying completely new and different ways to use the brand. In some cases, the product may be seen as useful only in certain places and at certain times, especially if it has strong brand associations to particular usage situations or user types (Kotler and Keller, 2006). Size attracts attention. When choosing among competing products, consumers tend to buy products in packages that appear to be taller than others; even the ratio of the dimensions of rectangular products or packages can subtly affect consumer preferences. Moreover, consumers perceive that packages in eye-catching shapes contain more of a product (Hoyer & Maclnnis, 2010).

2.3.5 Shape

The packaging design of the soft drink can be perceived as a more ruthless design sector than others, as ultimately it has to result in generating sales and making money for the client, which is what they crucially expect to result from the design and is often their main purpose for producing a product. Packaging design has to quite literally deliver the goods, or a product is highly likely to fail (Ambrose and Harris, 2011). The main driver when designing packaging for solo products is relatively simple, in that you are designing something that has to stand out from other products in the segment of the market within which it will be positioned and next to which it will be physically displayed (Ambrose and Harris, 2011).

How simplicity in packaging design can help a brand to stand out among its competitors. Simplicity can involve reducing copy and highlighting only specific product features or
values, or making a cleaner design with fewer graphic devices in order to streamline the communication. Creating minimalist designs of white space and sparse typography can also be perceived as both cheap and generic, however. ‘There is danger in taking the call for white space a bit too literally,’ assert Young and Asher. Therefore, it is important to balance the use of background space with the strong use of color and/or dynamic visuals. Creating designs that have simplicity can be achieved by focusing on specific elements, as in the examples outlined below (Ambrose and Harris, 2011).

2.3.6 Shelf-Space

The competition for shelf space has intensified as more products compete for a retail space in the stores (Martinez de Albéniz & Roels, 2010). Shelf space can broadly be classified into three categories: Commercial, experimental and optimization models (Chen, Chen & Tung, 2006). One of the mentioned factors in influencing consumers in the consumption of soft drinks is the availability of shelf space. A number of experiments have been conducted to measure the effect of shelf space on sale (Nierop & Franses, 2006). Allocation of scarce shelf space is one of the major decisions that a retailer has to face in allocating a shelf space to stock of various products. Such decisions are important determinants for sales and marketing effectiveness of individual stock-keeping units (SKUs). In the end, shelf space allocation is an important factor in generating profit as it bears some costs to the retailers as well (Nierop & Franses, 2006). Furthermore, the decision of how to best allocate and manage shelf space is critical to grocery retail profitability (Reyes & Frazier, 2005).

It has also been found that the availability of beverage products and that the consumer recognition and understanding influences the attention towards the labels (Thogersen, 2000). In the situation, consumers can choose to use product related information which can be influenced by factors such as the availability of products, time and money, external stimuli, and motivation and understanding the relevance of different product choices (Leire & Thidell, 2014). Availability has also been studied by Martinez de Albéniz & Roels (2010), it has then been found that one of the factors that can hinder a consumer from buying soft drinks can be the limited availability in the store (Chryssohooidis & Krystallis, 2005). The availability of soft drinks beverages for example in retails has been found as one of the potential facilitators of the purchases (Young, Hwang, McDonald & Oates, 2010). Other marketing studies have shown that in-store environmental stimuli
such as shelf space allocation and product display has a great influence on consumer buying behavior and can create a considerable demand ((Leire & Thidell, 2014).

Shelf space has also some importance when it comes to impulse buying. Besides fruits and vegetables, soft drinks beverages can also react more to shelf space. It can be said that there is a relationship between space elasticity and impulse buying (Desmet & Renaudin, 2011). It has also been found that a direct relationship exists between the space occupied by store brands and the market share. There is also an indirect relationship between the space and the price differential gap, the number of national brands and the range of choice. In store brands and shelf space had also an impact on different variables related to profitability, market share and assortment (Suáres, 2005). Another study that is related to food products similarly indicated that when stores make items available, their accessibility and prominence, as measured by the length of shelf space selected to them can have a large impact on sales (Farley, Rice, Bodor, Cohen, Bluthenthal & Rose, 2009). The over-merchandising of the stores owned brands by retailers can damage the overall profitability of the category. The outcome of this could be that they might lose sales if they do not assign the necessary space to brands which can also help to enhance store image (Suáres, 2005). Therefore, it is valuable to include shelf space as an influencing factor which may affect the purchase behavior of malt soft drinks.

2.3.7 Consumer’s Knowledge

The consumer’s knowledge of the product significantly affects their purchase behavior processes (Lockshin & Hall, 2013) as well as many other consumer behaviors (Barber, 2009). The richness of information on a product such as wine can change why it is purchased, when it is consumed, and how it is experienced. However, while a great deal of information exists about the product, this information must have meaning for the consumer, to influence their behavior. They must possess knowledge with regards to the product and its attributes, the meaning of attributes, and their implications and relationships to other attributes. A consumer with limited wine knowledge may not know about wine growing regions or grape varietal used in the wine, let alone how these factors impact the taste, bouquet or drinkability. They may find the purchase decision challenging as a result (Higgins et al., 2014) and may thus make their decisions based purely on whether the wine label displays an award or comes with a wine expert
...recommendation. A wine connoisseur on the other hand, may possess deep and intricate knowledge related to many different attributes. It is highly likely that these differences in knowledge greatly affect how these different consumers behave. What the consumer "knows" is important in every stage of the purchase decision-making process (Raju, Lonial, & Mangold, 2015), from the time the individual recognises the need, through to defining the problem, searching for information, evaluating alternatives, making a purchase, and then consuming the product or service and entering the post-purchase phase.

From a consumer behavior perspective, knowledge has been defined as "the information stored within memory" (Engel, Blackwell & Miniard, 1990). A number of early consumer researchers (Engel, Blackwell & Miniard, 1990) sought to develop models of the consumer purchase decision-making process, and realised that this relied heavily on the notion of consumer knowledge. Consumer knowledge has been found to influence the extent of information search and the types of information used in decision making (Park & Lessig, 2011). While consumer knowledge affects a wide variety of other issues including the size and composition of wine demand, there has been no comprehensive study on the topic of soft drinks (Marks, 2014) and various authors have called for research which includes consumer soft-drink knowledge and its impacts as well as the differences in consumer soft-drink knowledge levels between different segments. This research aims to provide a better understanding of the basis and influences of malt soft-drink preferences (Park & Lessig, 2011).

From a marketing perspective, what a consumer knows about a product or service is crucial to how it is marketed. Consumer knowledge affects all aspects of the marketing strategy developed to satisfy target segments. Marketing decision makers need to understand consumers and develop marketing strategies that will best align with target markets (Walker & Mullins, 2014). Knowing what consumers know about the product is an important aspect of understanding consumers. Product differentiation, branding, labelling, distribution and promotional strategies all require adaptation depending on the amount of knowledge consumers possess (Famularo, et al., 2010) thus understanding consumer knowledge in relation to soft drinks is important to the beverage marketers (Velikova, et al., 2015).
research aims to help address this need by better understanding consumer knowledge and its implications for marketers of soft drinks in the beverage industry.

2.3.8 Printed Information

One function of packaging is to act as a surface upon which to apply the text and images of a design. The information to be communicated via packaging is a mixture of statutory information, such as weights and measures; general information, such as ingredients contained within a given product; and information that consumers are increasingly demanding, such as details about the recycled content and recyclability of the packaging, as well as about the ethical credentials of a brand (Ambrose and Harris, 2011). Deciding on the order of importance, or hierarchy, of product or brand information that will need to be displayed on a product’s packaging enables it to be presented or revealed as needed. Too much information presented in the same style or size can be hard to access or digest as the eye struggles to find an entry point. People typically look to the largest image or type first and use this as an entry point, before moving on to information set in increasingly smaller type sizes (Ambrose and Harris, 2011). All the information on the packaging of a branded grocery item would represent in excess of 100 bits of information. Researchers have shown that, at most, the mind can simultaneously process seven bits of information (Baker, 2013).

The role of product attributes enable marketing managers make major decisions such as what features to design into a new product, what prices to offer consumers’, where to sell products, and how much to spend on advertising or sales (Kotler and Keller, 2006). Consumers look beyond the reality of the product and its ingredients. The product’s quality, branding, packaging, and even the company standing behind it all contribute to consumers’ perceptions. In an effective Integrated Marketing Communication program, advertising, branding, and packaging are all designed to portray the product as more than just a bundle of attributes. All are coordinated to present an image or positioning of the product that extends well beyond its physical attributes (Belch & Belch, 2013).

Many companies view product attributes as an important way to communicate with consumers and create an impression of the brand in their minds. In other instances, the product attributes can extend the brand by offering new uses. Design factors such as size, shape, colour, and lettering all contribute to the appeal of a package and can be as
important as a commercial in determining what goes from the store shelf to the consumers’ shopping cart. Many products use packaging to create a distinctive brand image and identity. Packaging can also serve more functional purposes (Belch & Belch, 2003). Once the core product has been indicated, the tangible product becomes important. This tangibility is reflected primarily in its quality level, features, brand name, styling, and packaging (Burnett, 2008).

2.4 Effect of Social Factors on Consumer Purchasing Behavior

This section discusses the empirical findings in relation to family, reference group, informational influence, utilitarian influence and religion as an influence in the consumption of malt soft drinks.

2.4.1 Family

According to Mohan (2014), the family is considered as the most important consumer consumption organization in society, and members of a family constitute the most influential primary reference group. Family members play certain roles in the decision-making process, namely the information gatherer who has the influence on how and where information is gathered, the influencer who has the influence on different brands are evaluated, the decision maker who has the influence on which product will be bought, the purchasing agent who makes the purchase, and the user of the product. There are two families in the buyer’s life. The family of orientation consists of parents and children (single-parent families and childless families are included). From parents, an individual acquires an orientation toward religion, economics, personal ambition and self-worth. Such influence on behavior can be significant and continuous even though the buyers do not interact often with their parents. Another more direct influence on daily buying behavior is the family of procreation, namely one’s spouse and children. For example, in the India, the involvement in good purchasing has varied by product category. The wife is usually the main purchasing agent of the family. That is, nowadays, traditional purchasing roles are changing. Marketers shall see both men’s and women’s needs as possible targets. The current study aims to investigate the role of family in the consumption of malt soft drinks.
Grimm, Harnack and Story (2014) investigated on the factors associated with soft drink consumption in school-aged children. The study revealed that soft drink consumption patterns of parents and friends, television viewing, availability of soft drinks in the home and school, and beverage taste preferences were associated with soft drink consumption by children. Soft drink consumption patterns of parents and friends were strongly associated with soft drink consumption reported by study subjects, independent of other factors (Yoo & Donthu, 2011). The influence of parental soft drink intake was stronger than peer influence, which may reflect the importance of the family (Yi & La, 2012). Parental soft drink consumption may influence children because parents serve as role models, both positively and negatively. Also, those parents who consume soft drinks on a regular basis may be less apt to restrict or have rules regarding their children’s soft drink consumption (Keller, 2013). The importance of parental influence on beverage intake was also found in a study assessing how maternal milk consumption affects daughter’s consumption of beverages (Orlet-Fisher, Mitchell, Smicklas-Wright & Birch, 2010). A structural equation model showed a positive association between milk intake of mother and daughter, and an inverse association between mother’s milk intake and soft drink consumption of their daughters. Findings from that study also suggest that mothers’ preferences may dictate the availability of beverages, because soft drinks may not be as readily available in the home of mothers who drink more milk (Orlet-Fisher et al., 2010).

The taste preferences for both soft drinks and water were significantly associated with soft drink consumption in Grimm, Harnack and Story (2014) study. Other studies with children, adolescents, and adults have similarly shown that taste is one of the most important influences on food choices (Barr, 2014). A longitudinal study on children’s taste preferences found that the strongest predictor of the number of foods that a child liked at age 8 was the number of foods liked at age 4 (Skinner, Carruth, Wendy & Ziegler, 2012). This reinforces that taste preferences begin early in life, and thus it may be most effective to intervene at an early age. This means that the associations between soft drinks and eating behavior are weaker in younger children, and this could be due to the fact that the children’s soft drink intake is more affected by their parent soft drink intakes.
2.4.2 Reference Group

According to Haq (2013), reference group refers to people whose attitudes, behavior, beliefs, opinions, preferences, and values are used by an individual as the basis for his or her judgment. One does not have to be (or even aspire to be) a member of a reference group to be negatively or positively influenced by its characteristics. Power exerted on an individual by a reference group to conform to the groups (or generally accepted) norms of behavior. A reference group is defined as “an actual or imaginary individual or group conceived of having significant relevance upon an individual’s evaluations, aspirations, or behavior” (Park and Lessig, 2011). Bearden and Etzel (2012) define a reference group as a person or group of persons that significantly influence the behavior of an individual, and argue that the Reference Group concept (Hyman, 1942) provides a way to comprehend why many individuals do not behave like others in their social group. Reference groups are usually conformed by the social network of an individual: family members, friends and colleagues, and inspirational figures (Bachmann, John, and Rao, 1993), and can be a source of brand associations that mould the mental representations a consumer has of himself (Escalas & Bettman, 2013).

Regarding the consumer purchasing behavior of a Soft drink, in addition to traditional marketing claim that a consumer’s purchasing motivation will be influenced directly by the soft drinks related factors including: Newest flavour, fate proposition, the relative price, a the availability, and reference group influence. Consumer behavior research on consumers’ social and interpersonal environment has indicated that the Soft drinks consumer’s final purchasing decision will also be influenced by reference groups (such as friends, family, work associates and peers) on whether to buy a specific product and which brand or model to choose among competing alternatives (Yang, 2014). The reference group can further be divided into primary and secondary reference groups. The primary reference group an individual interacts on a regular basis and whose opinion is of importance to him, family, neighbours, close friends, colleagues and co-workers are examples of primary reference groups. Secondary reference groups are those with which an individual interacts only occasionally and does not consider their opinion very important (Haq, 2013).
2.4.3 Informational Influence

The informational influence is based on the desire to make informed decisions and optimize the choice. Kelman (1961) quoted by Haq (2013) suggested that an individual would accept an influence that improves one’s knowledge and ability to cope with the environment. The informational influence only functions when the individual regards the behavior and value of reference group members as potentially useful information and takes them into consideration. When a consumer lacks the knowledge of a certain product and the experience of purchasing this item, one may perceive the information and recommendation from reference group as credible and thus accept them with certain confidence. Marketing practical applications can be seen from the use of expert power and internalization in advertising with the ads that feature individuals consuming soft drinks over supermarket counters, restaurants and food outlets. When considering purchasing a soft drink, one may ask their friends and family members for information about different brands and models in the purchasing consideration, or one may also search online group discussions in comparing different soft drink brands (Haq, 2013).

Grimm, Harnack and Story (2014) found that the odds of drinking soft drinks almost daily was twice as likely for those who watched television 3.5 hours or more per day than those who watched less television. Orlet-Fisher et al. (2010) found that there was a strong relationship between soft drinks, consumed and soft drink advertisements that the children could remember. Borzekowski & Robinson (2011) found that preschool children exposed to a set of commercials were more likely to choose the advertised items than those children who had not been exposed to the commercials. Coon, Goldberg, Rogers and Tucker (2011) found that families who have the television on during two or more meals per day received 5% more of their total daily energy intake from a combination of soft drinks, pizza, and salty snacks.

Grimm, Harnack and Story (2014) suggest that limiting children’s exposure to television may be an effective avenue for improving children’s beverage choices. Only 15% of the children in the study consumed diet soft drinks, a finding that is consistent with national survey data that found that regardless of age and sex, regular soft drinks account for most of the soft drinks consumed by children and adolescents (Story, Hayes & Kalina, 2006).
A cross-sectional study of 9th- and 10th-grade girls found similar results, with only 20% drinking diet soft drinks (Ludwig, Peterson & Gortmaker, 2017).

According to Grimm, Harnack and Story (2014) recommends that parents should be aware that their eating behaviors, including their choice of beverage, may impact their children’s eating habits. It is important that parents serve as positive role models, and their influence should be considered in designing interventions to promote healthful beverage choices by children (La, 2015). There may be a need for policies and regulations to limit the availability of soft drinks in schools to promote health and good nutrition for children. Consideration should be given to developing public service announcements promoting healthful eating behaviors, such as choosing water and milk as beverages (Yoo & Donthu, 2011).

2.4.4 Utilitarian Influence

This influence can be explained by the so-called “compliance process” in which an individual is willing to satisfy a certain group’s expectation in order to obtain the praise or to avoid the punishment from the group (Kelman, 1961). The best demonstration for the utilitarian influence is where participants were found to willingly conform to the group answers, even changing their original right answers (Rock, 1990). Suggesting in the advertisements that one may obtain social approval and acceptance by just using a certain commodity, will have an influence on certain groups of consumers. Advertisements for personal care products in which consumers are punished by co-workers or friends for not using anti-dandruff shampoo, deodorant, or mouthwash, in fact, take advantage of the reference group’s utilitarian influence (Haq, 2013). As such, this paper is an attempt to address the above issue through an empirical study with the malt soft drink consumption.

2.4.5 Religion

Religion, as a component of culture, has traditionally and powerfully motivated human behavior, moving people from the heights of compassion, selflessness and devotion to untold depths of hatred, bigotry and cruelty (Tamney & Johnson, 2015). However, a major problem which exists with research on religion is the absence of a generally accepted theory or definition of religion (Guthrie, 1980). Proposed definitions have
ranged from “wish fulfilment” (Malinowski, 1948) and to the “belief in spiritual beings” (Tylor, 1979). Eister (1974) observed that religion might not be definable in general terms. The general agreement is that religion, as a research variable, must be defined for each research setting (McDaniel & Burnett, 1990). Religion is one of the fundamental elements of social behavior (Gurvitch, 1971) and as such has been studied from a variety of theoretical perspectives.

Karl Marx (1886) quoted by Haq (2013) perceived religion as a tool used by the ruling class to subjugate the proletariat. Max Weber (1904) saw religion as a system of social values that stimulated economic growth and industrial development. Pargament & Hahn (1986) stated that religion may help people understand and cope with life events by offering guidance, support and hope. Spilka et al (1985) see religion as providing a frame of reference for individuals to help them understand, predict and control events and to maintain self esteem. McMurry (1978) considers religion and family as reactive institutions that exert conservative influences on the individual. Haq (2013) state that religion may affect how one understands the meaning of many problems, religious beliefs and practices which may guide the individual in the process of selecting solutions.

Other studies which have focused on the relationship between religion and behavior have confirmed that religion strongly influences an individual’s emotional experience, thinking, behavior and psychological well-being (Chamberlain & Zika, 1992). Empirical findings support the existence of a positive relationship between religion and psychological well-being. When other demographic variables such as race and education, are controlled, religious activities are often cited to be among the most significant predictors of consumer well-being. It seems that the literature provides evidence of a link between religion and the consumer buying behavior. The influence is both on the cognitive and co native aspects of behavior. In other words, the influence of religion affects the psychological disposition of the individual as well as their physical actions (Haq, 2013). If religion has an influence on cognitive behavior, the question that arises is whether this influence can be extended to purchasing behavior of malt soft drinks, which forms the focal point of this study.
2.5 Chapter Summary

This chapter reviewed literature on the factors that influence consumer purchasing behavior in the consumption of soft drinks. The first section reviewed literature on the effect of demographic factors on consumer purchasing behavior. The second section analyzed literature on the effect of product attributes on consumer purchasing behavior and the third section examined literature on the effect social factors on consumer purchasing behavior.
CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 Introduction

This chapter highlights the various methods and procedures the researcher adopted in conducting the study in order to answer the research questions raised in the first chapter. The chapter was organized in the following structure: research design, population and sample, data collection methods, sampling design and sample size, research procedures, data analysis methods and lastly the chapter summary.

3.2 Research Design

The researcher adopted a descriptive research design in this study. This is because the researcher attempts to determine the impact of the variables in relation to each other so as to present the bigger picture of the variables in a particular situation as recommended by Panneerselvam (2011). The phenomenon to be studied includes: demographic factors, product attributes and social economic factors in the research field and thereby the study aims to bridge the knowledge gap in highlighting the factors that lead to the consumption of malt soft drinks among consumers.

A survey in form of standardized questions in a questionnaire were used to collect data. A survey is defined Kothari (2013) as a method of collecting data from people about who they are, how they think (motivations and beliefs) and what they do (behaviour). The subjects in the sample in the survey were questioned by means of a standardized procedure for the answers to be compared and analyzed statistically (Cone & Foster, 2013). In the study, the independent variables are: demographic factors, product attributes and social factors in the consumption of malt soft drinks.

3.3 Population and Sampling Design

3.3.1 Population

Anderson, Durston and Poole (2011) define population as the total collection of elements about which a researcher wishes to make some inferences. The total population comprised of 6,689 USIU students. The population is characterized 53% female and 47% male students who consume malt soft drinks for break, lunch and supper within the
The population is above 18 years old. The population distribution is indicated in Table 3.1.

Table 3.1: Population Distribution

<table>
<thead>
<tr>
<th>Gender</th>
<th>Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total Number of Students</td>
</tr>
<tr>
<td>Female</td>
<td>3,532</td>
</tr>
<tr>
<td>Male</td>
<td>3,157</td>
</tr>
<tr>
<td>Total</td>
<td>6,689</td>
</tr>
</tbody>
</table>

Source: USIU (2016)

3.3.2 Sampling Design

3.3.2.1 Sampling Frame

A sampling frame is a list of elements from which the sample is actually drawn and closely related to the population (Polonsky, 2015). In this study, the sampling frame was drawn from the registrar's office. This ensured that the sampling frame was current, complete and relevant for the attainment of the study objectives.

3.3.2.2 Sampling Technique

This study adopted a stratified sampling technique. The population was stratified into two groups comprising of male and female students. The advantage of this method is that it increases statistical efficiency and provides data for analysis of the various sub-populations (Jonker & Pennink, 2012). In addition, the sampling technique ensured that the selection of respondents with the requisite information to address the specific research questions thereby enhancing the credibility and reliability of the findings of this study.

3.3.2.3 Sample Size

The sample size is a smaller set of the larger population (Polonsky, 2015). Determining sample size is a very important issue for collecting an accurate result within a quantitative survey design. According to Anderson, Durston and Poole (2011) no survey can ever be deemed to be free from error or provide 100% surety and error limits of less than 5% and
confidence levels of higher than 95% was regarded as acceptable. Bearing this in mind, at a confidence level of 95%, the margin of error was 5%. To obtain the minimum population sample for this study, the researcher will adopt Yamane’s formula in determining the sample size and it will be as follows:

\[ n = \frac{N}{1 + N(e)^2} \]

Where \( n \) is the sample size, \( N \) is the population size and \( e \) is the margin of error.

\[ n = \frac{6,689}{1 + 6,689 (0.05)^2} \]

\[ n = 377 \]

Therefore a sample size of 377 was selected from a total population of 6,689 students. The sample size was sufficient and representative of the entire population. The sample population distribution is presented in Table 3.2.

### Table 3.2: Sample Population Distribution

<table>
<thead>
<tr>
<th>Gender</th>
<th>Total Students</th>
<th>Percentage of the Sample</th>
<th>Sample Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>3,532</td>
<td>5.64%</td>
<td>199</td>
</tr>
<tr>
<td>Male</td>
<td>3,157</td>
<td>5.64%</td>
<td>178</td>
</tr>
<tr>
<td>Total</td>
<td>6,689</td>
<td>5.64%</td>
<td>377</td>
</tr>
</tbody>
</table>

#### 3.4 Data Collection Methods

The study used primary data collection. The primary data collection method was collected by the use of questionnaires. Greener (2014) explains that questionnaires are an important data collection tool. In addition, the use of questionnaires is justified because they provide an effective and efficient way of gathering information within a very short time. Further, questionnaires will facilitate easier coding and analysis of data collected. The questionnaires administered will be divided into three sections: the first section analyzed the influence of the respondent’s demographics in the consumption of malt soft drinks; the second section of the questionnaire looked at the influence of product
attributes in the consumption of malt soft drinks and the third section explored the influence of social economic factors in the consumption of malt soft drinks.

3.5 Research Procedures

Pilot questionnaire was prepared and administered to 5 respondents to ensure the objectivity and clarity of the questionnaire. The questionnaires were pre-tested and any suggestions for improvement encountered during the piloting process were incorporated in the final questionnaire. Final questionnaire were distributed to the respondents physically. This enhanced the speed of data collection. To improve the response rate, there was a cover letter explaining the reasons for the research, why the research was important, why the recipient are selected and a guarantee of the respondents’ confidentiality was provided. The questionnaire had clear instructions and an attractive layout. Each completed questionnaire was treated as a unique case and a sequential number given to each. As the researcher administered the questionnaires with the help of research assistants, it was very easy for the respondents to ask for any clarifications and prompt responses were availed for unclear issues.

3.6 Data Analysis Methods

The collected data was coded and entered into the Statistical Package for Social Sciences (SPSS) program according to each variable of the study for analysis. This study used descriptive statistics. According to Polonsky (2015), descriptive analysis involves a process of transforming a mass of raw data into tables, charts, with frequency distribution and percentages, which are a vital part of making sense of the data. In this study, the descriptive statistics such as percentages and frequency distribution were used to analyze the demographic profile of the participants. The mean described each variable under malt soft drink product attributes and the influence of social factors in the consumption of malt soft drinks. The data was presented using figures and tables to give a clear picture of the research findings at a glance.

3.7 Chapter Summary

This chapter was focused on the methodology that was used in conducting the study. First, the research design to be applied is descriptive in nature. The population, the
sample frame, the sample size and the sampling technique used were specified. Data collection used structured questionnaires which were administered physically to the respondents. Data was analyzed by descriptive statistics and presented in the form of tables and figures using SPSS. The next chapter discusses research findings in relation to the research questions.
CHAPTER FOUR

4.0 RESULTS AND FINDINGS

4.1 Introduction

The purpose of this study was to examine the factors that influence consumer purchasing behavior in the consumption of coca cola malt soft drinks in Nairobi, Kenya. This chapter presents the analyzed results and findings of the study on the research questions concerning the data collected from the respondents.

4.2 Response Rate

A response rate is the total number of respondents or individuals participated in a study and it is presented in the form of percentage. Table 4.1 indicates that out of the 400 questionnaires administered, only 377 were returned. The overall response rate was thus found to be 94.25 and was sufficient to proceed with the data analysis.

<table>
<thead>
<tr>
<th>Category</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responded</td>
<td>377</td>
<td>94.25</td>
</tr>
<tr>
<td>Did not respond</td>
<td>23</td>
<td>5.75</td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
<td></td>
</tr>
</tbody>
</table>

4.3 Background Information

4.3.1 Gender of Respondents

Figure 4.1 represents the gender of the respondents, 49% of the respondents were male and 51% were female. The findings imply that more females took part in the study than the male.
4.3.2 Area of Concentration

The respondents were asked to indicate their major area of concentration in their study and the findings presented in table 4.2. Majority of the respondents (28%) were studying international relations, 14% were studying IST, 22% were studying international business administration and 11% were in the area of finance.

<table>
<thead>
<tr>
<th>Area of concentration</th>
<th>Frequency</th>
<th>Valid Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finance</td>
<td>31</td>
<td>11</td>
</tr>
<tr>
<td>HRM</td>
<td>14</td>
<td>5</td>
</tr>
<tr>
<td>IR</td>
<td>81</td>
<td>28</td>
</tr>
<tr>
<td>Pharmacy</td>
<td>20</td>
<td>7</td>
</tr>
<tr>
<td>International business administration</td>
<td>62</td>
<td>22</td>
</tr>
<tr>
<td>Psychology</td>
<td>17</td>
<td>6</td>
</tr>
<tr>
<td>IST</td>
<td>39</td>
<td>14</td>
</tr>
<tr>
<td>Tourism and Hotel management</td>
<td>12</td>
<td>4</td>
</tr>
<tr>
<td>Peace and Conflict</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>Strategic Management</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Journalism</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td>287</td>
<td>100</td>
</tr>
</tbody>
</table>
4.3.3 Marital Status

Figure 4.2 represents the findings of the marital status of the respondents, 86% who constituted the majority of the respondents were single, 6% were divorced and 9% were married.

![Marital Status of Respondents](image1)

**Figure 4.2: Marital Status of Respondents**

4.3.4 Age of the Respondents

The age of the respondents was measured and the results presented in figure 4.3, majority of the respondents (70%) were in the age bracket of 18-24 years, 17% were in the age bracket of 25-34 years, 9% were below 18 years and 4% were between 35-50 years.

![Age of the Respondents](image2)

**Figure 4.3: Age of the Respondents**

4.3.5 The Source of Income

The respondents who indicated had a source of income were asked to indicate the source of it and the results presented in figure 4.4. The findings indicated that 51% were employed, 37% were self-employed and 12% got from other sources.
4.3.6 Average Monthly Income

The respondents who had source of income were asked to indicate their monthly income/pocket allowance and the results were as indicated in table 4.3. 20% of the respondents had an average income of 25,000 and above, 19% had between 5000-10,000, 16% had between 10,001-15,000, 15% less than ksh 5000 and between 15001-20,000 respectively, 9% had between 20,001-25,000 and 7% indicated they had no income.

<table>
<thead>
<tr>
<th>Average monthly income</th>
<th>Frequency</th>
<th>Valid Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less Ksh 5000</td>
<td>40</td>
<td>15</td>
</tr>
<tr>
<td>Ksh 5000 – 10000</td>
<td>48</td>
<td>19</td>
</tr>
<tr>
<td>Ksh 10001 – 15000</td>
<td>41</td>
<td>16</td>
</tr>
<tr>
<td>Ksh 15001 – 20000</td>
<td>38</td>
<td>15</td>
</tr>
<tr>
<td>Ksh 20001 – 25000</td>
<td>24</td>
<td>9</td>
</tr>
<tr>
<td>Above Ksh 25000</td>
<td>52</td>
<td>20</td>
</tr>
<tr>
<td>None</td>
<td>17</td>
<td>7</td>
</tr>
<tr>
<td>Total</td>
<td>260</td>
<td>100</td>
</tr>
</tbody>
</table>
4.3.7 Consumption of Malt Soft Drinks

Figure 4.5 presents the findings from the respondents as to whether they consume malt soft drinks such as Alvaro or Novida. 47% indicated they consumed malt soft drinks and 53% did not consume the malt drinks.

Figure 4.5: Consumption of Malt Soft Drink

4.3.8 Brand of Consumption

Figure 4.6 presents the findings from the respondents on the brand of malt soft drink they consumed. 63% who constituted the majority indicted that they consumed Alvaro and 38% consumed Novida brands.
4.3.9 Alternatives Preferred

The study sought to find out the alternative type of drink if the respondents did not take malt soft drink. 76.8% of the respondents would prefer to drink yoghurt, 56.4% of the respondents would drink porridge, 71.3% of them would drink tea, 78.4% would drink coffee, 72.8% would take ice cream, 61% would take soda, 62.3% of the respondents would take processed juice, 79.4% of the respondents preferred unprocessed juice and 72.7% of the respondents would prefer to take milk.

<table>
<thead>
<tr>
<th></th>
<th>Yes (%)</th>
<th>No (%)</th>
<th>Total (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yoghurt</td>
<td>76.8</td>
<td>23.2</td>
<td>100</td>
</tr>
<tr>
<td>Porridge</td>
<td>56.4</td>
<td>43.6</td>
<td>100</td>
</tr>
<tr>
<td>Tea</td>
<td>71.3</td>
<td>28.7</td>
<td>100</td>
</tr>
<tr>
<td>Coffee</td>
<td>78.4</td>
<td>21.6</td>
<td>100</td>
</tr>
<tr>
<td>Ice cream</td>
<td>72.9</td>
<td>27.1</td>
<td>100</td>
</tr>
<tr>
<td>Soda</td>
<td>61.0</td>
<td>39.0</td>
<td>100</td>
</tr>
<tr>
<td>Processed Juice</td>
<td>62.3</td>
<td>37.7</td>
<td>100</td>
</tr>
<tr>
<td>Unprocessed Juice</td>
<td>79.4</td>
<td>20.6</td>
<td>100</td>
</tr>
<tr>
<td>Milk</td>
<td>72.7</td>
<td>27.3</td>
<td>100</td>
</tr>
</tbody>
</table>

4.3.10 Number of Times malt soft drinks is consumed
The respondents were asked to indicate the number of times they consume malt soft drinks and the findings presented in figure 4.7. 43% indicated they consumed occasionally, 31% never consumed the malt drinks, 15% consumed 1-2 times a week, 8% consumed 3-4 times a week, 1% consumed 5-6 times a week and 1% consumed more than six times a week.

![Bar chart showing the frequency of malt soft drink consumption]

**Figure 4.7: Number of times malt soft drink is consumed:**

### 4.3.11 Households Financial Situation

The respondents were asked to describe their household financial situation and the findings presented in figure 4.8. 46% indicated their financial situation was reasonable, 21% indicated they were well off, 19% said it was modest, 10% didn’t know, 3% said it was difficult and 2% indicated it was not well off.
Figure 8: House hold Financial Situation:

4.4 Descriptive Statistics of Variables

4.4.1 Product Attributes

Table 4.5: product attributes

<table>
<thead>
<tr>
<th>Product Attributes</th>
<th>Not important at all (%)</th>
<th>Unimportant (%)</th>
<th>Neutral (%)</th>
<th>Important (%)</th>
<th>Very important (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>The brand of malt soft drinks is an</td>
<td>20</td>
<td>15</td>
<td>23</td>
<td>25</td>
<td>18</td>
</tr>
<tr>
<td>important consideration when buying at</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>the shop</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Packaging: The design of the bottle or</td>
<td>13</td>
<td>13</td>
<td>30</td>
<td>31</td>
<td>12</td>
</tr>
<tr>
<td>cans attracts me into buying malt soft</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>drinks</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Printed information: I consider having</td>
<td>19</td>
<td>15</td>
<td>27</td>
<td>18</td>
<td>22</td>
</tr>
<tr>
<td>a look at the printed ingredients before</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>buying any soft drinks</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I prefer Malt soft drinks that are low</td>
<td>20</td>
<td>15</td>
<td>26</td>
<td>18</td>
<td>20</td>
</tr>
<tr>
<td>on sugar</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Am attracted by different sizes when</td>
<td>26</td>
<td>16</td>
<td>26</td>
<td>16</td>
<td>16</td>
</tr>
<tr>
<td>buying malt soft drinks</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Product attributes was measured in reference to consumption of malt soft drinks. Table 4.5 presents the results from the respondents on how product attributes affects consumption of malt soft drinks. 25% considered as important the brand of malt soft drinks when buying at the shop, 31% considered the design of the bottle or cans attracts me into buying malt soft drinks as important, 22% considered looking at the printed ingredients before buying any soft drinks as very important, 20% preferred malt soft drinks that are low on sugar as very important and 26% considered being attracted by different sizes when buying malt soft drinks as not important at all.

### 4.4.2 Social Effect

<table>
<thead>
<tr>
<th>Social Effect</th>
<th>Strongly Disagree (%)</th>
<th>Disagree (%)</th>
<th>Neutral (%)</th>
<th>Agree (%)</th>
<th>Strongly agree (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family Affluence: I consume malt soft drinks because my family.</td>
<td>45</td>
<td>11</td>
<td>18</td>
<td>15</td>
<td>12</td>
</tr>
<tr>
<td>I consume malt soft drinks because it can be provided for by parents</td>
<td>39</td>
<td>16</td>
<td>18</td>
<td>20</td>
<td>7</td>
</tr>
<tr>
<td>Taking malt soft drinks is part of my meal at home.</td>
<td>42</td>
<td>15</td>
<td>24</td>
<td>9</td>
<td>11</td>
</tr>
<tr>
<td>Reference Groups: Malt soft drinks were recommended to me by my friends or colleagues</td>
<td>25</td>
<td>19</td>
<td>27</td>
<td>20</td>
<td>9</td>
</tr>
<tr>
<td>I take malt soft drinks when am out with my friends</td>
<td>26</td>
<td>17</td>
<td>33</td>
<td>15</td>
<td>9</td>
</tr>
<tr>
<td>Religion: My religion influences the consumption of malt soft drinks.</td>
<td>48</td>
<td>14</td>
<td>22</td>
<td>9</td>
<td>7</td>
</tr>
</tbody>
</table>

Table 4.6 presents the findings from the respondents on the perceived variable social effect in the consumption of malt soft drinks. The findings indicated that 56% of the
respondents disagreed that they consumed malt soft drinks because my family, 55% disagreed that they consume malt soft drinks because it can be provided for by parents, 57% disagreed that taking malt soft drinks is part of their meal at home, 44% disagreed that malt soft drinks were recommended to them by friends or colleagues, 43% disagreed that they take malt soft drinks when they are out with their friends and 62% disagreed that their religion influences the consumption of malt soft drinks.

4.4.3 Consumption of Malt Soft Drinks
The study sought to find out the respondents opinion on consumption of malt soft drinks and the findings presented in table 4.7. From the findings 32% agreed that they will consume malt drink in future because they think its healthier than carbonated soft drink, 36% agreed that they will recommend Malt soft drink to friends given the chance and 23% agreed that they will favor malt drinks when they have a cancel to do shopping for family/friends/self.

Table 4.7: Consumption of Malt Soft Drinks

<table>
<thead>
<tr>
<th>Consumption</th>
<th>Strongly Disagree (%)</th>
<th>Disagree (%)</th>
<th>Neutral (%)</th>
<th>Agree (%)</th>
<th>Strongly agree (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>I will consume malt drink in future because i think its healthier than carbonated soft drink</td>
<td>23</td>
<td>15</td>
<td>30</td>
<td>18</td>
<td>14</td>
</tr>
<tr>
<td>I will recommend Malt soft drink to my friends given the chance</td>
<td>15</td>
<td>16</td>
<td>33</td>
<td>27</td>
<td>9</td>
</tr>
<tr>
<td>I will favor malt drinks when I have a cancel to do shopping for family/friends/self</td>
<td>25</td>
<td>16</td>
<td>36</td>
<td>16</td>
<td>7</td>
</tr>
</tbody>
</table>

4.5 Model Testing and Estimation
4.5.1 Normality test
Normality was tested graphically using normal Q-Q plot. The graphical analysis results showed the line representing the actual data distribution closely follow the diagonal in the normal Q-Q plot as shown in figures 4.9 to 4.11, suggesting normal distribution (Hair, Tatham, Anderson & Black, 2010).
4.5.2 Factor Analysis

This was done in two phase’s exploratory factor analysis (EFA) and confirmatory factor analysis (CFA)

4.5.2.1 Exploratory Factor Analysis (EFA)

Before performing exploratory factor analysis, two statistical tests were performed to assess the suitability of the data for structural detection; Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and Bartlett’s Test of Sphericity. KMO detection value
ranges from 0 to 1, the more KMO value indicates that there are more communities among variables and it is more appropriate for factor analysis. Generally, when the detection value is more than 0.5, factor analysis is appropriate, whole not appropriate when less than 0.5. The result in Table 4.8 shows that the KMO value is 0.825, Bartlett significant value is 0.00, less than 5%, indicating that the data was appropriate for the factor analysis.

<table>
<thead>
<tr>
<th>Table 4.8: KMO and Bartlett's Test</th>
</tr>
</thead>
<tbody>
<tr>
<td>KMO and Bartlett's test</td>
</tr>
<tr>
<td>Sufficient sampling through KMO weighing</td>
</tr>
<tr>
<td>Bartlett's test of sphericity</td>
</tr>
<tr>
<td>Chi-square statistic</td>
</tr>
<tr>
<td>Degree of freedom</td>
</tr>
<tr>
<td>P value</td>
</tr>
</tbody>
</table>

The variability of each observed variable that could be explained by the extracted factors were checked by extracting the communality values. The extracted communalities were found to be greater than 0.5 which indicated that the variables fitted well other variables in their factor (Pallant, 2010). Factor analysis was assessed using Principal component analysis. In addition, all factors are evaluated for internal consistency using Cronbach’s alpha as a reliability criterion with 0.6 as a cut-off point. Three factors were identified as product attribute (α=0.703), social effect (α=0.854) and consumption (α=0.720). The three factors had an Eigen value of greater than 1 and the factors were able to explain 55.996% of the total variance in the data as indicated in table 4.9.
Table 4.9: Reliability and Principal Component Analysis:

<table>
<thead>
<tr>
<th>Component</th>
<th>Product attribute</th>
<th>Social effect</th>
<th>Consumption</th>
<th>Communalities</th>
</tr>
</thead>
<tbody>
<tr>
<td>PA1</td>
<td>.604</td>
<td>.730</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PA2</td>
<td>.753</td>
<td>.624</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PA3</td>
<td>.634</td>
<td>.542</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PA4</td>
<td>.570</td>
<td>.392</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PA5</td>
<td>.770</td>
<td>.545</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SE1</td>
<td>.869</td>
<td>.681</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SE2</td>
<td>.824</td>
<td>.677</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SE3</td>
<td>.777</td>
<td>.623</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SE4</td>
<td>.569</td>
<td>.739</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SE5</td>
<td>.505</td>
<td>.644</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SE6</td>
<td>.756</td>
<td>.549</td>
<td></td>
<td></td>
</tr>
<tr>
<td>C1</td>
<td></td>
<td>.678</td>
<td>.580</td>
<td></td>
</tr>
<tr>
<td>C2</td>
<td></td>
<td>.802</td>
<td>.735</td>
<td></td>
</tr>
<tr>
<td>C3</td>
<td></td>
<td>.820</td>
<td>.623</td>
<td></td>
</tr>
<tr>
<td>Eigenvalues</td>
<td>4.543</td>
<td>2.054</td>
<td>1.242</td>
<td></td>
</tr>
<tr>
<td>% of Variance</td>
<td>32.453</td>
<td>14.673</td>
<td>8.870</td>
<td></td>
</tr>
<tr>
<td>Cumulative %</td>
<td>32.453</td>
<td>47.126</td>
<td>55.996</td>
<td></td>
</tr>
<tr>
<td>Cronbach’s Alpha (α)</td>
<td>0.703</td>
<td>0.854</td>
<td>0.720</td>
<td></td>
</tr>
</tbody>
</table>

4.4.3.2 Confirmatory Factor Analysis

At this stage, a CFA (Confirmatory-Factor-Analysis) was performed to access the measurement model. Confirmatory factor analysis was estimated on multiple criteria of convergent and discriminant validity.
From the table below, we see that all the value in the model fit indicators proved good and therefore model fit the data adequately as shown in table 4.10.

Table 4.10: Model fits for the CFA Model

<table>
<thead>
<tr>
<th>Model Fit Indicators</th>
<th>GFI</th>
<th>AGFI</th>
<th>CMIN/DF</th>
<th>RMSEA</th>
<th>IFI</th>
<th>TLI</th>
<th>CFI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Good Model Fit</td>
<td>&gt;.90</td>
<td>&gt;.80</td>
<td>&lt;3</td>
<td>&lt;.05</td>
<td>&gt;.90</td>
<td>&gt;.90</td>
<td>&gt;.90</td>
</tr>
<tr>
<td>Value in this model</td>
<td>0.903</td>
<td>0.863</td>
<td>2.163</td>
<td>0.071</td>
<td>0.891</td>
<td>0.864</td>
<td>0.889</td>
</tr>
</tbody>
</table>
4.4.3.3 Convergent and Discriminant Validity

Convergent validity was assessed using Average Variance extracted (AVE) which if the value of AVE for the factors exceed the cutoff value of 0.5, confirms convergent validity (Bryman, 2012). To satisfy the requirement of discriminant validity of the measurement model, this study followed the criterion suggested by Fornell & Larcker (1981). The discriminant validity was confirmed as the square root of a construct’s AVE (in bold and on diagonal) was greater than the correlation between the construct and other constructs in the model as indicated in table 4.11.

<table>
<thead>
<tr>
<th>Factors</th>
<th>Number of item</th>
<th>AVE</th>
<th>Social effect</th>
<th>Product attributes</th>
<th>consumption</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social effect</td>
<td>6</td>
<td>0.575</td>
<td>0.758</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Product attributes</td>
<td>5</td>
<td>0.527</td>
<td>0.323***</td>
<td>0.725</td>
<td></td>
</tr>
<tr>
<td>consumption</td>
<td>3</td>
<td>0.517</td>
<td>0.533***</td>
<td>0.499***</td>
<td>0.719</td>
</tr>
</tbody>
</table>

4.4.4 Model Estimation

The relationships for the model were estimated using structural equation model. All the relations in the model are proved significant in the estimation having p-value less than .05 for two tailed test.
Figure 4.11: Structural Model for the Relationships.

*** Significant at 0.05

<table>
<thead>
<tr>
<th>Path</th>
<th>Unstandardized Estimate</th>
<th>Standardized Estimate</th>
<th>S.E.</th>
<th>C.R.</th>
<th>P</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumption &lt; Social</td>
<td>0.357</td>
<td>0.459</td>
<td>0.058</td>
<td>6.19</td>
<td>***</td>
</tr>
<tr>
<td>Consumption &lt; Product</td>
<td>0.533</td>
<td>0.394</td>
<td>0.119</td>
<td>4.47</td>
<td>***</td>
</tr>
</tbody>
</table>

C.R- critical ratio

As indicated in Figures 4.14, the path coefficient between Product attribute and consumption of malt soft drinks was positive and significant at 0.05 level of significance (B=0.533, p<0.05). The path coefficient implied that for every 1 unit increase in product attribute, consumption of malt soft drinks increased by 53.3%. The path coefficient between social effect and consumption of malt soft drinks was positive and significant at
0.05 level of significance \((B=0.357, \ p<0.05)\). The path coefficient implied that for every 1 unit increase in social effect, consumption of malt soft drinks increased by 35.7%. The quality of the structural model was assessed using the determination of coefficients \(R^2\). The value of \(R^2\) coefficient was 0.372 which indicated that 37.2% of the variation in consumption of malt soft drinks can be accounted for by social effect and product attributes.

### 4.6 Chapter Summary

The results and findings of the study have been provided in this chapter. These results and findings were based on the data given out by the consumers of coca cola products. The chapter provided analysis on the response rate, background information, demographic factors, product attributes and social factors on consumer purchasing behavior. The next chapter provides the summary, discussion, conclusions and recommendations of the study.
CHAPTER FIVE
5.0 DISCUSSION, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction
This chapter presents a discussion of the actual research findings in comparison the empirical findings in the literature review, conclusion and recommendations for the study and for further research on the consumer purchasing behavior as a strategic consideration for malt soft drink manufactures. The discussion, conclusion and recommendations are discussed on the basis of the research objectives.

5.2 Summary of the Study
The main objective of this study was to investigate on the consumer purchasing behavior as a strategic consideration for malt soft drink manufactures. The study was guided by the following three specific objectives: to determine the effect of demographic factors on consumer purchasing behavior, to establish the effect of product attributes on consumer purchasing behavior and to examine the effect social factors on consumer purchasing behavior.

The researcher adopted a descriptive research design in this study. In the study, the independent variables were: demographic factors, product attributes and social economic factors in the consumption of malt soft drinks. The total population comprised of 6,689 USIU students and therefore a sample size of 377 was selected. The sampling frame was drawn from the registrar’s office. This study adopted a stratified sampling technique. The study used primary data collection. In this study, the descriptive statistics such as percentages and frequency distribution were used to analyze the data, the mean and the standard deviation described each variable under malt soft drink product attributes and the influence of social economic factors in the consumption of malt soft drinks. The coefficient of variation was used where the data was skewed. The data was presented using tables to give a clear picture of the research findings at a glance.

The findings revealed that majority of the respondents were female as compared to male. Also, the respondents were not married and most of them were below 24 years of age. The findings suggests that majority of the respondents did not have any source of income. The findings suggested that majority of the respondents dependent on pocket allowance as their source of income. Quite a large number of the respondents monthly income was
between Ksh.5'000 and 20'000. This findings suggested that malt soft drinks was common among the respondents. Alvaro was the most preferred brand among the respondents. Over alternative drinks consumed besides malt soft drinks was coffee. It was revealed that majority of the respondents consumed malt soft drinks between once or twice in a week.

On the effect of product attributes on consumer purchasing behavior, the findings revealed that quite a large number of the respondents mentioned that they are lured by design of the bottle or cans of malt soft drinks, followed by the brand of the soft drink. On the other hand, few respondents mentioned that they prefer malt soft drinks that are low in calories with fewer respondents suggesting that they consider printed ingredients before buying any soft drink.

On the effect social factors on consumer purchasing behavior, majority of the respondents mentioned that the consumption of malt soft drinks is influenced by friends or colleagues. This was followed closely by a large number of respondents claiming that they take malt soft drinks when they are with their family and because its provided by parents. On the other hand, a few respondents suggested that they are influenced by religion.

5.3 Discussion

5.3.1 Effect of Demographic Factors on Consumer Purchasing Behavior

Gender has been pointed out as a major determinant of soft drink consumption. The findings revealed that 49% of the respondents were male and 51% females. This indicates that majority of the respondents were females. Though there was no significant relationship between gender and the consumption of soft drinks. The finding also did not indicate that the consumption rate was higher among men and lower for women. The findings contradict Elfhag et al. (2007) study that showed that the rate of consumption rate was higher among men.

There was linkage between the consumption of malt drink with marital status. The findings revealed that 86% of the respondents were single as compared to 9% who were married and 6% were divorced. This indicates that majority of the respondents were unmarried and marital status may not influence the consumption of soft drinks. The findings do not suggest that the increased consumption of malt soft drinks coincide with a
person being single or married. This contradicts Ludwig, Peterson and Gortmaker (2001) that increased consumption of drinks increase with how someone is less developed as the findings suggested that majority of the respondents were below 24 years of age.

Having a source of income was considered a characteristic of malt soft drinks consumption. The findings suggests that majority of the respondents income is less than 15000. Though soft drink consumption has always been associated with low income group, in this context malt soft drinks has no significant relationship with the low income group; the respondents largely depend on the on pocket and quite a large number of the respondents monthly income was less than Ksh. 15000 or none at all. The findings contradicts Vereecken, Inchley, Subramanian, Hublet and Maes (2005) study that soft drinks have been associated with lower income and a more unhealthy life style with smoking, more overall sugar consumption and less physical activity (Kvaavik, Andersen and Klepp, 2005).

It is known that malt soft drinks may provide an excellent alternative to traditional soft drinks. The findings suggested that malt soft drinks was significantly known and consumed by 47% of the respondents. In addition, Alvaro was the most preferred brand among the respondents. For people who consume malt soft drinks, they prefer products with natural ingredients and lighter carbonation. Wolff & Dansinger (2008) notes that the new malt soft drink concepts meet the demand of having natural ingredients as consumption becomes increasingly prevalent which is currently an interesting option for mineral water and soft drinks.

The consumption of non alcoholic carbonated beverages (soft drinks) is high among consumers. The other alternative drinks consumed by the respondents besides malt soft drinks was soda. This indicates that the consumption of escalating especially among college students. This is linked with low consumption of malt soft drinks which may have less adverse nutritional and health effects as compared to sodas. Wei et al. (2003) notes that malt-based drinks are known for their nutritional value, a message that is attractive for manufacturers to carry across in today’s climate of increasing health awareness. The finding confirms Putnam & Allshouse (2007) view that soda soft drinks may be displacing milk in the diet. The consumption of milk was second last on other alternative drinks.
The consumption of malt soft drinks was relatively low among campus students. The findings revealed that majority of the respondents consumed malt soft drinks only occasionally in a week. This may be because the drink may impact the intake of other more nutritious beverages such as fruits and food. The findings may be supported by Vereecken et al. (2005) findings that a higher proportion of daily fruit consumers have a lower proportion of daily soft drink and the same can apply to malt soft drinks. In addition, low consumption of malt soft drinks may be associated with high consumption of nutrients among young adults at the campus.

5.3.2 Product Attributes in Consumer Purchasing Behavior
Product features can be attractive attributes to the consumption of malt soft drinks. The respondents mentioned that they are lured by the glossy beverage containers. This was followed closely by the respondents consuming malt soft drink based on the design of the bottle and others preferred the glassy shape of malt drinks. The presence of an attractive attribute leads to more than proportional satisfaction in the consumption of malt soft drinks and Matzler & Hinterhuber (2008) notes that an attractive attribute helps to differentiate a product from those of competitors. Therefore, attractive product attributes have the greatest influence on customer satisfaction with a given product.

Brand loyalty is a consumer’s inclination to buy a particular brand in a product category. Quite a number had a preference for one or more brands in the malt soft drink class. From a business perspective, brand loyalty improves business growth and sales volume since the same brand is purchased repeatedly. Gustafsson & Johnson (2002) notes that brand loyalty has been associated with brand trust, perceived value, brand affect, product attributes and satisfaction. All these elements incline a consumer to purchase a certain brand and form product brand loyalty. In addition, a number of the respondents usually purchase the same brand within the malt soft drink class.

Brand loyalty is a kind of commitment to repurchase a preferred product or service and to be a regular customer. The findings revealed that fewer respondents mentioned that If they received information that was contrary to their preferred malt soft drink, they would still keep their preferred brand. The findings indicate that the consumers have a high brand switch pattern in the purchase of malt soft drinks. In this case, the consumers may less wish to purchase the product all the time. Moreover, the findings indicated that were
few respondents who mentioned that most brands of the malt soft drinks are all alike very few respondents mentioned that their preferred brand of malt soft drink helped them attain the type of life they desired. Therefore, the finding contradicts Kim et al. (2007) study that brand loyalty plays an important role in consumer decision making.

People who consume malt soft drinks may prefer nutritional diets. The findings revealed that a number of the respondents mentioned that they prefer to take malt soft drink for their nutritional value such as low salt and energy diet. This shows that the consumption of malt soft drinks is less associated with the consumption of non-nutritional diets such as burgers and pizza. The findings contradicts Albala et al. (2008) study findings that higher consumption of soft drinks signifies increasing autonomy over food choices, with increasing opportunities for teenagers to select and purchase their own food and drink outside the home. The finding is supported by Dallman, Pecoraro and la Fleur (2005) and Cooper, Jackson and Kirkham (2005) who suggest that the taste can be essential in malt soft drink consumption. The same may also apply to malt soft drinks which has natural ingredients and lighter carbonation that is slightly linked to the taste of sweet.

Customers may have a positive attitude toward low prices. The study revealed that the price of malt soft drinks was a major consideration in their decision to purchase. For this case, the consumers were less sensitive to price changes despite the beverage manufacturers intensely courting customers by offering low prices in order to stay and exploit new markets by launching new products. This is supported by Bloemer & Kasper (2005) findings that consumer brand loyalty increases and become less sensitive to price changes. That is, consumers will prefer to pay more for their favorite brands because they seek some unique value in the brand that alternatives do not provide.

5.3.3 Social Factors on Consumer Purchasing Behavior
The presence of malt soft drinks at home and school was strongly linked with its consumption. A large number of respondents claimed that they take malt soft drinks because it provided by parents who are easily available at home and in school. Malt soft drinks are widely available almost everywhere and therefore can drive its consumption. The findings are supported by Story, Hayes & Kalina (2006) study that the availability of soft drinks in the home and the presence of soft drink at home were strongly associated with malt soft drink consumption.
Clearly the consumption pattern of malt soft drinks is associated with parents. The respondents mentioned that they consume malt soft drinks because it can be provided for by their parents. The influence of parental soft drink intake is stronger than peer influence, which may be reflected by the importance of the family. Grimm, Harnack and Story (2004) notes that soft drink consumption may be influence children because parents serve as role models. Also, those parents who consume soft drinks on a regular basis may be less apt to restrict or have rules regarding their children’s soft drink consumption.

This demonstrates that there was a clear relationship between consumption of malt soft drink and family influence. The respondents also claimed that they consume malt soft drinks because of family influence. Family affluence represents an influence in the consumption of malt soft drinks. It was slightly surprising that family affluence influenced the consumption of malt soft drink. This is supported by French (2003), Hupkens, Knibbe and Drop (2000) findings that family influence accounts for the choice of food when cost is not a barrier (Blaxter, 2009). This indicates that it is more difficult to consume soft drinks or any other recommended food item in an environment where other people are less stimulated by others.

Social support from friends and peers has also emerged as a predictor of malt soft drink consumption. Few respondents mentioned that malt soft drinks were recommended to them by their friends or colleagues. These findings are similar to those of Liu (2007) indicating that friends and peers constituted important influences on behavior related to the consumption of sugar-sweetened beverages. For this case, there were no correlations patterns concerning gender and social support in the consumption of malt soft drinks. Hence, these findings contributed to the understanding that friends and peers may influenced the consumption of malt soft drinks.

5.4 Conclusions

5.4.1 Demographic Factors on Consumer Purchasing Behavior

Though there was no significant relationship between gender and the consumption of soft drinks. The consumption of malt soft drinks did not coincide with a person being single or married malt soft drinks has no significant relationship with the low income. Malt soft drinks may provide an excellent alternative to traditional soft drinks with natural
ingredients and lighter carbonation. The consumption of non alcoholic carbonated beverages (soft drinks) is high among consumers. The consumption of malt soft drinks was relatively low among campus students.

5.4.2 Product Attributes on Consumer Purchasing Behavior
People who consume malt soft drinks may prefer the packaging and less on the nutritional values. Product features such as shape and design of malt drinks bottles can be attractive attributes to the consumption of malt soft drinks. Malt beverage colour and taste preferences were also associated with the soft drink consumption. The brand associated with brand trust, perceived value, brand affect, product attributes and satisfaction all these elements inclined the consumer to purchase a certain brand and form product brand loyalty. Customers may have a positive attitude toward low price.

5.4.3 Social Factors on Consumer Purchasing Behavior
The presence of malt soft drinks parental influence was strongly linked with its consumption. The consumption pattern of malt soft drinks is associated with parents. There was a clear relationship between consumption of malt soft drink and family influence. Social support from friends and peers has also emerged as a predictor of malt soft drink consumption. However, the consumption of malt soft drinks consumption was less linked to self expression attributed by emotional eating among young adults in response to negative emotions such as anxiety, loneliness in which the person experiences difficulties in handling situations

5.5 Recommendations
5.5.1 Recommendation for Improvement
5.5.1.1 Effect of Demographic Factors on Consumer Purchasing Behavior
The study recommends that manufacture of lighter carbonated malt soft drink may promote the nutritious beverage. This may reduce adverse health risks such as bone and dental damage, reduce the level of obesity among teenagers, avoid excessive weight gain due to high energy intake and stimulate the appetite for nutritious foods. The study also recommends that adolescence should exercise wise food choices when they select and purchase their own food and drink outside the home. The study recommends that people be health consciousness, be more concerned about their appearance towards a great health.
5.5.1.2 Product Attributes on Consumer Purchasing Behavior
The study recommends that providing nutritional information on malt soft drinks may influence a wider consumption. Nutritional knowledge such as ingredients information has been shown to have a positive impact on drinking behavior. Beverage managers should develop a good understanding of the customers in the market to represent the product in the market effectively. Brand loyalty of malt soft drink should be based on perceived customer value, awareness, perceived quality, affection and image of the product. Manufacturers should avoid the potential negative effects of malt soft brand and foster a positive brand association by providing a unique value to the marketing of malt soft drinks.

5.5.1.3 Social Factors on Consumer Purchasing Behavior
The study recommends that it is important that parents serve as positive role models, and their influence should be considered in designing interventions to promote healthful beverage choices by young adults. There may be a need for policies and regulations to limit the availability of soft drinks in schools to promote health and good nutrition for young adults. Consideration should be given to developing public service announcements promoting healthful eating behaviors, such as avoiding carbonated drinks and choosing water, milk and malt soft drinks as beverages for young adults. Also, parents may to be more restrict or have rules regarding their children’s soft drink consumption. In addition, consideration needs to be given to the effect of soft drink vending in schools on nutrition and health.

5.5.2 Recommendations for Further Studies
The main objective of this study was to investigate on the consumer purchasing behavior as a strategic consideration for malt soft drink manufactures. The study suggest that future researchers can conduct a study on how parents can serve as positive role models in the consumption of healthy beverage among young adults.
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APPENDICES

APPENDIX A: INTRODUCTORY LETTER

To Whom It May Concern

Dear Sir/Madam,

I am a graduate student at United States International University pursuing a Masters Degree in Business Administration (MBA). I have designed a questionnaire to gather information on the factors that consumer purchasing pattern in the consumption of malt soft drinks in Nairobi, Kenya.

Please note that any information you give will be treated extremely confidential and at no instance will it be used for any other purpose other than for this project. Your assistance will be highly appreciated. I look forward to your prompt response.

Yours Faithfully,

John Njoroge (Researcher)
APPENDIX B: QUESTIONNAIRE

Section A: Demographic Influence in the Consumption of Malt Soft Drinks

1. Gender: Male ( ) Female ( )

2. Area of Concentration/Major: .................................................................

3. Marital status: Single ( ) Divorced ( ) Married ( )

What is your age range? Below 18yrs ( ); 18-24 ( ); 25-34 ( ); 35-50 ( ); Above 50 yrs ( )

4. Do you have any source of income? Yes ( ) No ( )

5. If yes, what is the source of income? Employment ( ); Self- Employment ( ); Other ............

6. What is your average monthly income/pocket allowance? None ( ); Less than Ksh. 5,000 ( ); Ksh. 5,001 – 10,000 ( ); Ksh. 10,001 – 15,000; ( ); Ksh 15,001 – 20,000 ( ); Ksh 20,001 – 25,000 ( ); Ksh 25,001 and above ( )

7. Do you drink malt soft drinks (such as Alvaro or Novida)? Yes ( ) No ( )

8. If Yes, go to question (9) and if No go to question (10).

9. If Yes, which is your favourite brand? Alvaro ( ) Novida ( )

10. If No, would the following alternatives be your preference?

<table>
<thead>
<tr>
<th>Drink</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yoghurt</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Porridge</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tea</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Coffee</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ice cream</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Soda</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Processed Juice</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unprocessed Juice</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Milk</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
11. How many times do you consume malt soft drinks (such as Alvaro or Novida)?

- 1-2 times a week
- 3-4 times a week
- 5-6 times a week
- More than 6 times a week
- Occasionally
- Never

12. How would you describe your household’s financial situation?

- Not well off
- Difficult
- Modest
- Reasonable
- Well off
- Don’t Know

Section B: Effect of Product Attributes in the Consumption of Malt Soft Drinks

13. In the first section, indicate the extent to which you agree with the following statements by using a scale of 1 to 5, where 1=Not important at all; 2=unimportant; 3=neutral; 4=important; 5=very important.

<table>
<thead>
<tr>
<th>PA1</th>
<th>The brand of malt soft drinks is an important consideration when buying at the shop</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>PA2</td>
<td>Packaging: The design of the bottle or cans attracts me into buying malt soft drinks</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>PA3</td>
<td>Printed Information: I consider having a look at the printed ingredients before buying any soft drinks</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>PA4</td>
<td>I prefer malt soft drinks that are low on sugar.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>PA5</td>
<td>Size: I am attracted by different sizes when buying malt soft drinks.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>
Section C: Social Effect in the Consumption of Malt Soft Drinks

14. Indicate the extent to which you agree with the following statements by using a scale of 1 to 5 where 1= strongly disagree; 2=disagree; 3=neutral; 4=agree; 5=strongly agree. Circle (O) which best describes your opinion of the statement.

| SE1 | Family Affluence: I consume malt soft drinks because my family. | 1 | 2 | 3 | 4 | 5 |
| SE2 | I consume malt soft drinks because it can be provided for by parents | 1 | 2 | 3 | 4 | 5 |
| SE3 | Taking malt soft drinks is part of my meal at home. | 1 | 2 | 3 | 4 | 5 |
| SE4 | Reference Groups: Malt soft drinks were recommended to me by my friends or colleagues | 1 | 2 | 3 | 4 | 5 |
| SE5 | I take malt soft drinks because I am more informed about them through television advertisements. | 1 | 2 | 3 | 4 | 5 |
| SE6 | Religion: My religion influences the consumption of malt soft drinks. | 1 | 2 | 3 | 4 | 5 |

Section D: Consumption of Malt Soft Drinks

15. Indicate the extent to which you agree with the following statements by using a scale of 1 to 5 where 1= strongly disagree; 2=disagree; 3=neutral; 4=agree; 5=strongly agree. Circle (O) which best describes your opinion of the statement.

| C1 | I will consume malt drink in future because I think it healthier than carbonated soft drink | 1 | 2 | 3 | 4 | 5 |
| C2 | I will recommend Malt soft drink to my friends given the chance | 1 | 2 | 3 | 4 | 5 |
| C3 | I will favour malt drinks when I have a cancel to do shopping for family/friends/self | 1 | 2 | 3 | 4 | 5 |