FACTORS AFFECTING CONSUMER PURCHASING DECISION IN KENYA’S MOTOR INDUSTRY: CASE OF ISUZU EAST AFRICA CUSTOMERS

BY

THUKU MONICAH WAMBUI

UNITED STATES INTERNATIONAL UNIVERSITY AFRICA

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THUKU MONICAH WAMBUI

A Research Project Report Submitted to the Chandaria School of Business in Partial Fulfillment of the Requirements for the Degree of Masters in Business Administration (MBA)

UNITED STATES INTERNATIONAL UNIVERSITY AFRICA

SPRING 2018
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 United States International University.

Signed ..........................  Date: ..........................

Thuku Monicah Wambui (646130)

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

Signed ..........................  Date: ..........................

Dr. Peter Kiriri

Signed ..........................  Date: ..........................

Dean, Chandaria School of Business
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ABSTRACT

The general objective of the study was to establish the factors affecting consumer purchasing decision in Kenya’s motor industry with specific focus on Isuzu East Africa customers. The study was guided by the following specific objectives: to determine how psychological factors influence consumer purchase decisions in Kenya’s motor industry, to establish how sales promotion strategies affect consumer purchase decisions in Kenya’s motor industry, to assess the effect of economic factors on consumer purchase decisions in Kenya’s motor industry and to establish the social-cultural factors affecting consumer purchase decisions in Kenya’s motor industry.

The study used descriptive research design. The study’s target population was the customers of Isuzu East Africa Limited. According to Isuzu East Africa Limited on average there were 400 customers monthly who purchased their vehicles. This study used simple random sampling technique to come up with a sample population of 200 respondents. The research findings were done focusing on the core objectives of the study. The data collected was analyzed using descriptive and inferential statistics with the help of the Statistical Package for Social Sciences (SPSS). The results were then presented using tables and figures.

According to the research findings, various psychological factors influenced the purchase decisions of individuals in different ways. For example the attitude towards the brand influenced the purchase decisions negatively. Other psychological factors included the perception of an individual about the Isuzu brand, personality and learning. The study revealed that most respondents did not view Isuzu vehicles as luxurious but instead viewed them as functional vehicle.

Promotional mix strategies like discounts provided a decrease in price improving the likelihood of an individual to make a positive purchase decisions. There was a correlation between good promotional mix and positive purchase decision and vice versa. The study also revealed the use of digital marketing and its effect on purchasing decision. Advertisement on the other hand played a minute role in influencing customer purchase
decisions as most respondents claimed that they were not influenced by them, but rather by positive word of mouth from other customers.

Economic factors also had an influence on the purchase decisions. Increased economic factors such as maintenance Prices and interests rates affected purchase decisions negatively same for price increments. Majority of the respondents agreed to the fact that availability of credit facility influenced their purchase decision. The study also revealed that most Isuzu customers purchase their vehicles after they met their basic need. Maintenance Price and availability of affordable spare parts also came out as one of the factors that influenced customer purchase decisions.

According to the research, it was discovered that there were various socio-cultural factors that affected the purchasing decisions of consumers, examples being factors such as the family, spouses and origin of automobile manufacture. Most respondents agreed to the fact that their families are an influencing factor in their vehicle purchase decisions. The study also revealed to us that family traditions and religion do not influence a customers’ purchase decision.

It was concluded that the psychological factors can only affect consumer decisions positively when they are nurtured well. It was also concluded that favorable economic variables affect consumer purchase decisions positively and vice versa. The right promotional mix was the key to good purchase decision by consumers. It was concluded that only some socio-cultural features affected consumer purchasing decisions negatively while others had no influence at all and a few had positive influence on the consumer purchasing decisions.

Recommendations for that further research should be carried out on the various variables of the four objectives to establish the detailed factors that influence consumer decisions socially, economically, psychologically and using the right promotional mix strategy. The study recommend that firms dealing with the sales of vehicles to consider the various economic factors that influence a customer’s decision such as lower interest rates, fuel efficient vehicles and availability of credit facilities. This can be implemented by designing vehicles for the different categories of clients to cater for their needs.
ACKNOWLEDGMENTS

My heart-felt thanks and appreciation goes to all those who have continued to assist me in a variety of ways. I express my gratitude to my husband, Mr. Elvis Muema, who has been very supportive and patient with me, my parents for their prayers and continued encouragement, my supervisor Dr. Peter Kiriri, whose experience, encouragement, correction and pieces of advice saw this proposal completed.
DEDICATION

This research project is dedicated to all my family members and friends for the unconditional support and encouragement throughout this period. God bless them all.
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CHAPTER ONE

1.0 INTRODUCTION

1.1 Background to the Study

Consumer purchasing behavior is regarded as a multi-step basic leadership process where individuals partake in it and furthermore incorporates the move purchasers make to fulfill their necessities and needs in the commercial center. Purchasing is tied in with getting required products and services from a sellers. However, present day customers buy items to reward themselves to satisfy psychological needs or to make themselves feel good. Modern customers buy things to flaunt their identity or to help their self – regard. Obtained things have turned into an insistence of the mind (Keller, Aperia & Georgeson, 2014). Retailers need to change keeping in mind the end goal to suit the modern shopping behavior. It is no longer sufficed to see a consumer as a rational creature making decisions. It is never again enough to feel that the customer acts in a way that bodes well from an economic or logical perspective (Pooler, 2016).

Purchasing itself is a type of self-articulation and individuals characterize themselves through their buys. How they buy, where they buy and what they purchase fills the needs of giving individuals a chance to express their wants, needs, and identities. Purchasing gives individuals a feeling of achievement. For some, it gives life a sense, a reason, esteem, and capacity. The fruitful customer feels an impression of fulfillment, execution, and satisfaction. Looking for enthusiastic and mental reasons has turned into the new mantra of current society (Keller, Aperia & Georgeson, 2014).

Customer behavior is the action an individual makes in obtaining and utilizing items and services, including the psychological and social procedures that go before and take after these activities. Foreseeing and understanding customer behavior is one of the biggest difficulties a business can confront. At introduce, the aggressive market constrained makers to deliver merchandise in light of client needs (Tafier, 2014). The study of consumer buy behavior, which is quickly called purchaser behavior, gives data about customer and his/her utilization designs. An association can keep on surviving on the off chance that it can supply buyer needs and requests with a far reaching comprehension of them. This demonstrates the significance of studying consumer behavior. This requires understanding buyer behavior which isn't so basic.
Clients may not know their own particular more profound internal inspiration or they may respond to influencing factors ultimately and basically alter their opinion. In any case, advertisers ought to think about their clients' solicitations, admissions and purchasing practices (Kotler, 2010).

According to Kibera and Waruingi (2015), firms in the UK, Germany, and Japan, where the greater part of the vehicles are delivered, are basically assessing the inside and outer condition with the improvement of focused procedures keeping in mind the end goal to fulfill buyers and in the meantime expand benefits so as to stay in business. There is no industry that has been saved by the opposition and firms have along these lines come up approaches to battle it. To adapt up to rivalry, firms have taken different vital measures including flat mergers, acquisitions, rebuilding, rearrangement, re-designing, improvement of less expensive items and division. Ferrel (2016) noticed that as the earth is changing so are the customers. They are winding up more sophisticated, complicated and learned, dictating what and how to be served.

It has turned out to be basic that industry players need to comprehend their consumers (both present and potential) well with the end goal for them to outline effective strategies. Associations can never again underestimate anything besides think of creative items to empower them to get by in the ever progressively aggressive condition. The scope of items offered to consumers has augmented and furthermore cut crosswise over client necessities. The quantity of players in the business is likewise expanding with African nations additionally wandering into the generation of motor vehicles. For example, in 2014, South Africa was in charge of the make of 84 percent of all vehicles delivered in Africa, 7 million of which are on the South African streets. Additionally in 2014, the industry made a 6.7 percent commitment to the GDP of South Africa and 29 percent of all South African producers made up the nation's car industry (Kibera & Waruingi, 2015).

In Africa, firms are progressively utilizing promotional campaigns to make mindfulness as well as for showcase development by increasing more consumers from competitors and enrolling nonusers of the items. The expansion in the quantity of players in the market combined with the diminished purchasing power of the buyer
has prompted competitive pricing by firms. Business associations have needed to plan successful appropriation frameworks to guarantee that the items achieve the consumers at the perfect place and time. Since purchaser behavior is affected by numerous factors, it has turned out to be troublesome for business administrators to anticipate with assurance what the buyers will purchase and in what amounts at a given timeframe (McCarthy, 2011). In any case, the motor business has kept on impelling development in the individual nations.

The Kenyan motor industry is one such industry that is critical in the national advancement activity. In the mid-nineties, the motor business in Kenya could gloat of more than thirty key players under the umbrella body, Kenya Motor Industry Association. The business was by then not changed and the establishment holders had set number of model varieties, which implied that clients did not have much decision (Kibera & Waruingi, 2015). The situation has since changed an extraordinary arrangement because of progression, which prompted an uncommon convergence of reconditioned vehicles. The quantity of players has likewise expanded and consumers have progressively turned out to be observing yet with a diminishing discretionary cash flow. The business has encountered rebuilding, terminations, lessening deals, mergers, and acquisitions.

The standard motor vehicle business in Kenya has in later past been hit by unending decreases. Most organizations have been compelled to downsize their tasks to skeleton structures, holding just named merchants while others have moved to other East African nations looking for the better working condition. As indicated in a report by Mwaniki (2010), the organization had conserved four times in seven years. Lonrho E.A. had been put under receivership and furthermore needed to conserve and rebuild. Marshalls E.A lost Honda establishment to little-known notoriety motors. Portage motors and Citroen hauled out of Kenya in the 70's and influenced a rebound in the late 90's with the Ford to establishment being given to Lonrho East Africa. Other prominent contestants included Alfa Romeo, Hyundai, KIA Motors, Daewoo, SsangYong, and Scania.

As indicated by Kenya Motor Industry' Association Measurements (2010), the industry has never hit the equal the initial investment target every month on the
grounds that the market has been taken up by ascendant second-hand imports. Be that as it may, the affiliation takes note of that the business understands an expansion of new vehicle deals every year through the increment is much beneath the units that the Kenya Auto Bazaar Association assesses its individuals offer in a similar period. Kenya Motor Industry Association faults uncontrolled imports and dumping for the decrease in the new vehicle advertises. Utilized vehicles represent 70 percent of the motor vehicle showcase in Kenya, in spite of the staggering expense as far as extras since these vehicles can't withstand the rigors of neighborhood conditions (Kibera & Waruingi, 2015). The dubious inquiry to add to this situation is whether the deluge of utilized auto into the market is because of expanded request by nearby purchasers or Kenya is simply turning into a shoddy dumping site for such contraptions.

A large portion of the automotive companies that operate in Kenya are franchise holders and the substances of the changing condition requests that establishment holders ought to work productively and successfully with a specific end goal to survive. The requests of freedom and expanded rivalry have implied that establishments should endeavor to set up vital measures that would give them an edge over their rivals. In light of this relentless rivalry, the industry players have advanced new showcasing and promoting programs that have guaranteed the proceeded with accomplishment of significant players like D.T Dobie, Isuzu East Africa, Simba Colt Motors Limited and different merchants (Kibera & Waruingi, 2015). Likewise, the industry centers around the specific specialty of the auto advertise, particularly for different brands and models. The objective clients for new models incorporate best CEOs of multinational organizations, well off agriculturists, non-administrative associations and conciliatory missions, nearby and multi-national associations.

The familiar maxim that the client is top dog is progressively becoming the dominant focal point in the motor vehicle industry. Most players have rebuilt themselves to stress on after-deals benefit. One such advancement is 'full upkeep renting'. Through this methodology, the purchasing organization embraces to pay for the vehicles in portions yet the merchant attempts to keep up the armada (Kibera & Waruingi, 2015). Most merchants favor it to money or contract buy plans. Under this plan, the armada purchaser pays a settled aggregate in portions each month and does not need to stress over support prices.
Isuzu East Africa Limited was until August 2017 known as General Motors East Africa. This came as a result of GM selling its 57.7 percent share to its leading distributor Isuzu (Igunza, 2017). Isuzu Motors limited, which trades as Isuzu is a Japanese commercial vehicle and diesel motor manufacturing company founded in 1916 in Tokyo Japan. Isuzu East Africa limited is one of the Isuzu’s main distributor serving the east African region. The company’s product portfolio include Isuzu pickups, light and heavy duty trucks and buses as well as servicing and maintenance of their previously owned Chevrolet, Opel and hummer brands from the USA (Otieno, 2017). To suit local infrastructure and environmental conditions, the organization re-designs its items for extra security and quality in critical territories radiator, undercarriage, suspension and frame. As a feature of the Isuzu motors Limited, the organization chips away at actualizing best practices in the entirety of her zones of activity (Igunza, 2017).

1.2 Statement of the Problem
The behavior of the consumer with regards to purchase of automotive is affected by various factors that are uncontrollable such as cultural, social, economic. These components make consumers create product and brand understanding of their impact. This is fundamental as marketing mix strategies can be developed to appeal to the inclinations of the target market (Ahmed & D'astou, 2013).

The present competitive world shows a situation in which the shot of survival of automotive companies is related to reliably upgrading customers' satisfaction and to attract their commitment and support. Knowing the components that unconsciously impact the decision to purchase something can effectively influence giving the customers better things. Customer buying behavior means more than just how an individual purchases a product. Displaying attempts in this manner moreover revolve around consumer’s consumption of services, activities and ideas. The manner by which a customer buys is basic to promoters. It incorporates understanding the course of action of decisions (what, why, right when, how much and how frequently) that client puts aside a couple of minutes (Hoyer, 2014). It is fundamental to know how a client reacts towards different thing features, Price, and business, remembering the ultimate objective to ensure strong high ground (Khachaturian & Morganosky, 2010).
Isuzu East Africa is no special case on the grounds that each potential purchaser here needs to think about different factors previously making a buy of their item. For the organization to stay focused in the motor business in Kenya; there is the requirement for the administration to comprehend their clients purchasing behavior towards their car marks and also how buyers respond towards various item highlights, Price, and promotion, with a specific end goal to guarantee solid upper hand.

Various studies in Kenya have been conducted in relation to consumers. For instance, Kileba (2011) completed a study on the impact of consumer recognition on attractiveness of new items concentrating on Kenya business banks' Bankika accounts. Wanjau (2011) completed a study because of brand identity on buyer's decision' the instance of malt-based non-mixed beverages in Nairobi. Wasonga (2013) completed a study on the elements influencing customer impression of Kenyan made quick moving buyer products in the East African community. Waboi (2012) directed a study on the viability of worldwide web based business technique among chose enlisted motor vehicle merchants in Nairobi. From the above studies plainly a large portion of the study concentrated on the managing an account division and different segments like agribusiness, protection et cetera and none has tried to demonstrate the variables that impact buyer purchasing choices. The study in this manner to explored the variables that impact purchaser obtaining choice in Kenya's motor industry with particular spotlight on the car items at the Isuzu East Africa Limited.

1.3 General Objective
The general objective of the study was to establish the factors affecting consumer purchasing decision in Kenya’s motor industry with specific focus on Isuzu East Africa customers.

1.4 Specific Objectives
The study was guided by the accompanying specific objectives;

1.4.1 To determine how psychological factors influence consumer purchase decisions in Kenya’s motor industry.

1.4.2 To establish how promotion mix strategies affect consumer purchase decisions in Kenya’s motor industry.
1.4.3 To assess the effect of economic factors on consumer purchase decisions in Kenya’s motor industry.

1.4.4 To establish the social-cultural factors affecting consumer purchase decisions in Kenya’s motor industry.

1.5 Significance of the Study

1.5.1 Management of the Motor Company

This study was noteworthy to the administration of Isuzu Fast Africa Management in that the discoveries will help them in enhancing their advertising techniques and additionally their present arrangements on client administration.

1.5.2 Employees

The study will likewise be huge to the representatives of the organization for they will realize what it requires to cooperate with their clients and additionally knowing how to treat them with the point of helping them manufacture trust with the organization and furthermore advance their purchasing practices. The discoveries of this study will likewise be noteworthy to different organizations that may jump at the chance to improve their client purchasing practices which would see their organizations develop all things considered.

1.5.3 Researchers and Academicians

The study will likewise be utilized by different academicians as a reason for their further research in a similar region or regions firmly identified with buyer utilization and their purchasing practices.

1.6 Scope of the Study

This study was conducted on customer purchasing decisions in Kenya’s motor industry. The specific area of study was Isuzu East Africa where clients formed the study population. The researcher encountered non-collaboration by clients since it is difficult to persuade somebody to fill surveys thus not coming to the focused on test measure. Nonetheless, the researcher guaranteed the respondents of propriety measures that the findings were accorded and was utilized just for academic purposes. The study was carried out in the months of April and May 2018.
1.7 Definition of Terms

1.7.1 Consumer Purchasing Behavior

Customer behavior is characterized as the behavior that buyer shows in the searching for, purchasing, utilizing, assessing, and discarding the items and services that they expect will fulfill their necessities (Kotler, 2010).

1.7.2 Sales Promotion

Sales promotion has been defined as a direct inducement that offers an extra value or incentive for the product to the sales force, distributors, or the final consumer with the primary objective of creating an immediate sale (Haugh, 2013).

1.7.3 Psychological Factors

The term psychosocial refers to the mental and social factors that impact psychological well-being (Smith, 2009). They discuss the brain research of a person that drives his activities to look for fulfillment. They incorporate factors such as inspiration, learning, and points of view among others.

1.7.4 Economic Factors

Economic factors could be referred to as a thought with respect to how a buyer's extra cash and other money related assets tend to affect their purchasing exercises. As indicated by Brassington (2011), financial components incorporate among others; the level of salary, credit accessibility, state of mind towards spending, fluid resources.

1.7.5 Social-cultural Factors

Social cultural factors include a number of factors that characterize the relationships and activities of a group of people within a particular set environment (Peter, 2009). They include customs, lifestyles and values that characterize a society. More specifically, cultural aspects include factors such as aesthetics, education, language, religion, technology and material culture, values and attitudes.
1.8 Chapter Summary

This chapter provided a comprehensive background of the problem followed by the statement of the problem. The general objective which was to establish the factors affecting consumer purchasing decision in Kenya’s motor industry with specific focus on Isuzu East Africa customers. Followed by four specific objectives which included social-cultural, promotional mix, physiological and economic factors. This was then followed by the scope and significance of the study respectively.

Chapter two provided the literature review organized in terms of the research objectives. In chapter three, the research design and methodology as well as the data type and data collection instrument were discussed. Chapter four of the study provided the study findings in terms of descriptive and inferential analysis based on the study objectives. Chapter five provided a detailed summary as well as conclusions and recommendations.
CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Introduction
The chapter provides an extensive literature and research related to factors influencing consumer purchase decisions in the motor industry. This literature review summarizes a diverse spectrum of views about consumer purchase decisions. The chapter is thus structured into a theoretical, conceptual and empirical review. The study also presents the knowledge gap the chapter seeks to fulfill.

2.2 Psychological Factors Influencing Consumer Purchase Decisions
2.2.1 Perception
Perception is the process by which people select, organize and interpret information to form a meaningful picture of the world. Though a motivated person is ready to act, people with the same motivation may act differently, this is because of the fact that individuals receive, organize and interpret the sensory information in an individual way. People can form different perceptions towards the same stimulus because of three perceptional processes, selective attention, selective distortion and selective retention (Moore & Birtwistle, 2015). For example, an average person may be exposed to a very large number of adverts in a single day. Certain people have the capacity to screen out most of the information to which they are exposed. This means that marketers have to work hard to attract the consumer’s attention.

Schiffman and Kanuk (2010) have described perception as the process by which an individual selects, organizes and interprets stimuli into a meaningful and coherent picture. Auma (2014) notes that in the process of perceiving marketing information, consumers form images of brands, stores, and companies. Perception is important because consumers selectively perceive what they want and it affects how they see risks in a purchase. Perception determines specific products that a consumer purchases. If they perceive the product as low quality, they may search for what they perceives as high quality.
2.2.2 Attitude

Attitude, on the other hand, is an expression of inner feelings that reflect whether a person is favorably or unfavorably predisposed to some object (Schiffman & Kanuk, 2010). Jobber (2011) defines an attitude as an overall favorable or unfavorable evaluation of a product or service. Attitudes are basically people's likes and dislikes regarding products, services, ideas, brands, organizations, and people. Attitudes are learned through the socialization and cognitive processes and can, therefore, be changed. They act as a framework on which we build thoughts and beliefs. Assael (2012) on the other hand argues that attitudes develop over time through a learning process that is affected by family influence, peer group influence, information, experience, and personality.

A consumer's attitude towards a product or a company determines whether he will purchase the company's products or not. A consumer's attitude towards a brand is very influential in the decision-making process and is shaped by many factors including education, economic circumstances, family, age, experience, the law and social background (Ross & Harradine, 2014). Changing attitudes can be difficult, as they fit into a pattern and to change one may require radical adjustments to be made to others (Kotler, 2010).

2.2.3 Perceived Quality

World over, customers look for product quality and features that will satisfy their needs. A vehicle is no longer just a means of transport but has to have an emphasis on safety, durability, among other features like space, seating capacity, 4WD or motor power and reliability among other features. The extensive literature and emphasis on actual quality seem to have conspired against what we describe as the neglected frontier of quality: an outside-in perspective driven through the customer-centric perception of quality by intrinsically dealing with the voice of the customer. The customers' perception element of quality has its own distinct definition and form of measurement. It carries subjectivity and is the level of perceived value reported by the customer who benefits from a process or its outcome. Perceived quality is in the mind of the believer, and is a poor offspring because our methods of today are all focusing attention on the business and not to the customer outside of the business. Perceived
product quality is perhaps one of the most important constructs in marketing. In recent years, perceived quality has been the subject of considerable interest by both practitioners and researchers, mainly in services marketing (Cronin & Taylor, 2012). However, work that integrates the role of perceived product quality within the context of other marketing variables like product involvement, consumer satisfaction, and purchase intentions has received less attention.

Indeed, the belief that high perceived quality leads to repeated purchases is the bedrock of any business. Achieving perceptions of quality is usually impossible in Kenya unless the quality claim has substance. Generating high quality requires an understanding of what quality means to customer segments, as well as a supportive culture and a quality improvement process that will enable the organization to deliver quality products and services. Creating a quality product or service, however, is only a partial victory: perceptions must be created as well. Perceived quality may differ from actual quality for a variety of reasons. First, consumers may be overly influenced by a previous image of poor quality. Because of this, they may not believe new claims, or they may not be willing to take the time to verify them. Thus it is critical to protecting a brand from gaining a reputation for shoddy quality from which recovery is difficult and sometimes impossible (Parasuraman, Zeithaml & Berry, 2016).

Second, a company may be achieving quality on a dimension that consumers do not consider important. When Citibank dramatically increased back-office efficiency by automating its processing activities, the expected impact on customer evaluations was disappointing. Customers, it turned out, either did not notice the changes or did not recognize any benefit from them. There is a need to make sure that investments in quality occur in areas that will resonate with customers. Third, consumers rarely have all the information necessary to make a rational and objective judgment on the quality and even if they do have the information, they may lack the time and motivation to process it. As a result, they rely on one or two cues that they associate with quality; the key to influencing perceived quality is to understand and manage these cues properly. Thus, it is important to understand the little things that consumers use as the basis for making a judgment of quality (Parasuraman et al., 2016).
Similar to brand awareness, perceived quality is determined by a number of factors. To be more specific, perceived quality can further be classified as product quality and service quality. Regarding product quality, there are seven dimensions which affect the consumers' perception, namely performance, features, conformance with specifications, reliability, durability, and serviceability as well as fit and finish. Service quality, on the other hand, is judged by its corresponding tangibles, reliability, competence, responsiveness, and empathy (Aaker, 2011). As mentioned by Srikatanyoo and Gnoth (2012), consumers are inclined to develop stereotypical beliefs about the products from specific countries. Hence, consumers could have their preferences for products made from one country over another (Papadopoulos et al., 2011).

### 2.2.4 Personality

The personality of a consumer drives an individual’s behavior to accomplish their goals in different situations. Researchers are able to look at personality as a variable to help predict the effects of individual traits on the purchase and consumer behavior (Engel et al., 2015). These differences enable marketers to provide a clear understanding of the characteristics consumers possess that are more determinant of behavior. It is a difficult task to achieve as every individual is so different, so in order for marketers to be effective they must create advertisements that have a strong appeal to consumers and allow them to think, what product fits in well with their values, personality and lifestyle (Engel et al., 2015).

Personality can be defined as consistent responses to environmental stimuli (Kassarjian, 2011). In other words, it is a person’s characteristic response tendencies that are repeated in similar situations. The manner in which a consumer responds to environmental stimuli is subject to an individual’s psychological makeup. No two consumers are the same, they may have equal tension reduction but their levels in extroversion can be different which can lead them to engage in dissimilar behaviors.

### 2.2.5 Learning

Consumers can gain decision-making information from advertising, especially about products in categories beyond their experience. If a commercial message convinces consumers to try a product but their post-purchase experiences prove dissatisfying,
they learn to avoid that product, even if it changes enough to negate their prior dissatisfaction. In response, the advertiser must try to teach consumers another message about the product, one that removes prior conditioning in favor of new information. Conditioning also explains how rewards, gifts with purchases and "but wait, there are more" messages work to train customers to prefer one product in a category over another. Learning describes changes in an individual’s behavior arising from experience. In every circumstance, our perception is conditioned by our prior experience, for it is this which constitutes our preparatory set or expectations and the framework into which we seek to place and organize new stimuli. In other words, we have learned from our earlier experience and seek to maintain balance or consistency by relating to and interpreting new stimuli in terms of past or learned stimuli (Blythe, 2012).

The practical significance of learning theory of marketers is that they can build demand for a product by associating it with strong drives, using motivating cues, and to the same drives as competitors and providing similar cues because buyers are more likely to transfer loyalty to similar brands then to dissimilar ones (Lamb, 2010).

2.3 Promotion Mix Strategies Affecting Consumer Purchase Decisions

2.3.1 Advertising

Kotler and Keller (2016) characterized advertising as any paid type of non-individual type of showcasing correspondence around an association, item, benefit or a thought by a recognized support. The idea individual segment of promoting includes utilizing broad communications, for example, TV, Radios, daily papers, magazines, and so on which is non-individual and don’t have a prompt input as individual offering does and is executed by a particular publicist for a charge paid to impact buyer conduct. According to Wang (2009), advertising is a standout amongst the most essential correspondence joins with clients, consequently clients' coveted picture and dialect alongside culture, economy and business changes must be remembered, and thus promoting helps in building brand mindfulness and picture by redundant introduction to the planned message.

Brassington and Pettit (2010) characterize advertising strategy as any paid type of non-individual correspondence coordinated towards target groups of onlookers and
transmitted through different broad communications with a specific end goal to advance and present an item, administrations or thought. The key distinction amongst advertising and other special devices is that it is generic and speaks with vast quantities of individuals through paid media channels. Meidan (2016) states that a motor vehicle company can utilize its advertising for either its long term or short term objectives. Motor vehicle associations endeavoring to make a long haul relationship should develop of its name by utilizing institutional advertising, while an association intrigued by advancing its image name and its separated items and administrations would utilize a brand promoting strategy.

The institutional advertising comprises of advancement of the organizations' picture all in all and advancement of the items offered, with additional accentuation on the particular association's name association. The association looks for through its advertising correspondences to fabricate mindfulness and to awe clients searching for the best scope of items (Meidan, 2016). Brand advertising takes after nearly in the strides of institutional promoting. Its motivation is to make attention to the associations' name and to publicize the distinctive items and administrations it is putting forth. Since motor vehicle firms are serving a mass of individuals, the issues of brand promoting are to know who to publicize to, and how to promote (Pettit, 2010). While institutional advertising is coordinated towards the entire populace, the brand promoting of specific items must be considerably more particular since it needs to demonstrate that the customer will profit by the administration. Moreover, all the individual battles of brand promoting must be good in tone and introduction and match the picture the associations have made through its institutional advertising (Mortimer, 2011).

According to reports contained in the Munguti (2018), Bentley and Porsche were enduring decreases in yearly deals. The report showed that in the year 2017 Porsche mark saw its business decrease, offering fewer than 50 units in the year, as opposed to the earlier year where their deals were over 50 units. With an end goal to build their deals, the two extravagance organizations left on a notice crusade that included deliberately mounting announcements along Westlands and Parklands regions in Nairobi. The organization was in doing as such, utilizing area based showcasing to
target particular clients with an end goal to grow item mindfulness, create intrigue and in the end get deals.

Mortimer (2011) states that a critical piece of advertising is to make the item tangible in the mind of the consumer keeping in mind the end goal to decrease apparent hazard and give a reasonable thought of what the item involves. Moreover, she thinks of it as essential to promote reliably, with the reasonable brand picture keeping in mind the end goal to accomplish separation and support informal correspondence.

2.3.2 Sales Promotion

As indicated by Cuizon (2009) deals advancement strategy utilized by the vender isn't just compelling in prevailing with regards to accomplishing here and now deals but at the same time are more financially savvy than a notice. Nema (2012) order deals advancements as Consumer Sales advancement and Trade Sales advancement. According to their examination, buyer deals advancements demonstrate any transient advancement techniques predetermined by retailers to support client prompt reaction to the items.

The extra advantage whether in trade or out kind offered to buyers through deals advancement is exceptionally prone to impact their buy conduct or choice (Ngolanya et al., 2016). Subsequent to thinking about the conceivable choices, the buyer settles on a buy choice and the customer's decision depends partially on the purpose behind the buy (Kotler, 2010). As indicated by Kotler (2010), the shopper may act rapidly, particularly if deals limited time apparatuses are utilized or the buyer may put off making any buy. At whatever point the customer makes a buy, they discover what items and administrations are accessible, what highlights and advantages they offer, who offers them at what Prices, and where they can be acquired (Ngolanya et al., 2016). The organizations and its business group give customers the market data at whatever point they draw in shoppers in endeavors to advise or convince trying to speak with them. Deals advancement, consequently, gives an appropriate connection by furnishing buyers with tests of the items for them to test them in little amounts and additionally give shoppers most required data concerning the item (Ngolanya et al., 2016).
According to Davidson (2014), buy choice might be between objective or passionate thought processes; in any case, in all cases, the deal is made or not made in the client's psyche and not in the brain of the dealer. An item isn't acquired for its own purpose however for its capacity to fulfill a need. The utilization of a portion of these special apparatuses helps in deciding the utilization that shoppers are probably going to put the item into and in this way manage them towards the correct item (Cox and Britain, 2010). The buyer is hence given the applicable data, get the chance to attempt the item and become more acquainted with whether it fulfills their requirements and furthermore appreciate a value diminishment. Deals advancement is along these lines used to attract shoppers to the item and they wind up influencing a motivation to buy because of the quality of the deals limited time apparatus (Ngolanya et al., 2016).

Berkowitz et al., (2014) proposed that, in the purchase decision process, at the recognition and the information search stage, the sales promotional tool that is most effective is the free samples because it helps gain low risk trials. According to them, consumers will be more likely to take the risk of trying a sample rather than buying the whole product and being disappointed. They further suggested that, at the alternative evaluation and the purchase decision stage, deals, point of purchase displays and rebates are suitable sales promotional tools because they encourage demand and repurchase of the same product by the consumer. They finally proposed that, at the post purchase stage, the best sales promotion tool would be the use of coupons, as they encourage repeat purchase from first time buyers.

2.3.3 Personal Selling

According to De Pelsmacker et al., (2011) personal selling can be defined as, face-to-face communications tool used to inform, maintain and to establish a long-term relationship with prospective customers. Brassington and Pettit (2010) also argue that personal selling is a two-way communication tool between a representative of an organization and an individual or group, with the intention to form, persuade or remind them, or sometimes serve them to take appropriate actions. Furthermore, personal selling is a crucial element in ensuring customers’ post-purchase satisfaction, and in building a profitable long-term buyer-seller relationship built on trust and understanding. Verhallen (2015) states that the increased competition within the fast-
changing environment of motor vehicle industry has led the organizations to develop and maintain comprehensive relationships with their customers.

Kotler (2010) noted that personal selling is a useful tool to communicate with present and prospective buyers. Personal selling involves two ways flow of communication between a buyer and seller designed to influence consumers buying decisions. Furthermore, according to Fill (2016), the main feature of personal selling is the effect it has, it means that salespeople are more likely to break through, get consumers attention and even be remembered later on. The salespeople have the chance of adjusting the message to the type of customer they are dealing with. Since the communication is two-way there is less danger of misunderstandings because salespeople can get feedback immediately and on the spot. Weit and Castleberry (2014) noted that the crucial role of salespeople is to engage and gather information related to a potential customer, adopt a sales strategy based on that information, carry a message that implements organization strategy, evaluate the effect of these messages and make adjustments upon this evaluation.

There is a possibility of feedback and evaluation of messages that have been transmitted so that these personal messages can be modified and made more personal than any of the other communication tools. In business-to-business markets, sales personnel operate at the border at the organization and provide the link between the organizational needs and the needs of their customers. Without personal selling, communication with other organizations would occur through electronic or print media (Fill, 2016). The major advantage of personal selling is the impact it has, meaning that a salesperson is more likely to break through, get people’s attention and even be remembered afterward. The salesperson has the possibility of adapting the message to the type of customer he or she is dealing with. Since the communication is two-way there is less risk of misunderstandings and as stated earlier the salesperson gets immediate feedback (Fill, 2016).

2.3.4 Direct Marketing

According to Brassington and Pettit (2010) direct marketing is an intelligent arrangement of showcasing, utilizing at least one publicizing media to accomplish quantifiable reaction anyplace, shaping a reason for making and further building up an
on-going direct connection between an association and its clients, to have the capacity to make and manage quality association with at times hundreds or even a great many individual clients, an association needs however much data as could reasonably be expected about every one, and should have the capacity to get to, control and examine that data, consequently, the database is essential to the way toward building the relationship. Coordinate means utilizing direct media, for example, mailings, lists, phone, Internet, press and publications, and not through go-betweens, for example, merchants, retailers or deals staff. No media channel rules their work. It is an instrument that is utilized to make and support an individual correspondence with clients, potential clients and other essential partners (Fill, 2016).

Direct marketing has an essential theory and that is to think about every client as a venture. By recognizing every client implies that one can focus on the most proper correspondence in an intelligent way. Clients are by and by tended to and can react, bringing about that the organization may receive an offer to the necessities of the client in view of the information that have been put away in a database from the exchanges (De Pelsmacker et al., 2011). When all is said in done, coordinate showcasing has three fundamental destinations and target gatherings. The first is that immediate promoting correspondences can be utilized as an immediate deals channel by pitching items with no eye to eye contact, implying that for Example regular postal mail is utilized and arranges are taken by telephone or mail. The second one is deals or appropriation bolster. It can be utilized to help the business group, merchants or retailers since guide showcasing attempts to get ready and animate deals. Not to overlook, it can likewise be utilized to catch up deals. The third and last one is client maintenance and faithfulness.

Coordinate showcasing is a reasonable apparatus for enhancing client connections and increment the fulfillment and dedication among them. Client devotion is vital from multiple points of view; steadfast clients remain for a lot of offers figures and they end up gainful the more they remain as far as the arrival per client will increment and positive verbal prompts new clients (De Pelsmacker et al., 2011). The arrangement centers on an immediate contact between the dealer and the shopper, in the feeling of nonattendance of any wholesalers or retailers. A significant number of methods to achieve the objective client are engaged with this sort of advancement. Direct
marketing can be acknowledged through direct mailing efforts and inventories, broad communications apparatuses (TV, infomercials, online shopping, and radio), printing request structures and telemarketing. The Internet has likewise upgraded the open doors for coordinate advertising; accordingly, electronic mail order shopping has consequently been added to the rundown of apparatuses.

2.4 Economic Factors Affecting Consumer Purchase Decisions

2.4.1 Price

Price of a product moreover makes sense of who gets it and the sum that is obtained. Price moreover chooses the market to be served by a firm. Lower prices claim to specific target packs who may buy a thing due to the ease and carelessness another that they may consider significantly assessed. A couple of clients may not buy any humble assessed things as they see them to be low quality (Schiffman & Kanuk, 2010). Hatirli et al., (2014) announced that in Turkey, responses on families to esteem contrasts enable them to pick emptied decisions over squeezed dealt with fluid deplete. Price, in this way, makes sense of who buys a thing, what sum is acquired, which one is obtained and where it is purchased. Price is multi-faceted, in this way, subsequent to delivering a product, the vital inquiry that should be addressed is: "The thing that Price ought to be charged?" This inquiry isn't replied by just makers, yet in addition wholesalers and most particularly retailers (Hatirli et al., 2014). It is likewise critical to think about the how, what, when, where and what type of evaluating by making the inquiry: "How would we charge?" This is fundamental since, clients respond startlingly if the Price is broken into parts, or the item or administration is packaged with different things (Hatirli et al., 2014). At the point when purchasers have substantially more data on the most proficient method to settle on a choice on the apparent esteem or nature of an item, value climbs the positioning scale as a determiner of significant worth.

As indicated by Stivings (2012) individuals process numbers in an unexpected way, and they may never realize what is in their psyches when they consider Prices and how this influences their conduct. Conventional financial reasoning accept that business sectors are constantly productive and members constantly judicious. Be that
as it may, shoppers carry on in an unexpected way, once in a while even nonsensically when given an assortment of triggers (Stivings, 2012). When setting Prices, take note of that recognition assumes a vast part in clients' buying choices. In the event that the correct estimating procedure is utilized for an item and for the market, and such a methodology is upheld with solid limited time and arrangement or dissemination programs, the firm can expand deals and experience business development (Stivings, 2012). In any case, a wrong estimating methodology can be exorbitant.

An all-around picked price ought to have the ability to achieve the cash related targets of the association, for instance, advantage. It should in like manner fit the substances of the business focus while meanwhile reinforce a thing's arranging and be consistent with interchange factors in the advancing mix. Price is, all things considered, influenced by the kind of course channel used, the sort of progressions used, and the idea of the thing. Price, thus, ought to be decently high if prices procured are high, the assignment will purpose of truth be specific, and the thing is supported by wide publicizing and restricted time argues. In such way, a minimal effort can be a sensible substitute for thing quality, convincing headways, or a vivacious offering effort by retailers (Jobber, 2010).

East (2014) argues that in ordinary economics prices are essentially viewed as a cost. This is because of the affirmation that a price basically serves to enlighten the purchaser about the colossal is a more noteworthy measure of continuous start. Esteem one of the non-thing normal for mark affiliations where it can be a fundamental relationship in the course of action of brand perceptions, particularly as to regard and appealing quality and is a measure by which customer as often as possible piece their understanding into a market or arrangement (Batey, 2009). Splendid things, and also support packaging, prohibitive store zones, high retail edges, expensive headways, advancing endeavors, in spite of stamp names, are inside and out seen to be the promise to the higher expenses of excess stock. Associations, consequently, continue to make immense interests in these fragments in order to make their things instantly obvious and typical. The luxury things are furthermore inclined to lose their abnormality and particularity traits in case they are not assessed high.
2.4.2 Level of Income

The individual pay of a person is determinant of his purchasing behavior. The gross individual pay of a person includes extra cash and optional pay. The disposable individual wage proposes the honest actual pay (i.e. cash change) staying at the trading of a man coming about to deducting charges and obligatorily deductible things from the gross pay (Lawson et al., 2016). An augmentation in the discretionary wage prompts an improvement in the use on different things. A fall in the extra cash, obviously, prompts a fall in the usage on different things. The optional individual wage suggests the change remaining coming about to meeting essential necessaries of life. This remuneration is open for the buy of shopping stock, strong things and overabundances (Assael, 2014). An expansion in the optional pay prompts a growth in the usage on shopping things, extravagances and so on which redesigns the way of life of a person.

Family wage suggests the total pay of the great number of individuals from a family. Family pay impacts the purchasing conduct of the family (Kotler, 2010). The surplus family wage, staying after the usage on the essential needs of the family, is made open for securing shopping stock, durables and overabundances. Pay needs are one of the fundamental determinants of the getting conduct of a person. On the off chance that he expects advancement in his wage, he is attracted to spend more on shopping stock, strong things and extravagances. Then again, in the event that he expects any fall in his future wage, he will truncate his usage on solaces and liberalities and purpose to contain his use to minimum fundamentals.

An Individual's hankering concerning his wage level later on impacts his getting conduct today. For example, if a person anticipates that his wage will enlarge later on, by then he will spend more cash on the buy of the overabundance stock, durables, and shopping things. Plus, as a general rule, in the event that he imagines that his compensation will fall later on his use on such things in like way lessens.

Taylor (2011) is of the feeling that a lessening in pay shifts buying conduct from purchasing typical products to second rate merchandise. This essentially implies as purchasers purchase less claim to fame things, for example, shoes and apparel, and purchase more store-mark things. Mogridge (2009) places that the fundamental basic
idea with regards to purchaser conduct is that the normal individual of a given pay
level is probably going to spend a given amount of cash on the buy of autos. He,
consequently, proceeds to contend that there is a capacity which gives, for each wage
level, and in addition the average expenditure on a car purchase. More recent studies
in this area have demonstrated that there is a positive connection between salary
levels and vehicle buy choices by people (Feng, Wang & Zeng, 2011). For instance,
an investigation directed by Nagai, Fukuda, Okada, and Hashino (2013) uncovered
that two-and four-wheeled vehicle possession in Thailand depends to a great extent on
the wage levels of people.

In another comparative examination Diaz-Olvera, Plat and Pochet (2008) and
Blumenberg and Pierce (2012) set up that salary or absence of it impacts how a family
buys their method of transportation and additionally the manner by which people
travel. They, accordingly, are of the sentiment that for sure low-salary families are
more averse to possess autos (Rahman, 2011) and more inclined to movement by
different methods of transportation other than motor vehicle. This, along these lines,
implies that the wage level of an individual has a positive connection with purchasing
choice. It likewise implies that people who have a high pay are probably going to
purchase costly items. Mathios (2012) on his part contends that family pay level
impacts one's choice on the decision of a motor vehicle to buy. This for sure is an
impression of a high effectiveness in gathering data on motor vehicles. Such people
are probably going to have the money related help to buy such vehicles and this, in
this manner, impacts them to purchase more costly autos whose cost is higher. Gould
and Lin (2014) on his investigation set up the level of pay for an individual relates
emphatically with wellbeing information, particularly with regards to picking and
possibly utilizing motor vehicles (Cotugna et al., 2012).

2.4.3 Interest Rates

Interest rates can likewise affect the level of spending on purchaser merchandise
significantly. Numerous higher-end buyer merchandise, for example, autos or
adornments, are regularly acquired by buyers using a credit card. Higher loan costs
make such buys significantly more costly and in this manner deflect these
consumptions. Higher loan costs by and large mean more tightly credit too, making it
more troublesome for shoppers to get the fundamental financing for real buys, for example, new autos. Shoppers frequently defer acquiring extravagance things until the point that more positive credit terms are accessible.

Dasgupta, Siddart and Silva-Risso (2009) directed an examination of the conduct of purchasers concerning the decision of the financing strategy for vehicles (Banerjee, 2010). They could analyze the credit and renting choices. This examination uncovered that buyers are exceptionally nearsighted and will, accordingly, incline toward gets that accompany bring down installment streams, notwithstanding when they have higher aggregate expenses. They likewise settled that for sure most buyers will probably rent than to back autos with higher support costs. This is essentially on the grounds that these alternatives give shoppers the choice to restore the auto before upkeep costs turn out to be too high. Ponder et al., (2009) then again opined that respondents favored low-financing costs, a high discount, and up front installment. This view is contrary to that held by Doyle (2011) who battles that a credit charge addition is likely not affecting bona fide motor vehicle bargains if the automakers can adjust the rate increases with cut down expenses.

Advance expenses are essentially enormous when looked a marker or some likeness thereof, and for purchasers, the indicator more often than not winds up being the inflation rate (Cotugna et al., 2012). In disengagement, a 10 percent financing cost on a credit sounds costly, however in the event that one can obtain a home loan at 10 percent in an inflationary situation where the cost of products continues ascending at a yearly rate of 15 percent, the advance rate sounds cheap (Cotugna et al., 2012). On the other hand, in a deflationary situation when costs are falling and products esteems are dropping, a 1 percent return on an investment account sounds extremely alluring. Along these lines, customer conduct does not change in light of rates alone yet rather on the rates in connection to the more extensive economy.

2.4.4 Consumer Credit

Consumer credit refers to the credit facility available to the consumers desirous of purchasing durable comforts and luxuries. It is made available by the sellers, either directly or indirectly through banks and other financial institutions. Hire purchase, installment purchase, direct bank loans etc. are the ways by which credit is made
available to the consumers (Beatty & Talpade, 2014). Consumer credit influences consumer behavior. If more consumer credit is available on liberal terms, expenditure on comforts and luxuries increases, as it induces consumers to purchase these goods, and raise their living standard.

If more consumer credit is accessible on liberal terms, use on solaces and extravagances increments, as it actuates buyers to buy these products and raise their expectation for everyday comforts. Facility of consumer credit system; hire purchase, installment purchase and so forth, assume an imperative part in the buy choice. A purchaser can order all the more obtaining power. Purchase now and pay later' assumes its part viably in the quick development of the market for the auto, bike, clothes washer, furniture, TV et cetera (Lawson et al., 2016). The arrangement of simple credit or installment terms may urge the shopper to make a buy.

2.5 Social-Cultural Factors Affecting Consumer Purchase Decisions
2.5.1 Family

A family is the most imperative purchaser purchasing association in the public eye and it constitutes the most compelling social factor that impacts customer conduct (Kotler, 2010). It is a gathering of at least two people related by blood, marriage or reception, and living together as a family (Lawson et al., 2016). Since the family is a pivotal basic leadership unit, the communication between relatives is probably going to be more critical than those of littler gatherings, for example, companions or associates (Lee & Marshall, 2014). Family impact includes activities by relatives that have any kind of effect amid the choice procedure. Two noteworthy sorts of impact have been distinguished: the immediate impact which is constructing specifically with respect to the chief's own needs and aberrant impact in which the leader considers other relatives' needs in a roundabout way (Beatty & Talpade, 2014).

Family structure determines the power, duties, exercises, and part desires for every part. Family structures are additionally changing step by step settling on family buy choice examples not the same as previously. Advertisers must be touchy to these progressions and the way they impact family buy choices and utilization exercises (Lawson et al., 2016). Advertisers need to comprehend the idea of the family's impact on its individuals and the manner by which buy choices are made by the relatives.
This information will enable the advertisers to better in creating promoting programs and in defining methodologies to actualize those.

2.5.2 Reference Groups

Aside from the family, we have reference groups which fill in as a state of correlation for an individual educating either broad or particular qualities, dispositions or conduct (Auma, 2014). They are individuals to whom an individual looks as a reason for self-examination or as a wellspring of individual measures (Schiffman & Kanuk, 2010). Kibera and Waruingi (2014) take note of that reference groups fill in as a model for a person's conduct and as an edge of reference for basic leadership. Antonides and Vanraaj (2014) characterize a reference assemble as a gathering of individuals that an individual alludes to for examination when making judgments about his or her own conditions, dispositions, and conduct.

Consumers are influenced by word-of-mouth communication between group members especially those considered as opinion leaders (Assael, 2014). They can either have a direct or an indirect influence on a person’s attitudes or behavior. One can, therefore, belong to membership group, which can either be primary (e.g. family, friends, neighbors and co-workers) or secondary groups (e.g. religious, professional and trade union groups). There is also the aspirational reference group, which is usually composed of idealized figures such as successful business people, athletes who consumers look up to. Reference groups expose an individual to new behaviors and lifestyles. They influence attitudes and self-concept and also create conformity that may affect actual and brand choices.

Finally there is roles and status that reflect a person’s position in different groups, family, clubs and organization. A role consists of activities a person is expected to perform according to the people around him or her while status is measured in terms of wealth (value of economic assets), power (influence over others) and prestige, the degree of recognition received from others (Schiffman and Kanuk, 2010). Each role carries a status reflecting the esteem to it by society. A managing director may drive a Mercedes Benz while a middle level manager may drive a Nissan Sunny.

Human social orders display social stratification, which in some cases appears as a position framework where individuals from the distinctive rank framework are raised
for specific parts and can't change their standing participation (Kotler, 2010). All the more often it appears as social classes, which allude to an open total of individuals with comparable social positioning (Kibera & Waruingi, 2014). They are characterized by expansive purchaser groupings as indicated by its level of esteem and power in a general public. The definitions can be by wage, occupation, and training, where the most widely recognized approach to sort social classes is upper, upper middle, lower middle and lower categories (Assael, 2014).

As per Kohn et al., (2010) occupation is a decent indicator of social class. It is the best single indicator of social class and frequently adequate to appraise a family's class. It is a decent indicator of social class in light of the fact that fluctuating levels of status and regard gather to various employments. It isn't so much the status that influences demeanors and conduct, as the work itself. Higher status occupations are characterized as far as proprietorship, control of the methods for generation and control over the work intensity of others. Training is identified with social class since it is firmly associated with an occupation, yet there are conduct suggestions for instruction that go past this relationship. Training influences shopper data handling and basic leadership. This is valid, to some extent, since more instructed purchasers have a tendency to be more learned of market powers and openings (Assael, 2014). Learning is identified with purchaser appreciation and to the degree that customers have shifting levels of information and perception, they are probably going to carry on diversely in their choice procedures (Bettman & Sujan, 2013).

People inside every social class have a tendency to act more indistinguishable than people from various social classes and are seen as involving second rate or better positions concurring than their social class and can move starting with one social class then onto the next (up or down) amid their lifetime. They indicate particular item and brand inclinations in numerous zones including garments, home furniture, recreation exercises and autos. Social class is utilized as a reason for recognizing and achieving especially great prospects for items and administrations (Bettman & Sujan, 2013). Purchasers in various social classes approach the purchasing circumstance in an unexpected way, with choice motivation prompting unsurprising varieties in relative evaluative criteria significance crosswise over classes. Companies of items such as financial investments, expensive cars, and evening wear target upper class. Middle
class represent a target market for home improvement centers and automobile parts stores. Lower class is targeted for products packaged in small quantities.

**2.5.3 Culture**

Culture, subculture, and social class are social factors that are critical in purchasing conduct. Culture is the essential determinant of a man's needs and conduct (Kotler, 2010). It is characterized as the whole of educated convictions, qualities, and traditions that serve to coordinate the purchaser conduct of a specific culture (Cravens et al., 2012). A developing youngster gets an arrangement of qualities, discernments, inclinations, and conduct through his or her family and other key organizations. As an individual growing up, a kid is affected by their folks, siblings, sister and other relatives who may show him what isn't right or right. They find out about their religion and culture, which causes them create sentiments, states of mind, and convictions.

Culture is the basic character of a general public that recognizes it from other social gatherings. The basic components of each culture are the qualities, dialect, fantasies, traditions, ceremonies, laws, and the relics, or items that are transmitted starting with one age then onto the next (Lamb, Hair & Daniel, 2011). Culture is the most principal determinant of a man's needs and conduct. Though lower animals are administered by impulse, human conduct is to a great extent learned. The tyke experiencing childhood in a general public takes in an essential arrangement of qualities, discernments, inclinations, and practices through a procedure of socialization including the family and other key organization.

Schiffman and Kanuk (2010) contend that culture exists to fulfill the necessities of the general population inside a general public. It offers request, course and direction in all periods of human critical thinking by giving genuine and attempted techniques for fulfilling mental and social needs. Culture characterizes and endorses adequate conduct which is normally not particular but rather broad in nature. It affirms a scope of worthy practices e.g. it recommends that we should regard our older folks, we ought not to drink liquor, we should love our nation et cetera.

Each culture comprises of littler subcultures, which are particular social gatherings that exist as identifiable fragments inside a bigger, more mind boggling society
(Solomon, 2012). Berkowitz et al., (2014) then again contend that subculture is characterized by subgroups inside the bigger culture with novel qualities, thoughts, and mentalities. Kotler (2010) takes note of that subculture incorporates nationalities, religion, racial gatherings and land districts. Numerous subcultures make up imperative market portions and advertisers regularly plan items and showcasing programs custom-made to their requirements. Sub-social impacts are most obvious for sustenance items, attire, excellence items and family unit things. In Kenya four kinds of subcultures can be recognized: ethnic groups (e.g. the Maasai, Kikuyu and Luo); Religious groups (e.g. Christians, Muslims and Hindu); race (e.g. Africans, Asians and Whites); geographical subcultures (e.g. Coast, Mountain, Nairobi and Western districts) (Auma, 2014). Subcultures are relevant units for market research analysis. This analysis enables the marketing manager to focus on sizable and natural market segments. The marketer is therefore compelled to establish whether the beliefs, values, and customs shared by the members of a specific subgroup make them preferable candidates for special marketing attention. (Tyagi & Kumar, 2014).

2.5.4 Religion

The essentialness of religious esteem frameworks has for quite some time been perceived in human science and brain research yet isn't yet completely recognized in customer explore. Concentrates in the advertising writing recommend that religion is a key component of culture, affecting both conduct and acquiring choices (Essoo & Dibb, 2014). Religion is a dynamic idea that challenges researchers in characterizing the term (Guthrie, 2016). Regardless, numerous researchers would concur that religion speaks to a brought together frameworks of convictions and practices with respect to holy things, religiosities is seen as how much convictions in particular religious qualities and goals are held and rehearsed by a person, which as indicated by Delener (2010), influence purchasing utilization design in such a significant number of ways.

Understanding the influence of religion on consumer behavior is complicated. Earlier religious psychology studies tended to focus on one’s commitment to his or her religion as the main indicator for a religion’s influence. Almost all factors related to religion are aggregated to form a religious commitment concept, thus complicating
efforts to unravel the components of religion’s influences (Himmelfarb, 2015). These scholars however concluded that influence of religion on clothes buying behavior is found to be mediated through several factors including an individual’s religious affiliation, commitment to religious beliefs and practices, the extent of consumers’ religious knowledge, views and perceptions on societal issues, and the motivation in following their religion, religious affiliation and commitment. These factors are mostly used in marketing to explain religion influences in the marketplace.

2.6 Chapter Summary

This chapter summarized the literature review in relation to the objectives raised above. The first section provided literature on how psychological factors influence consumer decisions. The second section explored how sales promotion strategies influence consumer decisions. The third section explored how economic factors influence consumer decision and the last and final subsection looked at how socio-cultural factors affect consumer buying decision. The next chapter looked at the research methodology.
CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 Introduction
This chapter examined the research methodology that was utilized as a part of this study and gives a general framework for this research. The segment presented points of interest of the research design, target population, sample and sampling methods, description of research instruments, description reliability of instruments, data collection procedure and analysis techniques.

3.2 Research Design
Orodho (2009) defines a research design as the scheme outline or plan that is used to generate answers to research problems. According to Kombo and Tromp (2013) research design can be thought of as the structure of research. This study used descriptive cross-sectional survey research design. This design normally describes and reports the way things are. It is characterized by a systematic collection of data from members of a given population mainly through questionnaires (Ogula, 2012). This design was chosen in this study for the following reasons that: The design was ideal in describing the characteristics of the targeted population, it was appropriate for a large sample which was expected to participate in the study, the design also accommodated both quantitative and qualitative approaches of analysis. The dependent variable for this study was the consumer purchasing decision while the independent variables were; psychological factors, promotion mix strategies, economic factors and social-cultural factors.

3.3 Population and Sampling Design
3.3.1 Population
Kombo and Tromp (2011) characterize a population as a group of individuals, items or objects from which samples are taken for estimation. Cooper and Schindler (2011) observed that population is the aggregate accumulation of components about which one needs to make derivations. Kothari (2011) characterizes population as the researcher's "universe." The study's target population was the clients of Isuzu East Africa Limited. According to Isuzu East Africa Limited on average there are 400 customers monthly who purchase their vehicles.
3.3.2 Sampling Design

3.3.2.1 Sampling Frame

The sampling frame includes an exhaustive list of all the sampling units from which a sample could be selected. A sampling frame is required to define the universe or population. The frame could be a list of families, foundations, and enterprises with nitty gritty locations, products produced and/or consumption, expenditure, revenue data, and so on (Kothari, 2011). The sampling frame for this study was the list of customers of Isuzu East Africa Limited. The list was obtained from the organization's Kenya central command in Nairobi.

3.3.2.2 Sampling Technique

This study utilized a simple random sampling technique to concoct the sample population. According to Sekaran (2011) simple random sampling has the lease bias and offers the most generalization and hence for the study to be more representative, it is important that the right method was chosen. Kothari (2013) expressed that an ideal sample is the one that satisfies the requirements of efficiency, representativeness, dependability and adaptability. Simple random sampling technique was chosen for this study because every element in the population has an equal chance of being selected as the sample. Additionally, the nature of the population is with the end goal that the people focused on were not in one place.

3.3.2.3 Sample Size

The sample size of the customers interviewed was determined by the use of the formula developed by Yamane (1967).

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

Where: 
- \(N\) = Population size
- \(n\) = sample size
- \(e\) = Margin error of the study set at ±5 percent
Sample size was therefore

\[ = 200 \]

As specified above, the study utilized simple random sampling technique in choosing the respondents. Mugenda and Mugenda (2009) mentioned that there are sure non-definite practices among social research researchers that the learner can adopt. One such practice recommends that if a population is a couple of hundreds, a 40 percent or more examples will do, if a huge number; a 20 percent will do; and if a few thousands, a 5 percent or less examples will do. In like manner the 200 respondents were 50 percent of the objective population which was inside the said practice.

3.4 Data Collection Methods

According to Ngechu (2014) there are numerous techniques for data collection. The decision of a tool and instrument depends chiefly on the properties of the subjects, research topic, problem question, objectives, expected data and results. This is on the grounds that each tool and instrument gathers specific information. According to Kagwiria (2014) primary data is the data which is gathered afresh and for the first time and subsequently happen to be unique in character. Since the study utilized primary data, the data was gathered utilizing questionnaires as the main data collection instrument. Organized surveys took into account consistency of reactions to questions.

The questionnaire is a fast way of obtaining data as compared to other instruments (Mugenda & Mugenda, 2008). Questionnaires give the researcher comprehensive data on a wide range of factors. Both open-ended and closed-ended questions were used. Questionnaires allow greater uniformity in the way questions were asked, ensuring greater compatibility in the responses. In developing the questionnaire two broad categories of questions were considered, namely: structured and unstructured questions. According to Field (2015), structured questions are usually accompanied by a list of all possible alternatives from which respondents select the answer that best describes their position. Questions were constructed so as to address specific objectives and provide a variety of possible responses. The questionnaire had five sections which included the background information section and the four specific
objectives being analyzed. This included psychological factors, promotional mix factors, economic factors and social-cultural factors.

Unstructured questions give the respondent freedom of response which helps the researcher to gauge the feelings of the respondent. These kinds of questions expose respondents’ attitudes and views very well (Field, 2015). A 5 point Likert scale ranging from 1 to 5 was used as answers to statement like questions where 1 represented strongly disagree, 2- Disagree, 3- Neutral, 4- Agree and 5- Strongly agree. The Likert-type format was selected as the format yielded equal-interval data, a fact that allows for the use of more powerful statistical methods to be used to test hypotheses (Kiess & Bloomquist, 2008).

3.5 Research Procedures

The researcher obtained an introductory letter from the University which assisted her in convincing clients to fill in the questionnaires. Prior to actual collection of data, a pilot testing was conducted to obtain some assessment of the questions’ validity and the likely reliability of the data that was collected. It is during the pre-test of the instrument that the researcher was able to assess the clarity of the instrument and the ease of use of the instrument (Mugenda & Mugenda, 2009).

The information collected during the pilot study was used to undertake a preliminary analysis to enable the research questions to be answered. In order to minimize the possible instrumentation error and hence increase the reliability of the data collected, the reliability of the pre-test observation schedule was tested using internal consistency technique. This was determined using scores obtained from individual managers from corporations which do not form part of the respondents of this study. This is because pre-tests subjects do not need to comprise potential respondents but should be chosen from persons with similar characteristics as the respondents (Babbie, 2011).

After testing the questionnaire, the necessary corrections were made. The questionnaires were then self-administered with assistance from the researcher. Self-administered questionnaires are advantageous in that they are less expensive than personal interviews and also enable the researcher to contact participants who might otherwise be inaccessible. A high response rate was achieved as a result of the
researcher making constant follow ups especially to respondents who received their questionnaire via email. Some questionnaires were also sent through a link via other convenient means such as Whatsapp, thus making it easy for respondents to fill them at their comfort.

3.6 Data Analysis Methods
Data analysis is the whole process which starts immediately after data collection and ends at the point of interpretation and processing data (Kothari, 2014). Therefore before processing the responses, the completed questionnaires were edited for completeness and consistency. The study generated both qualitative and quantitative data. Quantitative data was coded and entered into Statistical Packages for Social Scientists (SPSS Version 23) and analyzed using descriptive statistics. Qualitative data was analyzed based on the content of the responses. Responses with common themes or patterns were grouped together into coherent categories. Descriptive statistics involved the use of absolute and relative percentages frequencies, measures of central tendency and dispersion (mean and standard deviation respectively). Quantitative data was presented in tables and figures and explanation was presented in prose. Additionally the study also used inferential statistics specifically the Pearson’s Chi squared test.

3.7 Chapter Summary
The chapter has provided a detailed report on the methodology that was adopted in conducting the study. It described the population under study, sampling technique that was used, sample size and sampling frame. As mentioned the study made use of a descriptive cross-sectional survey approach and the data was collected using a questionnaire. The analysis was done using Statistical Package for Social Sciences. The next chapter presents results and findings of the study.
4.0 RESULTS AND FINDING

4.1 Introduction
In accordance with the provisions of Kothari (2014), data analysis should proceed immediately after data collection. Data analysis is the entire procedure which begins promptly after data collection and closes at the point of interpretation and processing data (Kothari, 2014). In this way before processing the responses, the competed questionnaires were edited for culmination and consistency. The study generated both qualitative and quantitative information.

There was a 100 percent response rate owing to the pilot study that was carried out beforehand. The data was cleaned, coded and analyzed using SPSS Version 23 and presented in tables, graphs and charts as it will be shown below. The analysis findings were grouped in terms of the demographic characteristics, the psychological factors influence consumer purchase decisions in Kenya’s motor industry, promotion mix strategies affecting consumer purchase decisions in Kenya’s motor industry and the economic and socio-cultural factors affecting consumer purchase decisions in Kenya. This chapter therefore elaborates the findings of the data analysis giving it an objective interpretation and graphically tabulated to show the actual findings.

4.2 Background Information
The demographic characteristics indicate a summary of statistical data that relates to the target group during the data collection exercise. This subsection presents findings with regards to the background information of the respondents. The information captured includes gender, age, level of education and the number of years the respondent has used Isuzu vehicles.

4.2.1 Respondents Gender
The table 4.1 below present’s data in regards to the gender of the respondents. According to the findings of the study 73.5 percent of the respondents were males as compared to women who took up only 26.5 percent. These findings could imply that
more men prefer Isuzu vehicles as compared to men. It could also mean that Isuzu vehicles are more job specific vehicles than luxury run around vehicles.

Table 4.1: Respondent Gender

<table>
<thead>
<tr>
<th>Variable</th>
<th>Response</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Male</td>
<td>147</td>
<td>73.5</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>23</td>
<td>26.5</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>200</td>
<td>100</td>
</tr>
</tbody>
</table>

4.2.2 Respondent Age

As it is age is a very critical factor in determining which vehicle to purchase. As indicated in table 4.2 the majority of respondents involved in the study where in the age bracket of 35 years and below (31.5 percent), followed by 28.5 percent who were between the age of 36 - 45 years, then closely followed by 23 percent who fall in the age bracket of 56 years and above and finally 17 percent who fall in the age bracket of 46 to 55 years. From this data, we can see that the greater majority of our respondents fell in the age bracket of 45 years and below. This could be because; at this age most of the people are either employed or starting up their businesses. Those employed, sit in managerial or supervisory positions which allow them to make key decisions for the company which may include decisions such as vehicle purchase. On the other hand the respondents who fell in the category of 56 years and above could probably be retirees or older individuals running their own businesses.

Table 4.2: Respondent Age

<table>
<thead>
<tr>
<th>Variable (Age years)</th>
<th>Response</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;35 years</td>
<td></td>
<td>63</td>
<td>31.5</td>
</tr>
<tr>
<td>36-45 years</td>
<td></td>
<td>57</td>
<td>28.5</td>
</tr>
<tr>
<td>46-55 years</td>
<td></td>
<td>34</td>
<td>17</td>
</tr>
<tr>
<td>&gt;56 years</td>
<td></td>
<td>46</td>
<td>23</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>200</td>
<td>100</td>
</tr>
</tbody>
</table>
4.2.3 Respondent Level of Education

The intention of the study was to find out the level of education of the respondents. Only 3 percent of the respondents had secondary level of education and therefore the reporting of the findings was based on people who had a substantial level of education and were competent enough to make informed decisions on which vehicle to purchase and why. Table 4.3 reveals that the majority of the respondents involved in the study (53 percent) had attained university education, followed by (24.5 percent) who had attained college education, then (19.5 percent) that had a post-graduate degree and finally (3 percent) who had attained secondary education.

Table 4.3: Respondent Level of Education

<table>
<thead>
<tr>
<th>Variable</th>
<th>Response</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education</td>
<td>secondary</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>college</td>
<td>49</td>
<td>24.5</td>
</tr>
<tr>
<td></td>
<td>university</td>
<td>106</td>
<td>53</td>
</tr>
<tr>
<td></td>
<td>Post graduate</td>
<td>39</td>
<td>19.5</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>200</td>
<td>100</td>
</tr>
</tbody>
</table>

4.2.4 Length of Time of Use

According to the table 4.4, most of the respondents (31.5 percent) had used the Isuzu vehicles for a span of between 1 and 5 years. However the second largest majority (28.5 percent) had used the Isuzu vehicle for a period of between 6 and 10 years which is long enough to provide an ideal experience of the brand. Additionally, (23 percent) of the respondents had used Isuzu vehicles for more than 16 years and finally (17 percent) who had used the vehicles for a period between 11 and 15 years. This can be related to the previous findings on age where (23 percent) of the respondents were above 56 years of age.
### Table 4.4 Length of Time of Use

<table>
<thead>
<tr>
<th>Variable</th>
<th>Response</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Length of time of vehicle usage</td>
<td>1-5 yrs</td>
<td>63</td>
<td>31.5</td>
</tr>
<tr>
<td></td>
<td>6-11 yrs</td>
<td>57</td>
<td>28.5</td>
</tr>
<tr>
<td></td>
<td>11-15 yrs</td>
<td>34</td>
<td>17</td>
</tr>
<tr>
<td></td>
<td>&gt;16 yrs</td>
<td>46</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

### 4.2.5 Respondent Occupation

The main intention of this demographic information was to find out the occupation of the respondents. The table 4.5 below shows that most of the respondents, (56 percent) were of other professions such as accountants, business researchers, motorists and lawyers. This was followed by 33 percent who were business people and finally the least number of respondents who were civil servants took up (10.5 percent). This data can be related to the previous findings on age where the majority fell in the category of 35 years and below. It can be concluded that majority of Isuzu customers are employed by other companies or own their individual businesses.

### Table 4.5 Respondent Occupation

<table>
<thead>
<tr>
<th>Variable</th>
<th>Response</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Occupation</td>
<td>Business person</td>
<td>66</td>
<td>33</td>
</tr>
<tr>
<td></td>
<td>Civil servant</td>
<td>21</td>
<td>10.5</td>
</tr>
<tr>
<td></td>
<td>Other professions</td>
<td>113</td>
<td>56.5</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

### 4.3 Psychological Factors Influencing Consumer Purchase Decisions

#### 4.3.1 Influence of Perception towards Purchase

The main reason was to find out how perception of an individual towards Isuzu brand of vehicle influences the consumer purchase decision. According to figure 4.1 below,
majority of the respondents (34.6 percent) confirmed that how they perceive Isuzu brand influences their decision to purchase the vehicle with the least (4.2 percent) of the respondents disagreeing. Most respondents claimed that perception of the brand was very important when making a decision to purchase. Negative perception would negatively influence purchase decision whereas a positive perception would influence purchase decision.

Figure 4.1 Influence of Perception towards Purchase

4.3.2 Perception of Isuzu Vehicles as High Quality and Easy to Maintain.

The research question was to prove if the Isuzu brand was one that is easy to maintain and has good quality. In reference to table 4.2 below, most of the respondents (52.1 percent) confirmed that Isuzu vehicles are of high quality and that the maintenance Price is relatively low. However, a few respondents (4.2 percent) were of negative opinion claiming that the quality and maintenance Prices were high. The perception was mainly based on previous experience of the brand with a determining factor being the motor capacity of the brand.

Figure 4.2 Maintenance Price of Isuzu
4.3.3 Influence of Attitude towards the Brand of Vehicle and Purchasing Decision.

The main aim of this question was to find out if the respondent attitude was a great determiner of the purchasing decision of the respondents. From the findings as shown in table 4.3 below, attitude appeared to be a vital determinant of the purchasing decision of a respondent. Majority of the respondents (39.5 percent) confirmed that the attitude influenced their decision to purchase the Isuzu brand. Only 5.5 percent of the respondents opposed this fact outlining other reasons beyond just the attitude. Some of these attitudes were also built based on previous experience with the Isuzu brand.

![Figure 4.3: Attitude towards Isuzu Brand](image)

4.3.4 Influence of Local Assembly on Purchase Decision

The main reason for the research question was to investigate if the local assembly of Isuzu brand had any influence on the decision of purchasing the brand. As shown in table 4.4 below, most respondents confirmed that the local assembly of Isuzu makes them buy it easily as they feel more secure about it and trust the product. However 4 percent of the respondents felt that that is not a factor that influences the purchase decisions. They argued that local assembly created a trust and patriotic attitude towards purchasing the Isuzu brand.
The main aim of the research was to find out if driving Isuzu vehicle was luxurious to the interviewed respondents. 50 percent of the respondents reported that they are indifferent about the luxury and satisfaction they derive from using Isuzu. Only 22.5 percent of the respondents confirmed that driving Isuzu vehicles is luxurious and brings satisfaction to the respondents. However, the 50 percent meant that they perceived the information to be partially true. This means that other respondents didn’t feel that Isuzu as a brand was luxurious because of other existing brands. Amongst the mentioned brands that are recognized for luxury was the VW series and Porsche. The feedback was tabulated according to figure 4.5 below.

**Figure 4.4: Local Assembly Influence on Purchase Decision**

**4.3.6 Luxury of Isuzu Vehicles and Satisfaction**

**Figure 4.5: Luxury of Isuzu Vehicles and Satisfaction**
4.3.7 Influence of Isuzu Vehicles on Lifestyle and Personality

The main reason was to find out if Isuzu vehicles compliment the lifestyle of the respondents. According to figure 4.6, majority of the respondents partially agreed and disagreed that Isuzu vehicles compliment their lifestyles and personality. However, close to 28.5 percent of the respondents confirmed that Isuzu vehicles compliment their lifestyles and personality. Very few respondents totally disagreed with this fact.

![Figure 4.6: Influence of Isuzu Vehicles on Lifestyle and Personality](image)

4.3.8 Influence of Knowledge Sharing on Purchase

The main aim of the research question was to investigate if knowledge sharing from friends had any implication on the purchase decision of the Isuzu brand. According to table 4.7 below, over half of the respondents (52 percent) confirmed that the decision to purchase a vehicle stemmed from the knowledge sharing from their friends and relatives. Therefore, the hearsays of experience of friends or colleagues influenced the purchase decisions. Over three quarters of the respondents (52 percent and 30 percent) confirmed the statement that their purchase decisions were influenced by friends and colleagues.

![Figure 4.7: Influence of Knowledge Sharing on Purchase](image)

Figure 4.7: Influence of Knowledge Sharing on Purchase
4.3.9 Influence of Knowledge Handling Isuzu Vehicles and Purchase Decisions

The aim of this question was to investigate if the knowledge of the product bestowed on them regarding Isuzu brand makes it easy for them to buy. Majority of the respondents reported that the vast knowledge they have about Isuzu products drive them towards purchasing this brand. Therefore 32 percent of the respondents agreed that the knowledge about the product is the core driver of their purchasing power. However, 14 percent strongly opposed this notion as they believed that there were other ways which could influence the purchase decision of an individual. This is in reference to table 4.8.

![Figure 4.8 Influence of Knowledge on handling Isuzu Vehicles and Purchase Decisions](image)

4.3.10 Standard Deviation and Mean for Psychological Factors

The main reason for the standard deviation was to find out how much this dataset deviates from the mean to stipulate the extent of outliers existing in the data. The standard deviations for all the psychological factors are closer to the mean or average. This means that there was minimal deviation within the data set owing to little outliers. However the degree of proximity to the mean differs amongst the variables enlisted. According to table 4.6 below, the standard deviation for perception towards Isuzu vehicles is 0.97 and the mean is 3.4 meaning the deviation within the data set was less. The variable on knowledge of the Isuzu products had the least standard deviation of 1.170 compared to a mean of 3.0250.
Table 4.6: Mean and Standard Deviation of Psychological Factors

<table>
<thead>
<tr>
<th>Question</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>My perception towards Isuzu vehicles and the brand influences me to buy them.</td>
<td>3.475</td>
<td>0.97165</td>
</tr>
<tr>
<td>I perceive Isuzu vehicles to be of high quality and easy to maintain.</td>
<td>3.82</td>
<td>0.75528</td>
</tr>
<tr>
<td>My attitude towards the brand of vehicle affects my purchasing decision.</td>
<td>4</td>
<td>0.95106</td>
</tr>
<tr>
<td>The assembly of Isuzu vehicles locally makes it easy for me to buy them.</td>
<td>3.75</td>
<td>0.92291</td>
</tr>
<tr>
<td>Perceived product quality is one of the most important constructs in marketing</td>
<td>3.065</td>
<td>0.90824</td>
</tr>
<tr>
<td>Driving Isuzu vehicles is luxurious and satisfies me</td>
<td>3.065</td>
<td>0.90824</td>
</tr>
<tr>
<td>Isuzu vehicles compliment my lifestyle and personality</td>
<td>3.015</td>
<td>1.05848</td>
</tr>
<tr>
<td>Knowledge sharing from friends and colleagues influences my purchase decision of a motor vehicle</td>
<td>3.95</td>
<td>1.02113</td>
</tr>
<tr>
<td>I have vast knowledge of handling Isuzu vehicles, which makes it easy for me to buy them</td>
<td>3.025</td>
<td>1.17528</td>
</tr>
</tbody>
</table>

4.3.11 Perception of Quality of Isuzu Vehicles in the Market

The main reason for the research was to find out how the quality of Isuzu is perceived in the market. Almost all the respondents (87 percent) confirmed that the Isuzu products are perceived to be of high quality in the market with the rest of the
respondents claiming that the quality of the brand is very poor. The perception reported was as outlined in the table 4.9 below.

**Figure 4.9 Perception of Isuzu quality**

4.3.12 Perception of Price of Isuzu Vehicles in the Market

The main aim of this question was to find out how respondents perceived the price of Isuzu in the market. Isuzu brand of products was reported to be more expensive compared to other brands. These were sentiments that were echoed by majority of the respondents 66 percent. Only 34 percent of the respondents confirmed that they were affordable.

**Figure 4.10: Perception of the Price of Isuzu**
4.3.13 Perception of Durability of Isuzu Vehicles in the Market
The main aim of the question was to find out if the durability of Isuzu products is perceived in the market. According to figure 4.11 below, Isuzu products were reported to be highly durable by majority of the respondents. The rest rejected this perception owing to previous encounters and even personal bias about the product brand.

![Figure 4.11 Durability of Isuzu](image1)

4.3.14 Perception of Job Suitability of Isuzu Vehicles in the Market
The aim was to find out the suitability of Isuzu brand as perceived in the market. The Isuzu vehicles are suitable for many jobs. They can assist in carrying out a wide range of tasks because they have Lorries, SUVs, station wagons and all other assortments of brands that make it suitable for many jobs. This was reported by 82 percent of the respondents. According to the respondents, suitability of a job is a key factor that helped them choose Isuzu vehicles. This is shown by the results shown by table 4.12 below.

![Pie Chart: Suitable for many jobs 82%](image2)
4.4 Promotion Mix Strategies Affect Consumer Purchase Decisions

Promotion mix strategies are all the strategies employed in a product marketing to ensure that the consumer knows about the product and to persuade him or her to buy the product. The respondents were questioned about the various predefined promotion mix strategies and gave their views.

4.4.1 Influence of Advertisements on Purchase Decisions

This research question aimed at finding out if Isuzu’s advertisements helped the respondents in purchasing the Isuzu vehicles. According to figure 4.13 below, only a quarter of the respondents agreed that advertisement was the main driver to their purchasing of Isuzu vehicles. In fact most of them disagreed (29 percent) though not far from those who agreed. They cited their reasons to be something different from advertisement. Only 11.5 percent of the respondents strongly agreed that advertisement through audio visual and the print media played a key role in the purchase decisions.

![Figure 4.13: Influence of Advertisements on Purchase Decisions](image)

4.4.2 Influence of TV, Radios, Newspapers and Magazines Adverts on Purchase Decision

The main reason for this question was to find out the media through which respondents heard about the Isuzu brand. Isuzu seemed to be on the brink of
advertisement because a third of the respondents confirmed that they had seen their adverts either on the TV, radios or in the magazines. According to figure 4.14, majority (34.5 percent) was neutral, half partially reported to have seen and the other half also reported not to have seen. However, the least number of respondents disagreed confirming that Isuzu advertise their products a lot however, the scope is narrow.

![Figure 4.14: Influence of TV, Radios, Newspapers and Magazines Adverts on Purchase Decision](image)

**4.4.3 Influence of Positive Word of Mouth on Purchase Decision**

The question was how has the positive word of mouth from clients has influenced the purchase decision of respondents to purchase the Isuzu vehicles. Positive feedback (46.5 percent) was the greatest driver to purchase of Isuzu vehicles. Most respondents confirmed that snowballing of the positive feedback served as a driver for purchase of Isuzu vehicles. Most of the respondents confirmed that they got this feedback through close friends and even relatives. Only 7.5 percent were not influenced by the feedback and they cited the reason is because they prefer alternative brands while other claimed that they had previous bad experiences which could not be rejuvenated by one positive feedback. This was according to table 4.15 below.
Figure 4.15: Word of Mouth from customers influenced my purchase

4.4.4 Influence of Sales Promotions on Purchase Decisions
The question was to find out if Isuzu sales promotions influence the purchase decision. According to Figure 4.16, most respondents confirmed that the Isuzu sales promotions influenced their decisions to purchase the brand. This was 44% of the respondents. However, 16% strongly disagreed asserting that some of the ways of sales promotions are not so influential enough to warrant a purchase as for them.

Figure 4.16: Influence of Sales Promotions on Purchase Decisions
4.4.5 Influence of Discounts on Purchase Decisions
The question was to find out if discounted prices offered to customers purchase decisions. Discounts served as a better promotional strategy because it attracted majority of the respondents to purchase Isuzu as shown by the figure 4.17 below. The 37 percent of the respondents confirmed this and only a negligible number denied this fact (2 percent).

![Figure 4.17: Influence of Discounts on Purchase Decisions](image)

4.4.6 Influence of Added Accessories on Purchase Decisions
Isuzu brand is packed with accessories and this served as a point of attracting customers as shown in the table below. Some stated that the accessories are normally Pricely and therefore getting a fully packaged accessorized brand was better in terms of serving the required utility. This is according to figure 4.18 below.

![Figure 4.18: Influence of Added Accessories on Purchase Decisions](image)
4.4.7 Influence of Sales Personnel on Purchase Decision

Majority of the respondents rejected the salesmen business acumen stating that they were not convinced by the sales force at Isuzu. Instead only 10 percent of the interviewed respondents confirmed that they had been persuaded by the Isuzu sales people directly.

![Figure 4.19: Influence of Sales Personnel on Purchase Decision](image)

4.4.8 Influence of Sales Personnel Attitude on Purchase Decision

The aim of the question was to investigate if sales people from Isuzu have a friendly approach and how it influences purchase decision. Only 21 percent of the respondents confirmed the friendliness of the Isuzu sales people but majority of the respondents were indifferent about this aspect. This confirms the reason why only 10 percent of the sales are through coercion. Figure 4.20 displays the respondent feedback.

![Figure 4.20: Influence of Sales Personnel Attitude on Purchase Decision](image)
4.4.9 Receipt of Isuzu catalogues and Brochures through Email
The main question was to inquire if the respondents received Isuzu catalogues and brochures through email. Majority of the respondents (42 percent) received Isuzu catalogues and brochures through email. A greater percentage how disagreed with this fact stating that they never receive catalogues and brochures through email.

![Pie chart showing receipt of Isuzu catalogues and brochures through email](image)

**Figure 4.21: Receipt of Isuzu catalogues and Brochures through Email**

4.4.10 Standard Deviation and Mean for Promotion Mix
The standard deviations for all the promotional mix are closer to the mean or average. This means that there was minimal deviation within the data set owing to little outliers. However the degree of proximity to the mean differs amongst the variables enlisted. The standard deviation for advertisements was 1.2 and the mean of 2.9 a display of less outliers and proximity to the expected values (the mean). Positive word variable had the highest degree of accuracy because of the lowest standard deviation (0.82059) and interaction with salesperson’s variable had the highest standard deviation (1.23263). This is presented by table 4.7 below.
Table 4.7: Standard Deviation and Mean for the Promotional Mix

<table>
<thead>
<tr>
<th>Questions</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Isuzu’s advertisements helped me to make a decision to buy their products</td>
<td>2.9</td>
<td>1.21961</td>
</tr>
<tr>
<td>I saw and heard Isuzu advertisements on TV, Radios, newspapers and magazines</td>
<td>3.185</td>
<td>1.03738</td>
</tr>
<tr>
<td>Positive word of mouth from other customers influenced me to purchase the vehicle</td>
<td>3.7</td>
<td>0.82059</td>
</tr>
<tr>
<td>Isuzu sales promotions influence my purchase decisions of the car. Eg. Betway, Shikilia Nganya promo.</td>
<td>2.53</td>
<td>1.11143</td>
</tr>
<tr>
<td>Discounted prices offered to second time customers influence my decision to buy an Isuzu vehicle.</td>
<td>3.37</td>
<td>0.98893</td>
</tr>
<tr>
<td>Isuzu vehicles come with added accessories such as speed limiters &amp; trackers, which influence my purchase decision.</td>
<td>3.525</td>
<td>1.0367</td>
</tr>
<tr>
<td>I interact with Isuzu sales people on a regular basis thus have developed interest in Isuzu products</td>
<td>2.885</td>
<td>1.23263</td>
</tr>
<tr>
<td>The sales people come to my workplace severally to tell me about Isuzu products</td>
<td>2.575</td>
<td>1.13615</td>
</tr>
<tr>
<td>Isuzu sales people directly called me and convinced me to buy their vehicles</td>
<td>2.295</td>
<td>1.06</td>
</tr>
<tr>
<td>Isuzu sales people are friendly, courteous and helpful thus influences my purchase decision</td>
<td>2.955</td>
<td>1.01396</td>
</tr>
<tr>
<td>I receive Isuzu catalogues and brochures through my mail</td>
<td>2.165</td>
<td>1.04076</td>
</tr>
</tbody>
</table>

4.4.11 Influence of Social Media on Sales of Isuzu Vehicles

The aim of the question was to investigate the effect social media marketing had on consumer purchase decision. According to figure 4.23, social media has had an influence in the marketing of Isuzu products, however it has only influenced to a moderate extent as it was reported by majority of the respondents (54 percent).
4.5 Economic Factors Influencing Consumer Purchase Decisions

4.5.1: Influence of Personal Income on Purchase Decision

The aim of the question was to investigate whether personal income was a defining factor on customer purchase decision. According to the figure 4.23 below, 40 percent of the respondents cited that personal income was the greatest influence to their purchase of the Isuzu vehicle brand. Only 2 percent disagreed with this fact.

Figure 4.23: Influence of Personal Income on Purchase Decision

4.5.2 Purchase of a Vehicle after Meeting Basic Necessities

Most people rank vehicle in the third tier of hierarchy of needs. This means that they prefer meeting the basic needs then the vehicle comes after he or she can comfortably sustain him or herself. This was confirmed by 77 percent of the respondent.
4.5.3 Influence of Maintenance Prices on Purchase Decisions

The higher the maintenance Price the lower the purchase and the lower the maintenance the greater the purchase. These were assertions of the respondents echoed through the feedback given by majority of them. Over half of them (50.5 percent) confirmed this statement. Only 4 percent of the respondents did not consider maintenance Price as an important determiner of purchasing Isuzu brand.

Figure 4.25: Influence of Maintenance Prices on Purchase Decisions

4.5.4 High Interest Rates Deter Car Purchase

The aim of the question was to investigate the effect of high interest rates on customer purchase decisions. High interest rates were a great economic red flag towards
purchase of Isuzu vehicles. According to figure 4.26, almost half of the respondents confirmed this (48 percent).

Figure 4.26: High Interest Rates Deter Car Purchase

4.5.5 Influence of Flexible Payment Options on Purchased Decisions

According to the data in figure 4.27 below, 89 percent of the respondents confirmed that the flexi-payment option had a big influence in their decision to purchase Isuzu brand. This is because they could do installment payments instead of one rigid scheme that only demands for lump sum payments.

Figure 4.27: Influence of Flexible Payment Options on Purchased Decisions
4.5.6 Influence of Fuel Consumption on Purchased Decisions

The main aim of the research question was to investigate how vehicle fuel consumption influences the customers purchase decision. According to figure 4.28 below, majority of the respondents considered the fuel consumption of a vehicle before purchasing. However, a few (5.5 percent) didn’t consider fuel consumption as a factor that determined their purchase decision.

![Figure 4.28: Influence of Fuel Consumption on Purchased Decisions](image)

4.5.7 Standard Deviation and Mean for Economic Factors

The standard deviations for all the economic factors are closer to the mean or average. This means that there was minimal deviation within the data set owing to little outliers. However the degree of proximity to the mean differs amongst the variables enlisted. The standard deviation for personal income was lowest 0.69572 which means that the data set had little outliers and was closest to the expected value. The outliers were less and therefore the degree of accuracy was high.
Table 4.8: Standard Deviation and Mean for the Economic Factors

<table>
<thead>
<tr>
<th>Questions</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>My personal income is a critical factor that influences my decision on the car to purchase.</td>
<td>4.28</td>
<td>0.69572</td>
</tr>
<tr>
<td>I only buy a car after meeting basic necessaries of life</td>
<td>4.035</td>
<td>1.00939</td>
</tr>
<tr>
<td>Maintenance Price influences the decision I make while purchasing a car</td>
<td>4.195</td>
<td>0.83695</td>
</tr>
<tr>
<td>High interest rates deter me from making a car purchase as it makes the car very expensive in the end</td>
<td>3.82</td>
<td>0.81912</td>
</tr>
<tr>
<td>Availability of flexible payment options e.g. Loans, hire purchase, leasing would influence me to buy a vehicle</td>
<td>4.135</td>
<td>0.9806</td>
</tr>
<tr>
<td>The fuel consumption of the vehicle influences my purchasing decision</td>
<td>4.155</td>
<td>0.78361</td>
</tr>
</tbody>
</table>

4.5.8 Resale Ability of Isuzu vehicles

Majority of the respondents reported that Isuzu vehicles have a high resale value as shown in figure 4.29 below. This can be supported by the previous findings stated earlier on positive word of mouth. Some of the respondents went ahead to state that a well maintained Isuzu would be easier to sell than a poorly maintained one. Only 8 percent claimed it had a low resale value.

Figure 4.29: Reselability of Isuzu
4.5.9 Availability of Spare Parts
Isuzu brand has spare parts making maintenance price cheap because of availability. According to figure 4.30 below, 87 percent of the respondents confirmed this statement to be true. The remaining respondents rejected this statement claiming that Isuzu brand had no spare parts and some even went ahead to state that one had to import from outside the country.

![Figure 4.30: Availability of Spare Parts](image)

4.6 Social-cultural Factors Influencing Consumer Purchase Decisions
4.6.1 Influence of Family on Vehicle Purchase Decisions
Family played a vital role in convincing an individual to buy Isuzu. The respondents believed that the family experience with the vehicle could either create a negative perception of the Isuzu vehicles or instill a positive morale in use of the brand. Most of the interviewees (42 percent) reported this assertion to be true. However, a closer majority were partially accepting and partially rejecting this hypothesis. However, close to 10 percent of the respondents strongly disagreed with this statement. This is illustrated in figure 4.31 below.
4.6.2 Influence of Family Traditions and Beliefs on Purchase Decisions
Most respondents confirmed that there was no correlation between the family traditions and the choice of purchase (41.5 percent). Only 21.5 percent of the respondents agreed to this assertion.

Figure 4.31: Influence of family on Isuzu Vehicle purchase

Figure 4.32: Influence of Family Traditions on Purchase Decisions
4.6.3: Influence of Spouse on Purchase Decisions
The influence of the spouse was one of the key determiners of purchase decisions as proved by 38 percent of the respondents who are the majority. The spouse has a lot of power in determining the brand of the better half. However, some rejected this statement as they claimed that some of their spouses did not have so much knowledge about certain brands of Isuzu.

Figure 4.33: Influence of Spouse on Purchase Decisions

4.6.4 Influence of Workmates and Peers on Purchase Decisions
Work mates and peers also had an influence on purchase decisions. However majority were indifferent about the influence of the work mates and peers in purchase decisions (33 percent). Only a close majority of 26 percent agreed to this statement.
4.6.5 Influence of Shared Values with Isuzu on Purchase Decisions

Shares values received mixed reactions from the respondents as majority (46.5 percent) of them were indifferent about this assertion. However only a handful (22 percent) of the respondents gave credit to the fact that shared values had an influence on purchase decisions. This has been illustrated in figure 4.35 below.

4.6.6 Influence of Society Status on Purchase Decisions

Only 22 percent of the respondents believe that status of an individual in the society influenced the purchase decisions. However majority were indifferent about this
belief citing various reasons for this. They stated various reasons because they said status goes along with wealth which influences purchasing power of an individual.

Figure 4.36: Influence of Society Status on Purchase Decisions

4.6.7 Influence of Religion and Belief on Purchase Decisions
The main aim of this question was to investigate the influence of religion on a customer’s purchase decision. According to figure 4.37, 78 percent of the respondents reported that there was no correlation between ones religion and purchase decisions. Most respondents disagreed stating that their religion had nothing to do with the type of car they would wish to purchase.

Figure 4.37: Influence of Religion on Purchase

4.6.8 Influence of Country of Origin on Purchase Decisions
The main aim of this question was to investigate the influence of country of origin on a customer’s purchase decision. According to figure 4.38 below, Majority of the respondents agreed that the country of origin influences purchase decisions. For
example the local assembly of Isuzu plays a psychological role in influencing the purchase. It is also worth noting that most respondents perceived some countries as good manufacturers due to their expertise and years of experience. A good example is Japan.

### Figure 4.38: Influence of Country of Origin on Purchase Decisions

### 4.6.9 Mean and Standard Deviation for the Socio-Cultural Factors

The standard deviations for all the socio-cultural factors are closer to the mean or average. This means that there was minimal deviation within the data set owing to little outliers. However the degree of proximity to the mean differs amongst the variables enlisted. According to table 4.8 below, the standard deviation for religion was lowest 0.8658 which means that the data set had little outliers and was closest to the expected value. The outliers were less and therefore the degree of accuracy was high. The means are used to measure the central tendency and are closer to each other amongst the socio-cultural factors.
Table 4.9: Standard Deviation and Mean for the Socio-Cultural Factors

<table>
<thead>
<tr>
<th>Questions</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family is the most influential social factor that influences my purchase decision.</td>
<td>3.31</td>
<td>0.97913</td>
</tr>
<tr>
<td>My family traditions and beliefs influence my purchase decisions when buying a car.</td>
<td>2.415</td>
<td>1.131</td>
</tr>
<tr>
<td>My spouse helps me in making decisions when buying a car</td>
<td>3.305</td>
<td>1.22453</td>
</tr>
<tr>
<td>My workmates and peers influence the type of car that I buy</td>
<td>2.805</td>
<td>1.13287</td>
</tr>
<tr>
<td>Shared values with Isuzu influence my vehicle purchasing decision.</td>
<td>2.85</td>
<td>0.96027</td>
</tr>
<tr>
<td>My status in the society influences my vehicle purchase decision</td>
<td>2.855</td>
<td>1.0816</td>
</tr>
<tr>
<td>Membership groups such as “4x4 Enthusiast” influence my purchase decision for a vehicle.</td>
<td>2.78</td>
<td>1.1655</td>
</tr>
<tr>
<td>My religion and belief system influences my purchase decision for a vehicle.</td>
<td>1.905</td>
<td>0.86587</td>
</tr>
<tr>
<td>The country of origin the vehicle is from influences my purchase decision.</td>
<td>3.325</td>
<td>1.29916</td>
</tr>
</tbody>
</table>

4.7 Chi-Square Tests

These are tests which are used to test for independence of grouped variables. In a chi-square, the most essential part of the table is the asymptomatic significance table and the Pearson’s Chi square value. It therefore means that chi-square tests are behavioral to determine the independence of the variables. The assumptions of a chi-square tests are that the grouped data set is ordinal and nominal.

4.7.1 Economic Factor Variables

Hypothesis

H: 0 There is no association between personal income and flexi payment options

H: 01 Personal income and flexi-payment options are correlated.
My personal income is a critical factor that influences my decision to purchase a car. Availability of flexible payment options e.g. loans, hire purchase, leasing etc. would influence my purchase decision.

The focus is on the Pearson's Chi-Square row below as represented on table 4.10 below. The assumptions of the chi-square test have been met in that 12 cells have expected count less than 12 and the expected minimum is 12. Therefore the assumptions of this test have been met. The Pearson’s Chi square value is 70.651 with a p-statistic value of 0.000 which is less than the 0.05 level of significance. This shows that there is a significant association between the personal income and the availability of flexible payment options. The Phi and Cramer's V only show the strength of association between the two grouped variables. The linear by linear association is a logistic regression logic which tests for association. According to the chi-square test results, the asymptomatic significance value of the linear by linear association is 0.034 which is less than the 0.005 level of significance and this proves that there is a significant association between the personal income influence on purchase decision and the influence on purchase decision created by the availability of flexible payment options. Therefore this means that we reject the null hypothesis and adopt the alternative hypothesis. Therefore all the economic variables are related and thus contribute to strengthening how they answer the objective.

Table: 4.10 Personal Income and Flexible Payment

<table>
<thead>
<tr>
<th>Chi-Square Tests</th>
<th>Value</th>
<th>df</th>
<th>Asymptotic Significance (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>70.651a</td>
<td>12</td>
<td>.000</td>
</tr>
<tr>
<td>Likelihood Ratio</td>
<td>76.669</td>
<td>12</td>
<td>.000</td>
</tr>
<tr>
<td>Linear-by-Linear Association</td>
<td>4.511</td>
<td>1</td>
<td>.034</td>
</tr>
<tr>
<td>N of Valid Cases</td>
<td>200</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .12.
4.7.2 Socio-Cultural Factors

Hypothesis

H: 0 There is no association between family and status in the society

H: 01 Family and status in the society is correlated.

Family is the most influential social factor that influences my purchase decision*My status in the society influences my purchase decision.

According to the Chi-square test results non table 4.11 below, 15 cells (60 percent) have expected count less than 5. The minimum expected count is 36. This is less than 36 and therefore the assumptions of the test have been met. The Pearson’s value of 85.072 means that there is a strong association between the two variables under observation. Moreover, the asymptomatic level of significance is 0.00 which is less than the p value of 0.05 level of significance. This therefore means that there is a significant association between the family as an influential factor and the individual status in the society. The linear by linear association value of 0.00 confirms this statement to be true because the value is less than the 0.05 level of significance. Therefore conclusively reject the null hypothesis and accept the alternative hypothesis. This therefore means the socio-cultural factors are correlated and highly associated.

Table: 4.11 Family and Status

<table>
<thead>
<tr>
<th>Chi-Square Tests</th>
<th>Value</th>
<th>df</th>
<th>Asymptotic Significance (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>85.072*</td>
<td>16</td>
<td>.000</td>
</tr>
<tr>
<td>Likelihood Ratio</td>
<td>85.824</td>
<td>16</td>
<td>.000</td>
</tr>
<tr>
<td>Linear-by-Linear Association</td>
<td>15.592</td>
<td>1</td>
<td>.000</td>
</tr>
<tr>
<td>N of Valid Cases</td>
<td>200</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. 15 cells (60.0%) have expected count less than 5. The minimum expected count is .36.
4.7.3 Psychological Factors

Hypothesis

H:0 There is no association between perception towards Isuzu and satisfaction of driving Isuzu

H:01 Perception towards Isuzu and driving Isuzu are associated.

My perception towards Isuzu vehicles influences me to buy them*Driving Isuzu is luxurious and satisfies me.

According to table 4.12 below, 15 cells have expected count of less than 5 and minimum expected count is 55. Therefore the assumptions of the Chi-square test have been met. The Pearson’s Chi Square row displays an asymptomatic significance of 0.000 which is less than the 0.05 level of significance. This means that there is a high degree of association (197.871) between perception of Isuzu brand and the lavishness attributed to driving the Isuzu brand. The linear by linear association also confirms that there is statistically significant association between the two variables. This because p=0.000 which is <0.05 level of significance. Therefore reject the null hypothesis and adopt alternative hypothesis. This can explain the reason why the psychological factors contribute in strengthening the purchase decision making of a customer.

Table: 4.12 Perception and Luxury

<table>
<thead>
<tr>
<th>Chi-Square Tests</th>
<th>Value</th>
<th>df</th>
<th>Asymptotic Significance (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>197.871</td>
<td>16</td>
<td>.000</td>
</tr>
<tr>
<td>Likelihood Ratio</td>
<td>148.176</td>
<td>16</td>
<td>.000</td>
</tr>
<tr>
<td>Linear-by-Linear Association</td>
<td>75.019</td>
<td>1</td>
<td>.000</td>
</tr>
<tr>
<td>N of Valid Cases</td>
<td>200</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. 15 cells (60.0%) have expected count less than 5. The minimum expected count is .55.
4.7.4 Promotional Mix

Hypothesis

H:0 There is no association between influence of advertisements and discounted prices.

H:01 Advertisements and discounted prices are correlated.

Isuzu’s advertisements helped me to make a decision to buy their products*Discounted prices offered to second time customers influenced my decision to buy Isuzu brand.

According to table 4.13 below, 9 cells have expected count of less than 5 and minimum expected count is 46. This means that the assumptions of the chi-square test have been met. Therefore looking at the Pearson's Chi Square row, it is noted that the Pearson’s Value of 71.796 with a p statistic of 0.000 shows that there is statistically significant association between advertisements and the discounted prices .The linear by linear association p value of 0.00 shows a strengthened association of the variables. The likelihood ratio of 75.063 explains that more than 70 percent of the association is explained by the Pearson's Chi square value. Therefore this means that the null hypothesis should be rejected and the alternative hypothesis adopted. There is a degree of dependence between the two variables that help it to answer the main research questions of the study.

Table: 4.13 Advertisements and Discounted Prices

<table>
<thead>
<tr>
<th>Chi-Square Tests</th>
<th>Value</th>
<th>df</th>
<th>Asymptotic Significance (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>71.796</td>
<td>16</td>
<td>.000</td>
</tr>
<tr>
<td>Likelihood Ratio</td>
<td>75.063</td>
<td>16</td>
<td>.000</td>
</tr>
<tr>
<td>Linear-by-Linear</td>
<td>7.437</td>
<td>1</td>
<td>.006</td>
</tr>
<tr>
<td>Association</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>N of Valid Cases</td>
<td>200</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. 9 cells (36.0%) have expected count less than 5. The minimum expected count is .46.
4.8 Chapter Summary

This chapter provided the actual findings tailoring them to the objectives of the study. The chapter describes the demographic components of the respondents who selected for the study. For example, the gender of the target population, level of income earned by various respondents as well as the highest level of education attained by the respondents. The chapter also highlights the psychological factors and how they influence purchase decisions. This is tailored towards the responses given by the respondents. The chapter explains how the various economic factors influence the purchase decisions of the individual respondents. Moreover it explains the promotional mix and socio-cultural factors that influence purchase decisions. The chapter explains the measures of central tendency and how they define the authenticity of the data set vis-à-vis the outliers. The standard deviations of various key objectives are defined in this chapter. It gave a broad definition of the key objectives stating the graphical data tabulations and presentations to support the actual findings of the study.
CHAPTER FIVE

5.0 DISCUSSION, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction
This chapter seeks to discuss the findings in a broad manner linking the findings to previous researchers and coming up with concrete conclusions. It seeks to address the findings and relate them to the key objectives of the project and suggest improvements for the project. This chapter will be organized into various sub-components. The first deals with a synopsis of the discussion which is documented on the summary bit. The second section is the discussion part and is organized according to the specific objectives starting with the first to the fourth objective. Then the next phase is the conclusion which is also organized in terms of the specific objectives of the study. The last section dwelt on the recommendations which are new ideas that can be incorporated into the project for a better project.

5.2 Summary
The chapter highlights the various socio-cultural factors affecting consumer purchase decisions in Kenya. The factors are highlighted citing how they affect the purchase decisions of consumers in Kenya. It also explains the effect of predefined economic variables on the purchase decisions. For example on the variable of fuel consumption, it dictates that the higher the fuel consumption rates of an Isuzu vehicle, the lesser the likelihood of an individual to purchase the vehicle. Some of the economic variables defined are fuel consumption, maintenance prices, personal income and the interest rates.

This chapter also discusses how various promotion mix strategies affect the purchase decision of an individual. It also explains how the psychological factors influence the consumer purchase decisions in Kenya. All these objectives investigate a case study on Isuzu as an automobile brand in Kenya. Apart from the explanations given below, it also compares the findings with previous literature reviewed whereby it supports where a predefined assumption is true or refutes a past statistic because of new discovery.
The study used descriptive research design. The study’s target population was the customers of Isuzu East Africa Limited. According to Isuzu East Africa Limited on average there were 400 customers monthly who purchased their vehicles. The sample size of the customers interviewed was determined by the use of the formula developed by Yamane (1967). This study used simple random sampling technique to come up with a sample population of 200 respondents. Since the study utilized primary data, the data was gathered utilizing questionnaires as the main data collection instrument. The data collected was analyzed using descriptive and inferential statistics with the help of the Statistical Package for Social Sciences (SPSS). The results were then presented using tables and figures.

According to the research findings, various psychological factors influenced the purchase decisions of individuals in different ways. For example the attitude towards the brand influenced the purchase decisions negatively. Other psychological factors included the perception of an individual about the Isuzu brand, personality and learning. The study revealed that most respondents did not view Isuzu vehicles as luxurious but instead viewed them as functional vehicle.

Promotional mix strategies like discounts provided a decrease in price improving the likelihood of an individual to make a positive purchase decisions. There was a correlation between good promotional mix and positive purchase decision and vice versa. The study also revealed the use of digital marketing and its effect on purchasing decision. Advertisement on the other hand played a minute role in influencing customer purchase decisions as most respondents claimed that they were not influenced by them, but rather by positive word of mouth from other customers.

Economic factors also had an influence on the purchase decisions. Increased economic factors such as maintenance prices and interests rates affected purchase decisions negatively same for price increments. Majority of the respondents agreed to the fact that availability of credit facility influenced their purchase decision. The study also revealed that most Isuzu customers purchase their vehicles after they met their
basic need. Maintenance price and availability of affordable spare parts also came out as one of the factors that influenced customer purchase decisions.

It was discovered that there were various socio-cultural factors that affected the purchasing decisions of consumers, examples being factors such as the family, spouses and origin of automobile manufacture. Most respondents agreed to the fact that their families are an influencing factor in their vehicle purchase decisions. The study also revealed to us that family traditions and religion do not influence a customers’ purchase decision.

5.3 Discussion
5.3.1 Effects of Social-Cultural Factors on Consumer Purchase Decisions
There were various socio-cultural factors that affect the consumer purchasing power. The research findings revealed that family played a vital role in convincing an individual to buy Isuzu brand of vehicle. The respondents believed that the family experience with the vehicle could either create a negative perception of the Isuzu vehicles or instill a positive morale in use of the brand. Therefore the majority of the respondents confirmed that family had a pivotal role to play in influencing the purchasing decision of an individual. Kotler (2010) confirms that a family is the most important consumer buying organization in society and it constitutes the most influential social factor that influences consumer behavior. Most of the interviewees reported this assertion to be true. However, a closer majority were partially accepting and partially rejecting this hypothesis. However, close to 10 percent of the respondents strongly disagreed with this statement.

However, most respondents confirmed that there was no correlation between the family traditions and the choice of purchase. They claimed that beliefs are enshrined in the codes of behavior and are immaterial as compared to purchase decisions that are material in nature. Since the family involves a lot of interaction and trust, the rate of coercion was higher than in other settings like friends. This is in accordance with a previous study which stipulates that since the family is a crucial decision-making unit,
the interaction between family members is likely to be more significant than those of smaller groups, such as friends or colleagues (Lee & Marshall, 2014).

The influence of the spouse was one of the key determiners of purchase decisions as proved by most respondents. The spouse had a lot of power in determining the brand of the better half. However, some rejected this statement as they claimed that some of their spouses did not have so much knowledge about certain brands of Isuzu. Workmates and peers also had an influence on purchase decisions. However, the majority were indifferent about the influence of the workmates and peers in the purchase. Therefore the propensity to make a purchase as a result of social influence was nil and diminishing. According to Grinblatt (2008), a consumer would get a lot of social influence if he or she stays in a neighborhood where people ride in some brand of automobiles. This was in agreement with a reaction of those respondents who affirmed to this statement. Shared values received mixed reactions from the respondents as a majority of them were indifferent to this assertion. This influence is brought about by the nature of trust in the buyer-seller relationships (Hamari, 2016). Shared values create a common culture that unites a people. However, the only 25 percent of the respondents gave credit to the fact that shared values had an influence on purchase decisions.

Only 22 percent of the respondents believe that status of an individual in the society influenced the purchase decisions. However majority were indifferent about this belief citing various reasons for this. Some stated that status goes along with wealth which influences purchasing power of an individual. Majority of the respondents reported that there was no correlation between ones religion and purchase decisions. Religion was more concentrated on divinity and was immaterial and therefore there was little correlation between religion and purchase decisions. Majority of the respondents agreed that the country of origin influences purchase decisions. For example the local assembly of Isuzu plays a psychological role in influencing the purchase. This was through the culture of a country. They cited that the played a pivotal role in determining the behavior and decisions of an individual. These echoed the assertions of Kothari (2010) which stipulated that Culture is the fundamental determinant of a person’s wants and behavior.
5.3.2 Effect of Economic Factors on Consumer Purchase Decisions

Various economic factors were the key determinants of the purchase decisions as reported by the respondents. The major economic drivers to the purchase decision were personal income, maintenance price, interest rates and fuel consumption. Others included the perceived price of purchase. According to Marslow’s Hierarchy of Needs, the basic needs come first before any other human want. The ERG Theory of needs also confirm that the tire 1 scale of needs is the essential needs (Lazaroiu, 2015). These sentiments were reported by the respondents citing that the most important need of survival was the first in the needs followed by other like purchase of Isuzu brand of vehicles.

Most people ranked Isuzu vehicles in the third tire of hierarchy of needs. Therefore it was just achievement tier of the ERG model. This means that they prefer meeting the basic needs then the vehicle comes after he or she can comfortably sustain him or herself. The level of income was also a great determiner of the purchasing decisions of individuals. They cited that if one earns certain amount of money then the purchasing power would raise enough to meet the needs of purchasing an Isuzu brand. The minority suggested that other factors which influenced purchase decisions included availability of the Isuzu vehicles (supply), the dollar exchange rate, purchasing power of an individual and rebates. Their sentiments can be supported by the Maslow's Theory of needs which states that the last hierarchy of needs is that feeling of accomplishment but the first three have to be met; that is the basic needs, the safety issues and then finally the need for self-actualization. The driver of all these is through personal income which defines the tier that respondent is ranked (Robertson, 2016).

The respondents confirmed that the higher the maintenance price the lower the purchase and the lower the maintenance the greater the purchase. These were assertions of the respondents echoed through the feedback given by the majority of them. Over half of the respondents confirmed this statement. They claimed that maintenance price was not an issue because one cannot purchase what he or she cannot maintain. High-interest rates were a great economic red flag towards the
purchase of Isuzu vehicles. Almost half of the respondents confirmed that high-interest rates skyrocket the prices reducing the individual purchasing powers.

However, some of them quoted that the flex-payment option had a big influence on their decision to purchase Isuzu brand. This is because they could do installment payments instead of one rigid scheme that only demands lump sum payments. Fuel consumption as served as a major economic factor considered in purchasing a vehicle. The motor capacity was, therefore, a key concern. These economic factors confirmed the authenticity of previous studies by Wonder et al., (2009) which stated that consumers preferred low-interest rates, a high rebate, and down payment in making purchase decisions.

5.3.3 Effects of Promotion Mix Strategies on Consumer Purchase Decisions
Promotional mix is one the strategic business segments that required a lot of attention. There were various promotional mix variables that were defined by the respondents citing how they affect their purchase decisions of the Isuzu brand. Some of the variables included advertisements, client feedback, and the effect of the salespeople, accessorized vehicle, discounts as well as rebates and discounts. Only 25 percent of the respondents agreed that advertisement was the main driver of their purchasing of Isuzu vehicles. In fact, most of them disagreed though not far from those who agreed. This is because most of them are TV viewers and they don’t remember the last time an Isuzu brand placed a prime-time advert in the audio-visual media.

A minority who strongly agreed that advertisement through audiovisual and the print media played a key role in the purchase decisions. Therefore this disagreement means that most of the respondents had not been able to see the adverts of Isuzu both in print and audiovisual media. This is in agreement with the assertions of Median (2016) who stated that organization seeks through its marketing communications to build awareness and to impress customers looking for the best range of products. Isuzu seemed to be on the brink of advertisement because only 33.3 percent of the respondents confirmed that they had seen at least their adverts either on the TV, radios or in the magazines. However, majority of the respondents were indifferent
about this viewpoint. The least number of respondents disagreed confirming that Isuzu advertises their products a lot, though the scope was narrow.

The partial perception of advertisements was because some of them remember and some do not remember the last time an Isuzu advert was on media. However, some stated that the mode of advertisement should be one that they can always be able to access and see. They stated further that advertisement reminds them of the new products, instill an urge to purchase and creates utility in use of a product. Therefore it was proven that advertisement plays a key role but it is important to consider the scope and technology as well as the growing trends to capture a new market. According to Armstrong (2015), better sales is achieved not just by advertising but by choosing the right advertisement media and knowing how to incorporate the frequency of these adverts.

Positive feedback was the greatest driver to purchase of Isuzu vehicles. Most respondents confirmed that snowballing of the positive feedback served as a driver for the purchase of Isuzu vehicles. A positive feedback was instilled a positive perception of Isuzu as a product creating a push demand that can limit the extent of effort that Isuzu put in sales promotion. A high quality of Isuzu products coupled with snowballed positive reactions was seen to be the greatest drivers to purchase decisions and enhanced market share. Most of the respondents confirmed that they got this feedback from close friends and even relatives. Only 7.5 percent were not influenced by the feedback and they cited the reason is that they prefer alternative brands while other claimed that they had previous bad experiences which could not be rejuvenated by one positive feedback. The other brands were preferred by some people who were rigid to switch or add another product line.

Most respondents confirmed that the Isuzu sales promotions influenced their decisions to purchase the brand. The sales promotions which came in various ways such as warranties and free spare parts drove them to purchase more of the Isuzu vehicles. However, those who strongly disagreed asserted that some of the ways of sales promotions are not so influential enough to warrant a purchase as for them. Discounts served as a better promotional strategy because it attracted the majority of
the respondents to purchase Isuzu. The rebates reduced the price of the Isuzu brand fitting within the budget line and purchasing powers of many consumers who had the brand already.

Isuzu brand was reported to be packed with many accessories and this served as a point of attracting customers. Most respondents cited that they like products that are holistic thus limiting their marginal prices of purchase. Some stated that the accessories are normally pricey and therefore getting a fully packaged accessorized brand was better in terms of serving the required utility. Majority of the respondents rejected the salesmen business acumen stating they were not convinced by the Salesforce at Isuzu. They claimed that a product like a vehicle needs a better touch of sales where one can see whatever is being sold and see if the word of mouth commensurate with actual components of the vehicle. This was referred to corporate sales where relationship officers use the print media to influence a purchase decision. Some of the respondents cited they were not coercive enough and some of them even had little ethical presentations. Therefore whenever ethical issues are mentioned in sales, it affects consumer purchasing will and loses the power to purchase (Schwepker, 2016). Instead, only 10 percent of the interviewed respondents confirmed that they had been persuaded by the Isuzu salespeople directly.

However, a few respondents confirmed the friendliness of the Isuzu sales people but the majority of the respondents were indifferent about this aspect. This confirms the reason why the only 10 percent of the sales are through coercion by salespeople. Though the quality and Price of the Isuzu vehicles are high and low respectively, as indicated by the feedback of respondents, they have a moderately good promotional mix which just requires a little tuning to tap into the potential client base. Therefore, a good promotional mix is the answer to consumer coercion and improves decision to consume a product.

5.3.4 Effects of Psychological Factors Influence Consumer Purchase Decisions

There are various psychological factors that influence the purchase decision of a client for the aforementioned brand. The perception of an individual is a key driver because one uses it to judge the quality of the product as well as the maintenance prices. Some
respondents also went ahead to claim that the visibility of Isuzu vehicles on the roads was a major influencing factor on their perception towards the brand. The attitude that one has towards the Isuzu brand of vehicles influences the purchasing decision. This was confirmed by a majority of the respondents. This confirms a previous study which states that perceived quality has been the subject of considerable interest by both practitioners and researchers, mainly in services marketing (Cronin & Taylor, 2012).

However, the perception of the quality was met with a lot of indifferent reaction as most respondents termed quality as relative and hard to define as it varies with human observation and inference. Sharing of knowledge and the esteem build up were other psychological factors that influenced the individual purchase decisions. However, with respect to esteem build up, it was met with a neutral ground commentary because most respondents were indifferent about the lavish attribute of the Isuzu brand of vehicles. This means that less than half of the respondents perceived the Isuzu brand to be of luxurious and the other half rejected this assumption or were indifferent. This could be supported by the fact that most Isuzu vehicles are light and heavy duty trucks and buses for specific tasks.

Majority of the respondents reported that the vast knowledge they have about Isuzu products drives them towards purchasing this brand. Therefore, 32 percent of the respondents agreed that the knowledge about the product is the core driver of their purchasing power. Most respondents confirmed that the local assembly of Isuzu makes them buy it easily as they feel more secure about it and trust the product. Some respondents also went ahead to claim that locally assembled vehicles are made with to suite the characteristics of the local environment. However, few respondents felt that that is not a factor that influences the purchase decisions. This is a psychological attribute which meant that local assembly built up trust in some respondents as proposed and therefore it was a reference to the imported brands. However, a few respondents still felt that they prefer imported brands.

Other psychological factors cited outside the enlisted were majorly based on consumer perception, cost, durability and the societal view or need to fit in the
society. Majority of the respondents claimed that Isuzu vehicles were of high quality and were durable if well maintained. 66 percent of the respondents also claimed that Isuzu vehicles are affordable in terms of purchase cost while 34 percent felt the vehicles were a bit costly. Krishna (2016) states that sensory marketing is core in convincing a customer to purchase a commodity.

5.4 Conclusions

5.4.1 Influence of Psychological Factors on Consumer Purchase Decisions

Psychology of an individual, therefore, affects the purchase decisions because it creates inherent trust and perception of a product which leads to a better intrinsic drive to acquire the Isuzu brand. However, psychology is determined by various variables which have to be built by the brand ambassadors of Isuzu automobile for the better influence of the consumer decision. The attitude of an individual is a key component that determines whether the product will be purchased or not. The perception of a brand influences the purchasing decision. However, all these can be revamped by good promotional mix to improve personal feeling towards Isuzu as a product. Therefore the customer psychological factors have to be considered to achieve better decisions.

5.4.2 Influence of Promotion Mix Strategies on Consumer Purchase Decisions

Strategic market planning is enshrined in a promotional mix that creates awareness and wins customer pockets. Therefore, promotional mix influences the knowledge of a customer about a product and creates a need to purchase the product. According to the findings documented in the study, promotional mix, therefore, has variables that help to convince or drive the customer away. Promotional mix is a strategy that creates successful purchases when the right mix is picked for implementation. The wrong mix for a wrong target client leads to poor sales because of negative influence on the purchase decisions of an individual. However, positive feedback and wide scope of advertisements can be a deal breaker by promoting the urge of acquisition by a client.
5.4.3 Influence of Economic Factors on Consumer Purchase Decisions
Various economic factors influence the purchase decisions. These factors either increase the purchasing power of an individual or reduce the purchasing power. From the research, personal income, fuel consumption and maintenance price affect the purchase decisions in such a way that the higher the prices of these variables, the lower the purchasing power of individuals and the lower the price of these economic variables, the higher the purchasing power of individuals. Therefore, to improve positivity in customer decisions the economic variable have to be harmonized to become price friendly and vice versa.

5.4.4 Influence of Social-Cultural Factors on Consumer Purchase Decisions
The influences of society and culture have a great impact on purchase decisions of customers. There are various socio-cultural factors that influence the purchasing decisions of an individual. They include family influence, the influence of the spouse, the status of an individual in society, the societal needs as well as the religion of an individual. However, some socio-cultural factors like religion have very little correlation with the purchasing decision of an individual. Therefore it is important to understand the socio-cultural definition of a population so that the right influences can be made on the decision making abilities of the customer.

5.5 Recommendations
5.5.1 Recommendations for Improvement
5.5.1.1 Psychological Factors and Consumer Purchase Decisions
Psychological selling should be adopted with a matrix defining the key focus variables i.e. client perception and attitude to ensure that the psychological elements of the consumers are captured. Psychological factors can be applied in various ways with a key focus on the main psychological factors that influence the purchasing decision. The attitude of the customers can be built by good and attractive advertisements and also a better quality assurance to make the consumers trust Isuzu brand. This will build a positive attitude on the customers and influence their decisions in a better way. Therefore the best way is to concentrate on the core psychological factors.
5.5.1.2 Promotion Mix Strategies and Consumer Purchase Decisions

The automobile company should adopt a price scheming strategy through a segmented high-end market and manufacture a wide range of assortments that fit in all social classes. The scope of advertisements can be enforced through major TV stations with a prime-time adverts target to capture many clients. They can adopt the BCG Growth-Share Matrix to enable them to realize their cash cows and stars for Price savings and market penetration. The BCG matrix helps to identify areas where more investment and input needs to be concentrated. They should adopt showroom selling to improve closing of business and increases a personal touch in their selling. Isuzu should also strive to have a common database with all their clients’ details to facilitate marketing activities such as email marketing or direct marketing. This will ensure that all clients coming into the company receive the relevant information needed from time to time through their emails. The companies can also conduct more target specific marketing campaigns that will help build awareness of their different client segments.

5.5.1.3 Economic Factors and Consumer Purchase Decisions

The policymakers like the Monetary Policy Committee should ensure that the interest rates are capped to ensure that the consumers are protected from the high-interest rates that inflate the credit price thereby deterring them from consuming the brand or making their purchasing power to decrease. The 14 percent interest cap should even be lowered more to increase the borrowing capacity of the consumers and with decreased interest rate coupled with lower taxes is likely to influence the purchase decision of clients positively. The Kenya Revenue Authority should exempt local assemblies completely from the excise duties to give leeway for consumers of Isuzu brand to improve their purchasing power. This will mean that the tax exemptions will lower the Price of production which translates to the Price of the Isuzu vehicles. The lower the production of the quality brand, the higher the chances of influencing a positive purchase decision from the consumers.
5.5.1.4 Social-Cultural Factors and Consumer Purchase Decisions
Research should be carried on the socio-cultural background of the various markets to understand the socio-cultural needs of the consumers so that the influence on their willingness to purchase can be clarified. The socio-cultural factors that affect the purchasing decisions of consumers positively should be identified. An example is a family where if the family member uses the brand, the likelihood of influencing a family member to purchase the same brand is very high. These positive result oriented socio-cultural factors should be mixed together and their weaknesses ironed out to ensure that whenever they are applied to a market segment, the sales are optimal.

5.5.2 Recommendations for Further Research
Further research should be carried in detailed to know how the various variables for the psychological, economic, promotional mix and socio-culture affect the purchase decisions of the consumers. It would also be prudent to have further research carried out to examine how the factors considered affecting consumer purchase decisions for high-end automotive companies such as Mercedes Benz, Porsche among others.
REFERENCES


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Isuzu East Africa Ltd,
P. O. Box 30527,
Nairobi,
Kenya.

18th May, 2018

Dear Sir/Madam,

REF: PERMISSION TO CONDUCT RESEARCH – MONICAH WAMBUI THUKU
STUDENT ID. NO. 646130

The bearer of this letter is a student of United States International University (USIU) -Africa pursuing a Master of Science in Business Administration.

As part of the program, the student is required to undertake a dissertation on “Factors affecting consumer purchase decisions in Kenya's motor industry: a case of Isuzu East Africa customers” which requires her to collect data.

Please note that information provided will be treated with utmost confidentiality and will only be used for academic purposes.

Kindly assist the student get the appropriate data and should you have any queries contact the undersigned.

Yours Sincerely,

[Signature]

Prof. Amos Njuguna,
Dean – School of Graduate Studies, Research and Extension
Tel: 730 116 442
Email: amosnjuguna@usiu.ac.ke
APPENDIX II: Questionnaire

Please answer all the questions by ticking on the spaces provided or use the spaces left for you.

Section A: Background Information

1. Gender
   
   I. Male [ ]
   II. Female [ ]

2. Age:
   
   I. Less than 35 Years [ ]
   II. 36-45 Years [ ]
   III. 46-55 years [ ]
   IV. More than 56 Years [ ]

3. Highest level of education
   
   I. Secondary level [ ]
   II. College level [ ]
   III. University level [ ]
   IV. Post graduate level [ ]

4. How long have you used Isuzu vehicles?
   
   I. 1- 5 years [ ]
   II. 11- 15 [ ]
   III. 6-10 years [ ]
   IV. Above 16 years [ ]

5. What is your Occupation?

   ............................................................

Section B: Psychological Factors Influencing Consumer Purchase Decisions

6. Kindly indicate your level of agreement to the statements below relating to psychological factors influencing consumer purchase decisions. Use a scale of
1-5, where 1- Strongly disagree, 2- Disagree, 3- Neutral, 4- Agree, 5- Strongly agree.

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<td>My perception towards Isuzu vehicles and the brand influences me to buy them.</td>
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<td>I perceive Isuzu vehicles to be of high quality and easy to maintain.</td>
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<td>My attitude towards the brand of vehicle affects my purchasing decision.</td>
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<td>The assembly of Isuzu vehicles locally makes it easy for me to buy them.</td>
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<td>Driving Isuzu vehicles is luxurious and satisfies me</td>
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<td>Isuzu vehicles compliment my lifestyle and personality</td>
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<td>Knowledge sharing from friends and colleagues influences my purchase decision of a motor vehicle</td>
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<td>I have vast knowledge of handling Isuzu vehicles, which makes it easy for me to buy them</td>
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7. In your own opinion, do you think Isuzu motor vehicles are perceived to be of high quality?
   Yes [ ] No [ ]

i. If no, why?
   ........................................................................................................................................
   ........................................................................................................................................

8. How do you think the Isuzu vehicles are perceived in the market?

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9. In your own view, are there any other psychological factors that influence consumer purchase decisions?

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Discounted prices offered to second time customers influence my decision to buy an Isuzu vehicle.

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Isuzu vehicles come with added accessories such as speed limiters & trackers, which influence my purchase decision.

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I interact with Isuzu sales people on a regular basis thus have developed interest in Isuzu products

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The sales people come to my workplace severally to tell me about Isuzu products

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Isuzu sales people directly called me and convinced me to buy their vehicles

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Isuzu sales people are friendly, courteous and helpful thus influences my purchase decision

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I receive Isuzu catalogues and brochures through my mail

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11. To what extent do you think, social media has influenced digital marketing for Isuzu vehicles?

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I. Not at all [ ] IV. Little extent [ ]

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II. Moderate extent [ ] V. Great extent [ ]

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III. Very great extent [ ]

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12. In your own view, are there any other promotion mix strategies that influence consumer purchase decisions?

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96
Section D: Economic Factors Influencing Consumer Purchase Decisions

13. Kindly indicate your level of agreement to the statements below relating to economic factors influencing consumer purchase decisions. Use a scale of 1-5, where 1- Strongly disagree, 2- Disagree, 3- Neutral, 4- Agree, 5- Strongly agree.

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<td>My personal income is a critical factor that influences my decision on the car to purchase.</td>
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<td>I only buy a car after meeting basic necessaries of life</td>
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<td>Maintenance Price influences the decision I make while purchasing a car</td>
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<td>High interest rates deter me from making a car purchase as it makes the car very expensive in the end</td>
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<td>Availability of flexible payment options eg. Loans, hire purchase, leasing would influence me to buy a vehicle</td>
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<td>The fuel consumption of the vehicle influences my purchasing decision.</td>
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14. In your own opinion, are Isuzu vehicles resalable after use?
   I. Yes [ ]  II. No [ ]

15. Are Isuzu vehicles spare parts readily available?
   I. Yes [ ]  II. No [ ]
   i. If no, explain what you have to do to access the spare parts?
      ........................................................................................................................................
      ........................................................................................................................................

97
16. In your own view, are there any other economic factors that influence consumer purchase decisions?

……………………………………………………………………………………
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Section E: Social-cultural Factors Influencing Consumer Purchase Decisions

17. Kindly indicate your level of agreement to the statements below relating to social-cultural factors influencing consumer purchase decisions. Use a scale of 1-5, where 1- Strongly disagree, 2- Disagree, 3- Neutral, 4- Agree, 5- Strongly agree.

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<td>Family is the most influential social factor that influences my purchase decision.</td>
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<td>My family traditions and beliefs influence my purchase decisions when buying a car.</td>
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<td>My spouse helps me in making decisions when buying a car</td>
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<td>My workmates and peers influence the type of car that I buy</td>
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<td>Shared values with Isuzu influence my vehicle purchasing decision.</td>
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<td>My status in the society influences my vehicle purchase decision</td>
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<td>Membership groups such as “4x4 Enthusiast’ influences my purchase decision for a vehicle.</td>
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<td>My religion and belief system influences my purchase decision for a vehicle.</td>
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<td>The country of origin the vehicle is from influences my purchase decision.</td>
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18. In your own view, are there any other social-cultural factors that influence consumer purchase decisions?

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Thank you for your Participation!