INFLUENCE OF MARKETING MIX ON CONSUMER BUYING BEHAVIOR IN THE RETAIL SUPERMARKETS IN NAIROBI COUNTY

BY

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UNITED STATES INTERNATIONAL UNIVERSITY – AFRICA

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BY

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

UNITED STATES INTERNATIONAL UNIVERSITY – AFRICA

SPRING 2020
STUDENT’S DECLARATION

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

Signed: ___________________________ Date: ________________

Mary W. Gikonyo (ID 656915)

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

Signed: ___________________________ Date: ________________

Dr. Peter Kiriri

Signed: ___________________________ Date: ________________

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ABSTRACT

The purpose of this study was to investigate the influence of marketing mix on consumer buying behavior in the retail supermarkets in Nairobi County. The study was guided by the following research questions; how does product influence consumer buying behavior? How does price influence consumer buying behavior? How does promotion influence consumer buying behavior? And how does place influence consumer buying behavior?

The study adopted a descriptive research design. The population of the study comprised of consumers who shopped from the selected supermarkets in Nairobi. These were; Tuskys supermarket, Carrefour supermarket, Naivas supermarket and Eastgate supermarket. The sampling frame was obtained from the selected supermarkets’ database that revealed the average number of shoppers per day. The study used stratified sampling technique with a 95% confidence level to determine a sample size of 400 respondents from a population of 5,311 shoppers. Open-ended and closed-ended questionnaire was used to collect data from the respondents as they exited the supermarket. This was done after a pilot test using Cronbach’s alpha, which gave an alpha value of 0.887 and this showed that the research instrument was reliable. Descriptive analysis used to analyze the data included; means, frequency distribution and percentages. Inferential statistics such as correlation analysis was used to discover if two variables were related. The findings were presented in form of tables and figures.

The first objective sought to determine the influence of product on consumer buying behavior. A number of factors were identified which included quality, packaging and branding. Findings revealed that product features such as perceived product quality, reliability of a product, perceived product value, information on the packaging label, and the brand name of a product influence consumer purchase intention. Respondents however disagreed that the portability of a product influences purchase decision.

The second objective sought to determine the influence of price on consumer buying behavior. Three factors were identified. These were; price discounts, value based pricing and penetration pricing. Findings revealed that price discounts, free samples and bonus packs influence purchase intention, value based pricing has a positive impact on buying behavior, and penetration pricing influences purchase intention.
The third objective sought to determine the influence of promotion on consumer buying behavior. A few factors identified were: sales promotion, personal selling, advertising and new media. Findings revealed that there was a significant positive relationship between promotion and consumer buying behavior. The study showed that sales promotion, a sales person’s appearance, negotiation influence and confidence, public relations, and new media specifically word of mouth, experiential marketing and social media, all have a positive influence in consumer buying behavior. It was also revealed that sponsorship and choice of advertising media has no influence on consumer’s purchase intention.

The fourth objective sought to determine the influence of place on consumer buying behavior. A number of factors were highlighted which included distribution channels, geographical location and efficiency. Findings revealed that distribution channels are essential in influencing customers’ purchasing decision. Particularly, geographical location of the store, the convenience, accessibility and safety of shopping at the store all have a significant influence on a consumer’s purchase intention. The store layout and positioning of products however have no significant influence on the consumer’s buying decision.

The study concluded that product’s quality, reliability and its perceived value, information on the packaging label and brand name have an influence on consumer buying behavior. Price discounts, free samples and bonus packs are effective in attracting customers to a retail store. Sales promotion, publicity and social media marketing have a positive influence on consumer behavior. Distribution channels, physical location of a store, safety and convenience of shopping all have an impact on the consumer’s purchase decision.

The study recommends that retail firms should enhance their product attributes in terms of quality, packaging and brand name. Retail firms should also consider putting more useful information on the packaging label of products, and effectively use sales promotion, social media marketing, and personal selling in order to attract customers. The study recommends that the retail supermarkets should expand their distribution strategy and have their stores in a safe, accessible and convenient location for the shoppers. Further studies is recommended on other industries to determine the influence of marketing mix on consumer behavior, and also a similar research to be conducted in other regions/counties.
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Finally, I acknowledge all respondents who made this research possible through their participation.
DEDICATION

To my family for your inspiration, support and encouragement, thank you! I couldn’t have done it without you.
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CHAPTER ONE

1.0 INTRODUCTION

1.1 Background of the Problem

Marketing refers to the activities undertaken to promote the buying or selling of a product or service. According to Kotler and Armstrong (2012), marketing is managing profitable customer relationships. In addition, the twofold goal of marketing is to attract new customers by promising superior value and keep and grow current customers by delivering satisfaction. According to Singh (2016), marketing is a complex range of marketing mix solution variables used in the company seeking to sell their goods and services. Marketers use numerous tools to elicit the desired responses from their target markets. These tools constitute a marketing mix. The term marketing mix was first applied at the Harvard Business School to explain the range of marketing decisions and elements that must be balanced to achieve maximum impact.

Marketing mix is the set of marketing tools product, price, place, and promotion - that the firm uses to pursue its marketing objectives in the target market (Kotler, 2014). These marketing tools are often referred to as the four P’s of the marketing mix. Pruskus (2015) on the other hand defines marketing mix as a set of relevant factors and solutions that enable customers to meet the (national) needs and achieve the goals set by the company. Most of the times, the marketing mix influences the marketing decision process of the consumer in relation to the final purchase.

Product is defined as a physical product or service to the consumer for which he is willing to pay. It includes half of the material goods, such as furniture, clothing and grocery items and intangible products, such as services, which users buy (Singh, 2016). Product refers to the offering provided to satisfy the needs of the target consumer, Price refers to the right product offered at the right cost. Place means the right product at the right price available at the convenience of the customer. And lastly, promotion refers to communicating to both current and potential customers of the availability of the product, its price and its place (Ehmke, Fulton & Lusk, 2016). With the ever changing market environment, customer is the basic cause of existence for any business. Meeting the needs of those customers more effectively than competitors is the key to continued profitable existence for business. Today, consumers face a growing range of products and services to buy (Payson & Karunanithy, 2016).
According to Wertz (2018), the global retail market has undergone a great global transformation in the last few decades. Nowadays, customers are provided with huge options of consumer brands to choose from thus cultivating brand preferences in their minds. In order to comprehend the main characteristics of demand, selecting, purchasing and consuming, and to examine antecedents of consumer satisfaction, it is vital to understand their behavior. Marketing strategies are the result of the consumer behavior’s investigations, which assist marketers in satisfying consumers (Wongleedee, 2015).

The Retail Sector is comprised of establishments engaged in retailing merchandise, generally without transformation. Retailing is the final step in the distribution of goods to consumers. In the US, 2018 was kind to retail sector led by advancements in digital channels in the market reporting growth every month so far after a record-setting 2017. Retailers must adapt to new shifts in demographics, attitudes and consumer preferences as the face of the market is quickly evolving (Wertz, 2018). An organization can actually survive if it can be able to understand the needs and demands of consumers and supply them. This means that there is need to understand consumer behavior.

Consumer behavior refers to a series of activities directed toward the acquisition, use and disposal of goods and services occurs (Solomon, Bamossy, Askegaard, & Hogg, 2016). Knowledge of consumer behavior is therefore considered to be very essential if organizations seek to gain commercial success. According to Green, Whitten and Inman (2014), it is vital to point out that marketing strategies are very important in the long run performance of an organization.

The relationship between consumer behavior as well as marketing strategy is very much emphasized since the success of companies’ marketing strategies depends on how well managers understand consumer behavior (Kotler, 2014). Consumer buyer behavior is said to be the multi-step decision-making process where people take part in it, and the actions consumers take to satisfy their needs and wants in the marketplace. The study of customer behavior is therefore mainly focused on consumer buying behavior, in that the customer plays three essential roles: user, payer and buyer (Kotler & Armstrong, 2013).
According to Renner (2018), the four gold standards of retail marketing are product, price, place, and promotion. This product can be physical or intangible. As for pricing, in order to optimize sales, a company must find its product’s pricing sweet-spot. A firm can have the best product in the world, but if it’s out of the customers’ reach, the firm is out of luck. This is determined by place in the marketing mix. And lastly promotion, it’s all about communicating with the consumers and sparking their interest in the firm’s products.

A large portion of Kenya’s service sector is comprised of retail services. Supermarkets are rapidly penetrating the retail industry especially in urban areas where they have an increasing large share of the market. The expenditure level for the average Kenyan consumer has risen by as much as 67 per cent in recent years, thus fueling demand and growth in retail malls. This makes Kenya Africa’s fastest-growing retail market. A study by Oxford Business Group (2016) to examine consumer spending patterns and the retail industry in five Sub-Saharan countries including Kenya, revealed that Kenya was ranked Africa’s second biggest formalized retail economy after South Africa. Forty one per cent of Kenyan shoppers surveyed reported to frequent formal retail outlets because of the wide variety of products they offer (Oxford Business Group, 2016).

Supermarket development in Kenya is currently in the medium stage where changes are taking place fast. In Nairobi, the fight for market share has taken mainstream supermarkets from the usual commercial areas to residential places, where they are competing with newer entrants like Chandarana, Carrefour, Game and Shoprite among others. In the retail industry, just like in any other industry, effective marketing is necessary in order to compete in the ever growing industry sector. A lot of effort is required from the retailer since they need to get the product, advertise it, and sell it to customers. This happens through the four Ps of marketing: product, price, place, and promotion, and finding the right marketing mix is crucial to the success of any business (Smith, 2019).

1.2 Statement of the Problem

For decades, it was business as usual for Kenya’s largest retailers – Nakumatt, Tuskys and Uchumi as there was little competition as well as plenty of room for expansion. Also, high end and middle class consumers had few options; either to make several trips to the neighborhood
kiosk or visit one of the large supermarket chains at which everything could be found. However, years of increased purchasing power and changing consumer habits have accelerated transformation of the Kenyan retail market. Along with the retail outlets, traditional kiosks, and supermarkets, the country has also experienced a rise in the popularity and penetration of shopping malls (Cytonn, 2018). There has also been increase in online shopping, with some consumers opting to shop from the comfort of their homes. This has however not replaced the offline stores where customers have the opportunity to touch, try or even test products before purchasing. The challenge for retailers therefore is how to attract and retain this omni-channel shopper. Doing so requires knowledge of how these shoppers behave. This information could enable the retail firms to foster their competitiveness and ensure their long-term survival. (Amand, 2019).

Consumer behavior is the behavior that consumers display when searching for, purchasing, using, evaluating and disposing products and services that they hope will satisfy their needs. The purchasing behavior of consumers is determined by preferences, choices and tastes of individuals. There are however other factors that determine the consumer behaviors, some of which marketers cannot control for example; cultural, social, personal, and psychological factors. Several studies have been done on the influence of marketing mix on the behavior of consumers (Hanaysha, 2018).

In the global context, Payson and Karunanithy (2016) did a study on the impact of marketing mix on consumer buying behavior of motorbike buyers in Sri Lanka. The findings of the study were that there is a positive relationship between marketing mix and perception. The study also showed that there is an impact of product, price, place and promotion on buying behavior. Indumathi and Dawood (2016) did a research on the impact of marketing mix on consumer buying behavior in organic product. The findings of the research uncovered that product, price, and place and promotion factors have significant impact on purchase decision. This is supported by Deebhijarn (2016) who did a study on factors affecting the decision to purchase ready-to-drink green teas, among university students in Bangkok metropolitan region, which revealed that marketing mix in terms of product, price and promotion were the factors that affected the purchasing behavior.
In the Kenyan context, Cheserem (2016) conducted a research on the influence of marketing mix strategies on customer loyalty in fast food restaurants in Nairobi. The findings revealed that all the four variables of the marketing mix influence consumer loyalty and choice of fast food restaurants. Wangari (2018) did a study to investigate consumer buying behavior and marketing mix factors effect on purchase of fast moving consumer goods in large supermarkets in Nairobi. It was revealed that marketing mix factors had moderate effects on the choice of fast moving consumer goods in large scale supermarkets in Nairobi. This however had the limitation based on the fact that the study only concentrated on fast moving consumer goods. Kyule (2017) did a research on influence of social media marketing on consumer behavior. The study revealed that there is no significant relationship between influence of social media marketing and consumer behavior. Wambui (2017) researched on influence of promotional mix elements on brand loyalty in the Kenyan banking sector. Her findings revealed that advertising is an important tool in creating awareness among new and existing customers of a given brand.

Majority of retail customers purchase products from Supermarkets making it a better place for this study. The above studies show that indeed there has been attempt to establish the influence of marketing mix on consumer behavior in general. However, the studies have not looked at retail supermarkets especially in developing countries like Kenya. The retail sector continues to face structural changes, with some of the changes being reflected by consumer choices regarding when and where to make their purchases. Recently, there has been stiff competition in the retail sector, specifically the retail supermarkets, brought about by international firms like Carrefour, Chandarana, Game, and Shoprite setting up retail stores in Kenya (Kaborio, Kamau & Mbithi, 2017). These stores came at a time when giant local retail supermarkets Nakumatt and Uchumi had been on their knees for a period of time, leading to closure of their many branches. Nakumatt supermarket, a giant retailer that took up about 75% of the shopping malls in Kenya as anchor tenant, started performing poorly in 2017 due to lack of stocks and finally lost shoppers and collapsed (Kiriri, 2019). Since the closure of Nakumatt stores, other supermarket chains have expanded to take up the vacated spaces. In Nairobi, Tuskys and Naivas supermarkets share the top market position, accounting for close to half of the market (Asoko Insight, 2020).
To survive in the competitive business environment, there is need for retail firms to design an effective marketing mix in order to influence customers to purchase their products. It is important therefore for retail supermarkets to provide the right product, with the right price and at the right place to their customers. With very little research on the influence of marketing mix on consumer buying behavior in the retail industry in Kenya, it is difficult to conclude whether the way consumers behave is influenced by a firm’s marketing mix (Mohamud, 2018). Hence, the study focused towards determining how marketing mix influences the buying behavior of the consumers in the retail supermarkets in Nairobi county of Kenya.

1.2 Purpose of the Study
The purpose of the study was to determine the influence of marketing mix on consumer buying behavior in the retail supermarkets in Nairobi County.

1.3 Research Questions
1.4.1 How does product influence consumer buying behavior?
1.4.2 How does price influence consumer buying behavior?
1.4.3 How does place influence consumer buying behavior?
1.4.4 How does promotion influence consumer buying behavior?

1.4 Significance of the Study
1.5.1 Firms in the Retail Industry
Majority of firms in the retail industry do not emphasize on the importance of marketing activities for their products. Hence, firms in the retail industry can use the findings of his research to draw important inferences and information which the marketing team can use to improve sales performance of their products.

1.5.2 Policy Makers
The Kenyan government will use the findings of this study to identify strategies of introducing courses on marketing to help retail business owners learn how to use the various marketing mix variables to market their products. The findings of this study will also assist
the government and policy makers to address the barriers and challenges that hinder effective marketing in order to enhance its use in other sectors.

1.5.3 Academician and Scholars
This study will be useful to researchers as it will be a foundation for further research on marketing practices on other sectors. This study will also provide new ideas to the scholars and the researchers with respect to the impact of marketing mix variables on the business.

1.5 Scope of the Study
The geographical scope of this study was Nairobi, Kenya which is considered an urban area with highly active consumers of retail products. The target population comprised of shoppers from major retail supermarkets in Nairobi and the focus was on four major retail supermarkets in Nairobi. The data collection period for the research was between February 2020 and March 2020. The theoretical scope of the study was limited to only one model of marketing that is the marketing mix; 4Ps of Marketing by Kotler (2008). The study utilized all the four variables in the model that determine marketing decisions i.e. Product, Price, Place and Promotion.

The main limitation for this study was the respondent’s hostility as they were not willing to spare a few minutes of their time to respond to the questionnaire. Others were willing but were in a hurry and couldn’t fill in the questionnaire as they exited the supermarket. These limitations were mitigated by making them understand the benefits of their participation in this study, and those who were in a hurry gave their email address and were sent the survey to fill online and return.

1.6 Definition of Terms
1.7.1 Marketing Mix
According to Kotler and Keller (2016), these are factors orchestrated by marketers that influence people’s consumption choices. Marketing mix manipulates our five senses pushing and pulling us to certain products or brands.

1.7.2 Product
Product is defined as a physical product or service to the consumer for which he is willing to pay. It includes material goods, such as furniture, clothing and grocery items and intangible products, such as services, which users buy (Singh, 2016).
1.7.3 Price
According to Kotler, Keller, Brady, Goodman and Hansen (2019), price is the amount of money charged for a product or service, or the sum of values that customers exchange for the benefits of having or using the product or service.

1.7.4 Place
Place is the process where organizations decide where to locate their store and how many stores to have at the convenience of the shoppers (Kanoga, 2016).

1.7.5 Promotion
According to Godin (2018), promotion is the element in an organization’s marketing mix that serves to inform, persuade, and remind the market of the organizations or its products.

1.7.6 Consumer behavior
Consumer behavior is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas or experiences to satisfy their needs and wants (Kotler & Keller, 2016).

1.7 Chapter Summary
This chapter gives an insight into the problem under study. It provides the background of the study, the problem statement of the research, the purpose of the study, research questions, and significance of pursuing the study, the scope of the study and lastly, the definition of terms. The next chapter covers literature organized in terms of the research questions highlighted in this chapter, chapter three presents the research methodology, chapter four presents the findings and analyses while chapter five covers discussion, conclusion and recommendations.
CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Introduction

This chapter focused on relevant literature review for this study based on the research objectives highlighted in chapter one. The section is divided into four major parts; the first part looks at how product influence consumer buying behavior; the second part looks at how price influence consumer buying behavior, the third section looks at how place influence consumer buying behavior, and the fourth part looks at how promotion influence consumer buying behavior. The chapter then concludes with a chapter summary.

2.2 Influence of Product on Consumer Buying Behavior

According to Stanton, Etzel and Walker (2014), a product is a set of attributes assembled in an identifiable form. However, consumers are not really buying a set of attributes but rather benefits that satisfy their needs. Kotler and Armstrong (2013) stated that product is anything that can be offered to a market for attention, acquisition, use, or consumption hence satisfying customers want or need. Ferrell (2015) assert that product is a marketing mix strategy in which organizations offers consumers symbolic and experiential attributes to differentiate products from competitors.

2.2.1 Product Quality

Perceived product quality is defined as an assessment that customers have about the product excellence (Poh, Ghazali & Mohayidin, 2013). Flynn, Schroeder and Sakakibara (2014) noted that quality is an important element in the design and manufacture of products which are considered superior to those of competitors. According to Hitt and Hoskisson (2015), customers increasingly expect products to be of high quality. Therefore, product quality is often considered to be a major contributor to the development of a firm’s competitive advantage. Product quality is extent to which a product succeeds to meet the needs of its customer. Product quality shapes reputation of the retailer and influences consumer purchase decision at stores (Fetscherin, Boulanger, Gonçalves, & Quiroga, 2014). Chaudhuri and Ligas (2015) suggest that product value is positively correlated to both purchase behavior and customer loyalty in the retail industry. Ferrell and Hartline (2013) described the qualities of a
good product and emphasized that, product characteristics that customers associate with quality include reliability, durability, ease of use, a trusted brand name and ease of maintenance.

Gbolagade, Adesol and Oyewale (2013) researched on impact of marketing strategy on business performance a study of selected small and medium enterprises (SME’s) in Oluyole local government, Ibadan, Nigeria. It was established that there was a significant influence between product and business performance. This is supported by Owomoyela, Oyeniyi and Ola (2013) in their study on the impact of marketing mix elements on consumer loyalty where the findings revealed that product has an influence on customer loyalty hence increase in performance.

Since consumers buy satisfaction in form of the benefits they expect to receive from the product, to design effective marketing programmes, organizations need to know what kinds of products they are offering consumers. The idea of product as potential customer satisfaction or benefits is very important. Baker (2014) argues that the basic point about any product is that it is a bundle of attributes. Producers assume that small differentiating features will be perceived when they won't, with the result that greater emphasis is given to creating subjective differences between competitive products through service and promotional efforts.

Mahmood and Fatimah Hajjat (2014) did a research on the effect of product quality on business performance in some Arab Companies. A model was developed to illustrate the product development stages from conception to distribution. The research analyzed data using structural equation modeling techniques. Findings revealed that product extrinsic value influences external performance while product intrinsic value influences internal performance. Nirusa (2017) conducted a research on the mediating role of perceived product quality. Survey was used to 105 firms. Findings revealed that there is a relationship between organizational capability and perceived product quality. Gnanapragasam, Cole, Singh and Cooper (2018) did a study on Consumer perspectives on longevity and reliability: a national study of purchasing factors across eighteen product categories. The research established that most consumers consistently place emphasis on the importance of longevity and reliability when purchasing new products.
The assessment of consumer on a product based on quality is very essential characteristic in buying processes and consumers are conscious of the quality difference of all products (Nugroho & Wihandoyo, 2009). Sometimes the consumers go for better quality brand rather than considering the price factor of the product. These consumers are most likely to purchase famous but better quality brands in the market instead of less known brands. Also, they are ready to pay higher prices for renowned brands (Boonlertvanich, 2009). Saleem, Ghafar, Ibrahim, Yousuf, and Ahmed (2015) found a positive direct effect of perceived quality on purchase intentions. The literature suggests that there is a significant role of product quality in buying behavior but it may vary from culture to culture.

2.2.2 Product Packaging

Product package contains visual and sensual attributes which communicate to consumer. A product package is a container that has a direct contact with the product, protects, preserves and identifies the product (Ampuero & Vila, 2016). According to Simmonds and Spence (2017), good package design requires knowledge of the materials, their properties, manufacturing methods as well as conversion process. Package design not only increases the visibility of the product, it also helps the consumer to easily recognize the product. Improvements in product packaging revitalize brands leading to increased sales (Delilampou, 2018).

Packaging plays an important role in containing the content of the product, hence preserving and maintaining its quality. Biji, Ravishankar, Mohan and Gopal (2015) states that when consumers find a highly functional packaging of a popular branded product in a new packaging system that answers their needs for easy opening, convenience, portability, etc., their reaction is, why didn’t they think of that before? This is the power of consumer smart packaging where the design and function of the package is ‘smart’. With the increase in competition and faster diffusion processes, Product life cycles becomes shorter, hence new product launches have to be thoroughly planned. Test marketing and packaging also play an important role (Majumdar, 2016).
According to Kotler (2014), product packaging is used to attract attention, describe the product and clutter on retailer shelves therefore motivating customers to buy a product. Imiru, (2017) suggested that packages should be safe, of high quality and exciting. In addition, colors used on the package is perceived and associated with quality attributes. Edward (2013) did a research on the influence of visual packaging design on perceived food product quality, value, and brand preference. It was established that attitudes toward visual packaging directly influence consumer-perceived food product quality and brand preference.

Kamotho (2011) conducted a research on influence of packaging and labeling on consumer perception of hair care products quality. The research used descriptive research design. 60 hairdressers and 60 salon customers were sampled. It was established that icon, symbols, font size and patterns, usage instructions, country of origin and information are examples of package label attributes that customers look for when purchasing a product. The researcher recommended that hair care companies should put more emphasis on the product, package appearance and colors they use on their package. Through this, hair care companies will be able to attract customer’s attention and influence buying decision.

Rizwan, Vishnu, Raheem and Muhammad (2014) did a study on the impact of product packaging on consumer’s buying behavior. Findings revealed that product packaging influences consumer buying decision. It was concluded that packaging elements such as color, design of wrapper, packaging material are factors consumers consider before buying a product. Saeed, Lodhi, Mukhtar, Hussain, Mahmood and Ahm (2013), conducted a research on impact of labeling on customer buying behavior in Sahiwal, Pakistan. Quantitative research was used. Data was collected through survey. The study sampled 100 customers. The findings established that product labeling influences consumer purchase behavior. Vinayak (2015) argues that the product has always been the key component of marketing mix. The demand of the product can be influenced by making the product appropriate, attractive and easily available.

### 2.2.3 Branding

According to American Marketing Association’s (2010), brand is a name, term, sign, symbol or design, or a combination of name, term, sign, symbol or design to differentiate goods and services from competitors. Andreani, Taniaji, and Puspitasari (2012) noted that brand is a name, a word, letter or a combination of all of these terms that are used to differentiate
organizational products from its competitors. Branding is an integral part of a product. It is difficult for a consumer to identify a product without a brand name or brand identity. The brand promise should always be aligned to the brand performance. It makes no sense to have a poorly branded high quality product or a superior branded poor quality product as the customer will end up being disappointed by either one or them. Therefore, it is important that the branding should be aligned with the product so as to build brand equity and product credibility (Smithson, 2015).

Deborah (2016) did a research on the effect of branding on organizational performance in the retailing of pharmaceutical products, on the mediating role of customers. Findings revealed that branding has a positive significant effect on organizational performance. According to a research by Narteh (2018) on the effect of consumer-based brand equity on firm’s financial performance, it was established that brand quality has a negative effect on financial performance whereas brand loyalty, awareness and image has a significant positive effect on profitability.

Musibau, Choi and Oluyinka (2014) did a study on the impact of sales promotion and product branding on company performance. The study sampled 60 employees. Data was collected using survey questionnaires. The data was analyzed using chi-square. It was revealed that sales promotion and product branding have an effect on organizational growth. Kalembe (2015) researched on contribution of branding in enhancing performance of tourism sector in Rwanda. Findings revealed that there is a relationship between branding and tourism performance in Rwanda.

Buzdar, Janjua and Khurshid (2016) conducted a research on Customer-based brand equity and firms' performance in the telecom industry. The findings revealed that customer-based brand equity has an impact on firm performance. However, a study done by Mei (2013) on brand identity, brand equity, and Performance revealed that brand equity, perceived quality, brand awareness and brand loyalty, do not have a significant effect on a firm’s performance. Product strategies may include concentrating on a narrow product line, providing a product-service package containing unusually high-quality service or developing a highly specialized product or service. Also emphasized are innovation strategies, coming up with a range plan to create product variety as well as branding of products to differentiate them from competitors.
Loureiro, Sarmento and Bellego (2017) did a study on effect of corporate brand reputation on brand attachment and brand loyalty. It was revealed that brand reputation had a positive influence on the brand’s loyalty. However, it was also established that brand reputation had no significant influence on the firm’s performance. Park, Pol and Eisingerich (2013) conducted a research on the role of brand logos in firm performance. It was revealed that brand logo had no significant influence firm’s performance. Sometimes the consumers go for better quality brand rather than considering the price factor of the product. These consumers are most likely to purchase famous but better quality brands in the market instead of less known brands. Also, they are ready to pay higher prices for renowned brands (Boonlertvanich, 2009).

2.3 Influence of Price on Consumer Buying Behavior

Price is the amount of money needed to acquire a product. As an allocator of resources, price determines what will be produced and who will get the goods and services produced (Stanton, el at., 2014). According to Kinoti and Kibeh (2015), Price refers to what a consumer gives up (measured in monetary terms) to obtain a desired good or service. They suggest that price is the most important consideration for the average consumer when buying products.

Grucutt, Leadley and Forsyth (2014) states that price is the only variable of the marketing mix that is considered purely for revenue generating. However, just like all the other marketing mix variables, it cannot be considered purely independent and must relate to the rest of the mix. According to Kotler (2014), companies use pricing strategies such as; penetration pricing, premium pricing, cost plus pricing, competitive pricing, value pricing, price skimming, geographical pricing, going rate pricing, psychological pricing ,segmented pricing, product mix pricing and discriminatory pricing. Kagira and Kimani (2010) states that price is one of the most flexible elements of the marketing mix, in that it can be changed quickly, unlike product features, promotion and distribution channels. Hence, it can be used as a competitive tool. The prices attributes that were studied in this research included psychological pricing, penetration pricing and competitive pricing. The study concluded that consumers were very sensitive to price and would easily change from one brand to another with changes in prices.
2.3.1 Value Based Pricing

Value-based pricing refers to the process of setting price based on customer perceived value of a product or service (Nagle & Singleton, 2011). According to research done by De, Milan, Saciloto and Larentis (2017), it was established that value based pricing is the most profitable pricing strategy. Agyekum et al., (2015) state that value pricing is the price of a customer’s next best alternative plus the value of differentiating features. Value based pricing is product driven and price is based on perceived product value.

Andreas (2018) did a study on customer value-based pricing strategies and why companies resist it by adopting a two-stage empirical approach. It was revealed that deficits in value assessment; deficits in value communication; lack of effective market segmentation; deficits in sales force management; and lack of support from senior management are obstacles that hinder implementation of value-based pricing strategy.

Ingenbleek, Debruyne, Frambach and Verhallen (2013) conducted a study on successful new product pricing practices. The research conducted an empirical survey of 77 marketing managers in two business-to-business industries (electronics and engineering) in Belgium. Findings revealed that value-based pricing is positively correlated with new product success. Füreder, Maier, and Yaramova (2014) conducted a research on Value-based pricing in Austrian medium-sized companies. It was established that use of value based pricing enables a firm to generate more returns and create a competitive advantage.

Price affects a firm's competitive position in the market and its market share hence it has a considerable bearing on a company's revenues and net profits. Kabiru (2014) argues that price is a perception of value and that is never constant. His challenge therefore is to always position a product with the value going up. I.e. either lower the price, increase benefits or increase benefits more than the increase in price. Sarwar, Aftab and Iqbal (2014) stated that the influence of consumer psychographics on their tendency to purchase retailer brands, must be reliable and valid so the consumers are more price conscious and prefer to purchase retailer brands.
Stanton (2014) observes that although non-price factors have become relatively more important in buyer purchase behavior in recent decades, in developing nations, for majority of the people especially with commodity type of products, price has remained the major determinant of buyer choice. He argues that every marketing activity pricing included, should be directed towards a goal. The firm’s management should decide on its pricing objective before determining the price itself. To be useful, the pricing objective that management selects must be compatible with the overall goals set by the company and the goals for its marketing program.

Companies in the retail industry aiming to remain competitive and be considered for any proposal should always set market-determined prices. Companies that set their prices for maximum sales and maximum profit must ensure that they have the ability to differentiate their products so as to reduce the price sensitivity of the consumers. Agyekum, Haifeng and Agyeiwaa (2015) found that most of Vietnamese supermarket consumers perceive high price as an indicator of product performance.

2.3.2 Penetration Pricing
Baker (2014) defines penetration pricing as when the firm decides to set the price below the service value to the customer, thereby ensuring a larger customer base. This happens when a company trades-off higher revenue against higher margins so as to sell more volumes. According to Nagle and Müller (2017), penetration pricing strategy is the process of charging a low price to product or services hence penetrating the market. Vikas (2015) state that penetration pricing is the process of setting a price at a lower price for new products or service hence breaking even. This technique can also be used by firms to look for new market for an existing product. Griffin (2019) noted that penetration pricing is used to support the launch of a new product, and also when a product enters a market with little product differentiation and where demand is price elastic.

In a very crowded retail landscape, it can be very difficult to entice new customers and increase a firm’s market share. Relying on better customer service may not be enough when discriminating customers are always on the lookout for the lowest prices. In such a competitive business world, one method for increasing sales is to use penetration pricing to attract
customers to new products (Ward, 2018). Kahsay (2018) in his study on factors affecting tea prices at the Mombasa tea auction in Kenya, it was established that higher sales volume leads to low unit costs and higher profits in the long run. Firms price their products at a lower price assuming that the market is price sensitive and that many companies price their products higher to “skim” the market.

According to Matan (2016), retail companies use penetration pricing strategy to price their products lower than its normal price. Through this, an organization is able to gain market acceptance, increase its market shares or discourage new competitors from entering the market. Füreder et al., (2014) postulated that use of very low price will make companies forego the potential revenues and give customers a perception that the product is of low quality hence making it difficult for companies to increase price of a product. In addition, products or services charged very low makes it difficult for products to takeoff in the market (Golder & Mitra, 2018). According to Baker (2014), organizations can use penetration pricing as a competitive strategy to increase sales and reach a wider market share. Njomo and Margaret (2016) conducted a research on market penetration strategies and organizational growth: a case of soft drink. Stratified random sampling was used, and a sample of 160 respondents was selected from simple random sampling. Correlation was used to determine the relationship between variables. It was revealed that penetration pricing has a negative impact on organizational growth. Use of penetration pricing may lead to increase in sales volume and market share. Also, Penetration pricing strategy is also used by organizations to promote complementary products.

2.3.3 Price Discount

According to Cummins and Mullin (2010), price discounts include money-off coupons, pence-off flashes, buy one get one free and extra fill packs. In today's supermarket environment, consumers are frequently exposed to temporary price discounts. Consumers then form expectations about future price discounting, based on their previous exposure to such activity at the point of buying. This expectation is the reference price discount for the brand. When consumers encounter frequent discounting on a given brand, they may come to think of it as a discounted brand and expect to find it regularly offered at a discount (Shamout, 2016). In addition, price sensitive customers are more aware of promotional activities these days and are
more active in searching for price promotional offers (Matan, 2016). However, increase in use of price discount may lead to reduction of customer repeat purchase rate. Price promotions have a strong effect towards customers. It influences customers to buy one particular brand instead of another and to also purchase it in greater quantities (Shimp, 2018).

Moslehi and Haeri (2016) conducted a research on effects of promotion on perceived quality and repurchase intention. The research used a descriptive survey approach in terms of performance. Simple random sampling was done to select a sample of 230 customers of coffee shops in 5 districts of Isfahan. It was concluded that price promotion had a significant impact on perceived product and service quality. Ajan (2015) conducted a study on the effects of sales promotion on purchasing decision of customer in Baskin Robbins Ice Cream Franchise, Thailand. The research targeted customers in Bangkok and greater Bangkok area. The sample was made up of 300. Findings revealed that price discount, free sample and in store display influence product trial.

Santini, Sampaio, Perin and Vieira (2015) conducted a research on influence of discount sales promotion in consumer buying intent. It was established that price discounts, free samples, bonus packs, and in-store display are associated with product trial. This is supported by a study conducted by Familmaleki, Aghighi and Hamidi (2015) analyzing the influence of sales promotion on customer purchasing behavior. The study sampled 150 respondents. Systematic random sampling was used and self-administered questionnaires used to collect data. Findings revealed that there was a significant relationship between attitude towards price discounts coupons, free samples and “buy-one-get-one-free” with buying behavior.

Glullana, Lerulo, Anlee and Perfíl (2012) conducted a study on the influence of discount price announcement on consumer behavior. The study used two experiment with a sample of 158 participants and SPSS was used to analyze data. The findings revealed that quality perception could be a possible moderator of purchase intention, since it is closely linked to the pricing structure.

Lee and Chen-Yu (2018) conducted a research on the effects of price discount on consumers’ perceptions of savings, quality, and value for apparel products: mediating effect of price discount affect. Participants were recruited by a research firm in the United States, and an online survey was used for the data collection. A total of 209 usable responses were collected.
The results in this study showed that the direct and indirect influences of price discounts on perceived apparel quality were both significant, but opposite in direction, resulting in an insignificant total effect.

### 2.4 Influence of Promotion on Consumer Buying Behavior

Kotler (2014) defines promotion as the activities that communicate the merits of the product and persuade target customers to buy it. Today’s consumer faces richer information environments than ever before. According to Haider and Shakib (2018), advertisements shape the behaviors of the people through cognition. It is the perception of the person towards the information communicated through the advertisements. An individual observes these cognitions through his senses, attention, perception, reasoning, language, memory, etc. Therefore, the best way to attract the customers is to understand the psychological cognitive aspects of the same consumers.

Chukwu, Kanu and Ezeabogu (2018) found that, advertising and sales promotion together with the image of a company influence the consumer buying decision. They added that, the quality and price of a product also influences a consumer’s purchase of a good. Wijesekara (2016) suggest that quantity sold will depend on the number of dollars the company spends on advertising that product. In another study conducted on the impact of advertising on consumer buying behavior, a sample of 120 respondents was taken, and findings revealed that creative and well executed advertisement has always a great impact on the buying trends or purchasing behaviors of the consumers (Ahmed & Ashfaq, 2013). According to Kotler (2014), promotional mix includes advertising, sales promotions, personal selling and public Relations.

#### 2.4.1 Sales Promotion

Chukwu et al., (2018) stated that sales promotion may be good for well promotion prone consumers for reasons beyond price savings. Additionally, many consumers shift brands so that they can receive greater deals that replicate and increase their smart buyer self-perception. These consumers are positively promotion prone. These consumers always attempt to try a new product or service that have been promoted. Discount also play an important role in today's markets and its application among retailers has been increasing during the last years and many empirical evidences confirm the use of temporary decrease of price to increase short term sales (Martínez, 2016). The reduction in product prices play a key part in persuading customer’s
product test behavior and through this, the new customer can be paying attention (Blackwell, Miniard & Engel, 2015). This is supported by Barat and Ye (2014) who states that a coupon has direct influence on increase of sales through which consumer’s tendency towards the product increases.

A Chinese study by McNeill (2016) established that consumers pay great attention to sales promotion (e.g. free gift, sampling, loyalty programs, discounts, and coupon) when selecting stores. This finding is extended by Familmaleki et al., (2015) who demonstrates that promotional tools such as print advertisements, direct mail, customer loyalty and discount are likely to attract consumers to retail stores, leading to their purchase. Interestingly, Maruyama and Trung (2017) find that in-store advertising (e.g. panel, billboards, and flyers) has strong potential in affecting Vietnamese consumers’ purchasing decision toward food products.

Phan and Vu (2015) conducted a study on the impact of marketing mix elements on food buying behavior: a study of supermarket consumers in Vietnam. This study employed a deductive and quantitative approach. The multiple regression analysis confirms a significant positive relationship between marketing mix variables and consumers’ actual purchase of frozen food. Interestingly, Vietnamese supermarket consumers are less concerned about promotion.

According to research done by Pembi, Fudamu, and Adamu (2017); Pacheco and Rahman (2015), it was revealed that use of flash sales as sales promotion strategies will enable retailers and manufactures to attract more customers and encourage them to try their products and services hence achieve their objectives. Amusat and Ajiboye (2013) conducted a research on impact of sales promotion on consumer buying behavior. The study used simple random sampling and a sample of 80 respondents was selected. Data was collected using structured questionnaires. It was revealed that sales promotion activities such as bonus, coupons, free samples, price promotion and premiums affects buying behavior of consumers.

Shamsi and Khan (2018 did a research on the impact of sales promotion on consumer behavior: an analytical study of readymade garments and footwear segments. The research employed a combination of exploratory as well as descriptive research design. Self-administered close ended questionnaire was used to collect data from consumers. A total of 396 questionnaires
were completely filled. The findings revealed that Sales promotion techniques are effective for influencing consumer purchase decision and that different promotional tools influence consumer decisions in varying trend.

Huynh (2016) studied the effect of sales promotion on consumer behavior based on culture. The study employed different cross cultural models to analyze the effect. It was found that culture as well as sales promotion has a strong effect on consumer behavior. However, sales promotion can independently influence consumer behavior. Gilbert and Jackaria (2017) studied the efficiency of sales promotion with respect to UK supermarkets. The study compared coupon, sample, price discount and buy-one get one free. The efficacy of these tools was analyzed towards brand switching, brand loyalty, stockpiling, product trial and purchase acceleration. A sample of 160 was studied through questionnaire survey. The influence of different sales promotion tools was found significantly different from each other. Buy-one get-one free was found to be the most preferred promotional tool followed by discount, sample and coupon.

2.4.2 Personal Selling

Personal selling is defined as a face-to-face contact process between buyer and seller in order to achieve planned goals, which are sales, and build long-standing relations with consumers (Kotler & Armstrong, 2013). The successful firms in the business world are those that are able to successfully study consumer behavior and determine the factors that affect the development of marketing strategies, which enable them to reach the target consumers through the process of personal selling. The process of direct contact between buyer and seller plays an active role in strengthening the relationship between both of them. This in turn, is reflected, in the decision to purchase products displayed in retail stores. Hence, organizations are giving a great consideration to hiring salespersons because they are aware that they represent a key element in the achievement of personal selling in contact with consumers and in creating a good impression about the firm and its products.

Bachleda, Fakhar and Hlimi (2012) indicated that staff in personal selling work to convince consumers to make a purchase decision and that the personal characteristics, which are characterized by a person showing great personal strength and confidence, and the ability to
persuade and negotiate. These are instrumental in winning consumers, influencing purchasing, guiding decision about replacement of items and even trying to help the customers get unavailable commodities they are seeking to buy. Azam, Hussain and Fiaz (2016) revealed that salespersons’ credibility, commitment to the promises, patience in dealing with customers and their appearance have a great impact on customer buying decision. They add that retail merchants in direct sale stores have a fundamental role in gaining customers, providing them with relevant information that affects their purchase decision.

The impact of personal selling on the purchasing behavior towards clothes: a case study on the youth category. Questionnaires were distributed to a sample of 289 youth. It was established that Personal sale has an impact on youth buying behavior towards clothes. The employers in personal sale are able to affect the clothes-buying behavior of customers when they are aware of all information concerning the commodities they are selling and their competitors. In addition, when they listen to customers, dialogue with them and identify their needs, all these will make them complete the selling process (Ghazi, 2016). In a study done in Nigeria, findings from the study established that personal selling is more persuasive among the marketing mix element. It aims at consolidating customers and maintaining the buyer seller exchange relationship. Personal selling helps representatives of a company to explain to their customers how well the products can satisfy their needs. Therefore, organizations should focus more on the customer by adopting personal selling as a marketing strategy (zoltanpolla, 2017).

2.4.3 Public Relations

Customer purchases of various products are on the rise. Alongside, newer products are also entering the market hoping to gain a good share of the market. Today, there is cutthroat competition in all markets, and the challenge lies heavily with firms to create and maintain a cordial relationship with customers. This is so they can increase and maintain their market share. Public relations is one tool to achieve this (James & Rajendran 2013). Public relations are responsible for constructing and promoting the news and information that will be published for being read by the public, including the consumer. Therefore, since the state of mind of the consumer is an important variable in the buying action process (Saliagas & Kellaris, 2015). It is essential to understand how public relations act and prepare the information, in addition to how the publishers present it to the readers.
Ali, Gafar and Akbar (2013) in their study on impact of promotional strategies within retail companies in Malaysia, found that the four independent variables that had been used (advertising, internet marketing, public relation, personal selling) contributed to only 31.5 percent of the buying decision by the target consumers. Nour, Almahirah and Freihat (2014) studied the degree of promotion mix elements used by Jordanian shareholding ceramic and glass production companies. The results of the study indicated that the degree of promotion activities used in Jordanian shareholding ceramic and glass production companies, which has ranked according to their importance are as followed: Advertising, personal selling, sales promotion, followed by publicity, and finally public relations.

Rahi (2016) carried out a study on the effects of brand image and perceived public relation on customer loyalty. A proportional stratified sampling was applied. A total sample of 385 was used and 246 valid questionnaires were collected. It was found that the effect of public relations on customer loyalty is stronger and more that is, public relations has a positive influence on customer loyalty. When consumers are loyal to a certain brand, they give it priority when deciding what brand of a particular product to buy at the store.

2.4.4 Advertising

Haider and Shakib (2018) states that advertising seeks to promote products by means of publicizing them through different kinds of media e.g. print and electronic. This is based on the grounds that messages can reach large numbers of people and make them aware of the product, persuade and remind them about the firm’s offerings. Over the past two decades, the internet has altered the quantity and quality of information available to consumers. The internet contains all of the information that was available from traditional media and, when used together with personal devices such as tablets and smartphones, consumers are able obtain information anywhere, anytime (Woo, Ahn, Lee & Koo, 2015). Alongside this evolution in information and communications technology, corporate advertising strategies and consumer purchasing behavior have also changed. Consumers can now gather information through various media channels at each stage of their buying decision making process.

Sama (2019) did a study focusing on the effects of television, radio, newspapers, magazines and the Internet advertisements on awareness, interest, conviction, purchase and post-purchase behavior of consumers. The online survey method was utilized for the study. Data was
collected from 529 respondents comprising students in India. The results established that newspapers advertisements affect all the five stages of consumer behavior. The impact of TV and the Internet for creating awareness, interest and conviction among the consumers is statistically evident. The results also revealed that magazines and newspapers are effective media in influencing purchase and post purchase behavior of consumers. Advertising managers therefore can should enhance the objectivity of advertisements by investing in appropriate media.

Recent research demonstrates that such consumers tend to accept the advertising positively if they have trust in the advertisers e.g. Izquierdo, Olarte and Reinares (2015). Contrary to this, Drossos, Giaglis, Vlachos, Zamani, and Lekakos (2013) and Dix, Jamieson, Shimul (2016) studies did not find any positive relationship between consumers’ intentions to receive advertisements and their behavioral response to those advertisements. This happen may be due to the exceeding advertising that consumers receive all the time.

2.4.5 New Media

New media is a modern means of communication using digital technologies such as the internet. There are various mediums that firms are using to communicate to their existing and potentials customers about their products and services. These includes Word of Mouth, Social media, Sponsorship, experimental marketing etc. These tools allow for the creation, publication, modification and distribution of information (Dimmick, Chen, & Li, 2004).

Kyule (2017) investigated the influence of social media on consumer behaviors. From a target population of 2000 customers, a sample size of 95 respondents was selected. The findings showed no significant relationship between influence of social media marketing and consumer behavior. This is in contrary to Hajli (2014) who did a study on the impact of social media on consumers. The results indicated that social media marketing facilitates the social interaction of consumers, leading to increased trust and intention to buy. The results also show that trust has a significant direct effect on intention to buy.

Word of mouth is becoming a strong tool for building a brand in present time. Hossain, Kabir and Rezvi (2017) conducted a research on the influence of word of mouth on consumer buying decision: evidence from Bangladesh market. 500 respondents’ data were collected and
Microsoft excel used for analysis. The findings revealed that word of mouth has an influence on consumer buying behavior. The results suggested that word of mouth was built by trust and loyalty. This is in agreement with Wafula (2017) who did a study on the effect of online word of mouth on businesses and organizations in Kenya. A sample size of 72 respondents was selected and a survey in form of a questionnaire was shared to the participants through hard copies and online via Google docs. The data collected from the survey revealed that online word of mouth affects the sales and revenue. There was a clear indication that it influences sales as many of the consumers are tech savvy and are on social media and Internet.

According to Kotler (2008), experiential marketing is a way of making the customers live an experience through the creation of emotions. The use of experiential marketing as a communication tool is growing within companies as it is believed to provide a competitive advantage in comparison to traditional communication. A study was conducted by Snakers and Zajdman (2010) to determine whether experiential marketing affect the behavior of luxury goods' consumers. The research was conducted by administering questionnaires to 95 respondents in the different stores using convenience sampling. The findings revealed that there is a relationship between the level of emotions felt and the purchase intention of the consumer.

Sponsorship is another way that firms use to market themselves. Akhtar, Nawaz, Rizwan, Akhtar, and Ahmed (2016) did a study on the impact of sponsorship on consumer purchase intention, brand image and brand publicity. Collection of data was through questionnaires on five point Likert scale, from 100 respondents by using convenience sampling techniques. It was established that purchase intention and brand image had a strong positive relationship with sponsorship, while brand publicity had a weak negative relationship with sponsorship.

2.5 Influence of Place on Consumer Buying Behavior

Distribution (also known as the place variable in the marketing mix) involves getting the product from the manufacturer to the ultimate consumer. Distribution is often a much underestimated factor in marketing (Majumdar, 2016). Many marketers fall for the trap that if they make a better product, consumers will buy it. The problem however is that retailers may not always be willing to devote shelf-space to new products. Retailers would often rather use
that shelf-space for existing products have that proven records of selling. Manufacturers need intermediaries and we call it as a supply chain. They may be one or more levels between the manufacturer and customer. Renner (2018) explains that the economic reason for the existence of intermediaries is that it is more efficient.

Mena, Bourlakis, Ishfaq, Defee, Gibson and Raja (2016) explains that the decision of where a firm should sell its products is the question raised under the P of place in the marketing mix. Place strategies can be classified as intensive, exclusive and selective. These are connected to what kind of image a firm would like to have. Intensive strategy is just a matter of being visible and available everywhere and is most used by high-price/low-price strategies. Exclusive means fewer places and selling only one brand. Selective is the middle way, where the products are sold at selected places that could be outside the company, but with high collaboration between the two parties.

2.5.1 Distribution Channels

A distribution channel, according to Kotler (2013) is a set of interdependent in the process of making a product or service available for use or consumption by the consumer or business user. Mohamud (2018) conducted a research on the Influence of marketing mix on consumer preference: A case study of Nairobi County. The research adopted a descriptive research design and used 95 households as the sample size. The study acknowledged that indeed place and distributions are essential tools in enhancing customer preference. Further the study recommended that, companies should use strategic channels of distribution to reduce the degree of uncertainty and increase product availability. They should come up with strategically located distribution stores in the estates so as customers are able to source their products more conveniently and with ease. It is important that the distribution channels be both physically close and be in the emotional proximity as well (Mena et al., 2016). If a business draws customers to a store location, the site must be easily accessible, must be convenient to the customer and provide the customer with a feeling of safety upon their arrival and exit.

Chikweche and Fletcher (2012) while examining the African market, established cases where distribution channels were so much related to the development of unconventional channels. In those cases, the use of informal channels was applied besides the traditional or formal ones.
By formal channels, Chikweche and Fletcher (2012) refer to family owned supermarkets, local grocery shops, and wholesalers while the informal channels are buying clubs, women’s group, and open market stalls. Prahalad (2012) indicated that firms should think about new ways to reach the consumers, instead of just thinking about places to sell. Ali and Ahmad (2016) also made it clear that among the major challenges of serving markets is the need to ensure availability of products and services all over the country and not just in cities.

2.5.2 Geographical Location

McHugh (2014) conducted a study to determine whether location influence consumer behavior, comparing rural and urban use of online shopping in Wales. Data collection was conducted through the use of quantitative questionnaires. This study found that online shopping frequency is not affected by location. The results furthers understanding of the impact the internet can have on rural consumer behavior.

According to Onstein, Damme, Tavasszy, Weijers and Kraan (2015), marketers need to be very keen when it comes to usage of distribution locations so as to increase the availability of their products. It means that if the distribution channel is applied poorly, chances are very high that there will be a decrease in the availability of products. This is in agreement with Kumar and Rajan (2012) who states that products that are convenient to buy in a variety of stores increase the chances of consumers finding and buying them. Having the right product available at the right place and with the right price is important in influencing consumer buying decision. The concept of place is having the right products available in the right quantities and at the right location when the customer needs them, and the location is accessible for them to reach the product with much ease. Ali and Ahmad (2016) averts that consumers are likely to prefer purchasing from a firm whose product availability is assured.

Another study done by Phan, et al., (2015) revealed that location of the product influence consumer purchase decision. The results are consistent with findings in studies of buying behavior in USA (Castro, Majmundar, Williams, & Baquero, 2018), in India (Wani, Ali, & Farooq, 2016) and Malaysia (Nasermoadeli, Ling & Maghnati, 2013). Bohl (2012) did a study to determine the effects of store atmosphere on shopping behavior. It was established that shopping convenience (convenient location, long opening hours, accessibility and large
parking area) and store atmosphere (cleanliness, color schemes, music, lighting and scents) increase consumers’ purchase frequency and money spent on products.

Choosing the actual geographical location for the business contributes to the bottom line. Consider traffic patterns and accessibility for both customers and employees. Consider too that even if a location does not have specific zoning, there may be covenants and deed restrictions on the chosen location. "Bloomberg Business week" writer, Peter Coy, expresses that while Houston, Texas, for instance, has no formal zoning code “the separation of land used is impelled by economic forces rather than mandatory zoning. Developers employ widespread private covenants and deed restrictions, which serve a comparable role as zoning.

It is worth noting that shoppers may become “loyal” to a location where a retailer may have a store, but not be particularly loyal to any retailer within that location. This can occur when a variety of retailers inhabit a small area, each providing the shopper with similar offerings. The wealth of options available to the shopper in this compact zone could result in them becoming loyal to an area, while they may not become particularly loyal to any individual retailer’s store location. In all these cases, it is up to the retailer to develop a combination of desired atmospherics, service, and reliability that provide the maximum value for their shoppers. When these in-store elements are properly maintained, they can promote a preferential status with shoppers, which results in a desire to shop at that store location. This preference can be so strong that not only will they pass a number of competitors, they may even pass alternate locations of the same retailer, in order to buy from that particular store (Renner, 2018).

2.5.3 Stock Availability

According to Kotler and Armstrong (2013) product availability is a major factor when it comes to customers’ buying decision. Sometimes there are supply hiccups that result in shortages in supplies or even complete run-outs. Complete run-outs cause inconveniences and lack of trust in loyal customers when they fail to get stocks of their requirements. Product and service availability is therefore a measure of supplier or retailer reliability.

A study was done to determine the customer preference based on the availability of retail store. It was established that income and the young age customers have a favorable effect on the choice of the retail store, apart from occupation and the adult customers (Ravilochanan & Devi,
This implies that the organized retail stores need to analyze the customer database thoroughly so as to determine the type of customers who prefer the store and monitor their buying behavior.

There is also a fact that gender is a vital factor in the choice of retail trade. While men prefer to save time, which is more possible in traditional outlets, women prefer to go to organized retail outlets (Ravilochanan & Devi, 2012). This is because women are more choosy, look for other items that are on display, and take time to compare various items – this would vary from textiles and garments to handbags, shoes, etc. The organized retail trade can take advantage of these women’s buying behavior and review their shop layout to attract women customers to the items of their liking by positioning this section nearby the entrance.

A research was done by Chishty, Loya, Ismail and Zaidi (2015) on consumer response in out of stock situation at a retail store. Sampling technique was applied and questionnaires were distributed to a sample size of 200 respondents. Findings revealed that consumers who had limited time to shop and were not able to find the preferred brand were more likely to leave the store or delay purchase, and hence blocking the revenue stream of the retail store. Customers using brands for less than 1 or 2 years substitutes the product immediately, but a brand loyal person who had used the product for more than 6 years was ought to delay or leave the store.

### 2.5.4 Efficiency

Companies’ goal is to get their products to the retail stores faster and more cost effectively than the competitors. This is a key factor to top-line growth and competitive advantage of the firms. In India, like many other developing countries, they are yet to update their distribution models to keep up with the world’s competitive and connected markets. The cost of distribution can run as high as 18 to 25 percent of sales. This makes it the second-largest line item after raw materials. As a result of these costs putting pressure on margins, channel partners want better returns and faster growth. Rethinking distribution, then becomes the ticket to improved sales and top-line growth (Kearney, Coughlan & Kennedy, 2012).
One of the key factors in retail distribution channels from manufacturers to distributors to retailers is the return on investment. However, many industries fear compromising the needs of other stakeholders, but if these worries are put aside, then a “win-win-win” distribution model is developed. This is determined by three dimensions; coverage of retail outlets by channel partners (direct versus indirect), channel productivity (more sales, lower costs), and the payout (total retail expenditures) (Kearney et al., 2012). Using intermediaries comes several benefits. The key benefits are improved efficiency, which results from adding intermediaries in the channels of distribution, improved transaction systems, a better assortment of products, and easier search engines for goods as well as customers.

According to Miriti (2016), intermediaries also help to reduce the cost of distribution of the manufacturers when they take up the transactions and it becomes routine to them. The intermediaries help both buyers and sellers in the search processes when producers are to determine their customers' needs, while customers are searching for certain products and services. This helps producers make some of their commonly used products more widely available by placing them in many different retail stores, so that consumers are more likely to find them and at the right time.

2.6 Chapter Summary

This chapter reviews literature on the influence of marketing mix on consumer buying behavior focusing on the research questions of this study including how product influence consumer buying behavior; how price influence consumer buying behavior; how promotion influence consumer buying behavior; and how place influence consumer buying behavior. The next chapter discusses the research methodology that was used in this research including; overall design, population and sampling, research procedure, data collection and analysis.
CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 Introduction
This chapter highlights the research methodology of the study. It reviews the research design, population, sampling method used in collecting, analyzing and reporting data. It also provides details on the data collection methods, research procedures and data analysis method applied in this research.

3.2 Research Design
Research design refers to the general procedure that is chosen to combine the various components of the study in a consistent and logical way. It is the arrangement of conditions for collection and analysis of data, in a way that aims to combine relevance to the research purpose with economy in procedure. It comprises the outline for the collection, measurement, and analysis of data, and it can either be explorative or descriptive (Saunders, Lewis & Thornhill, 2016). This study adopted a descriptive research design, and took a quantitative approach. A descriptive research design is described as a scientific method, which involves observing and describing the behavior of a subject without influencing it in any way (Cooper & Schindler, 2014). Descriptive research design was adopted for this study as the purpose of the research was to study the variables in their state without making any changes to them. Descriptive research is considered appropriate because participants are observed in their natural set up and this results in accurate and reliable information. For the purposes of this study, descriptive research was used to obtain shopping decision makers opinions on how marketing mix variables i.e. Product, Price, Promotion and Place affect their buying behavior. A survey in form of standardized questionnaire was used to collect data. A survey is a method of collecting data from people about who they are, how they think as well as what they do (Sekaran & Bougie, 2016).

3.3 Population and Sampling Design
3.3.1 Population
Cooper and Schindler (2014) defined population as the group of people from which a sample can be drawn for the purposes of a research. Population is the total collection of elements about which we wish to make some inferences. The target population for this study comprised of
consumers who shop at the selected major retail supermarkets in Nairobi namely; Tuskys, Carrefour, Naivas and Eastmatt.

Table 3.1 Population Distribution

<table>
<thead>
<tr>
<th>Supermarkets</th>
<th>Population</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carrefour Supermarket</td>
<td>1,550</td>
<td>29</td>
</tr>
<tr>
<td>Tuskys Supermarket</td>
<td>1,580</td>
<td>30</td>
</tr>
<tr>
<td>Naivas Supermarket</td>
<td>1,277</td>
<td>24</td>
</tr>
<tr>
<td>Eastmatt Supermarket</td>
<td>904</td>
<td>17</td>
</tr>
<tr>
<td>TOTAL</td>
<td>5,311</td>
<td>100</td>
</tr>
</tbody>
</table>

3.3.2 Sampling Design

Sampling design is the process of selecting a representative sub section of the population to be studied for the findings to be generalized to the entire population (Cooper & Schindler, 2014).

3.3.2.1 Sampling Frame

A sampling frame includes a list of all the items in a population. It consists of a listing of all sampling units including the whole population or part of a population (Cooper and Schindler, 2014). From the sample frame, the researcher is able to get the number of subjects, respondents, elements and firms to select from in order to make a sample. The study’s sample frame was drawn from the selected supermarkets’ database which revealed the number of shoppers on average per day. The information was provided by the selected supermarkets’ branch managers upon physically requesting for the data from the following branches; Carrefour - TRM branch, Tuskys -Tom Mboya branch, Naivas - Mountain Mall branch and Eastmatt - Tom Mboya street branch.

3.3.2.2 Sampling Technique

Sekaran and Bougie (2016) defined sampling technique as the methods that are engaged in drawing a sample for representation. This study employed the use of probability sampling design where stratified sampling technique was adopted based on the four supermarkets selected. A simple random sampling was then carried out manually on the respondents as they
exited the supermarket. The rationale behind selecting stratified sampling technique under probability sampling includes achieving representativeness, which is the degree to which the sample size accurately and precisely represents the population at hand. Furthermore, probability-sampling techniques are used in quantitative oriented studies. Also, stratified sampling technique helps in reducing biasness where there is a diversified population with different characteristics hence it increases statistical efficiency and adequate data for analyzing various sub-groups.

### 3.3.2.3 Sample Size

According to Cooper and Schindler (2014), sample size is a smaller set of the larger population that is carefully selected as a representative of the population, and requires that the researcher is to ensure that analysis is accurately achieved. The sample size was determined by use of Yamane (1967) formula for calculating sample size.

The formula is $n = N / (1 + Ne^2)$

Where $n = \text{sample size}$, $N = \text{population size}$, $e = \text{alpha level}$

$N = 5,311$, $e = .05$ hence,

$$n = 5,311 / (1 + 5,311) (.05)^2$$

$$= 400$$

<table>
<thead>
<tr>
<th>Supermarkets</th>
<th>Population</th>
<th>Percent</th>
<th>Sample size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carrefour Supermarket</td>
<td>1,550</td>
<td>29</td>
<td>99</td>
</tr>
<tr>
<td>Tuskys Supermarket</td>
<td>1,580</td>
<td>30</td>
<td>100</td>
</tr>
<tr>
<td>Naivas Supermarket</td>
<td>1,277</td>
<td>24</td>
<td>99</td>
</tr>
<tr>
<td>Eastgate Supermarket</td>
<td>904</td>
<td>17</td>
<td>100</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>5,311</strong></td>
<td><strong>100</strong></td>
<td><strong>400</strong></td>
</tr>
</tbody>
</table>
3.4 **Data Collection Methods**

The study used primary data collection. Primary data was obtained through the administration of questionnaire that was designed according to the research questions of this study. The questionnaire included open-ended and closed-ended questions. The closed-ended questions were in the form of a 5-point Likert scale (strongly agree, agree, neutral, disagree or strongly disagree) based on the research questions and the literature presented in chapter two of this study. The use of mixed questionnaires with both closed and open end questions is justified because they provide an efficient and effective way of collecting information within a very short time. Additionally, the questionnaires facilitates easier coding and analysis of data collected.

The questionnaire was structured in line with the study’s objectives and had five sections. The first section covered general information of the respondents which had four questions, the second section covered influence of product on consumer buying behavior, the third section covered influence of price on consumer buying behavior, the fourth section covered influence of promotion on consumer buying behavior, and the fifth section covered influence of place on consumer buying behavior.

3.5 **Research Procedures**

To facilitate easier collection of data in the field, an introduction letter was obtained from the USIU-Africa research office for identification. Application was then made to the National Commission for Science, Technology and Innovation (NACOSTI) in order to obtain a research permit to be able to conduct the research. Before undertaking the actual study, a pilot study was done to test how respondents react to the questionnaire, if the questions were well understood, if it had a flow, and if the length of the questionnaire was friendly to the consumer. A pilot study is necessary in testing for reliability and validity of the research instrument.

Validity is concerned with whether the findings are really about what they appear to be about (Saunders et al., 2016). According to Burns and Bush (2010), a valid measure is one that is truthful. Validity is the extent to which the scores actually represent the variable they are intended to. The pilot test is used to determine content validity, construct validity and criterion-related validity. Content validity indicates the extent to which items adequately measure or represent the content of the property or trait that the researcher wishes to measure. Construct
validity indicates the extent to which a measurement method accurately represents a construct and produces an observation, distinct from that which is produced by a measure of another construct. Criterion-related validity indicates the extent to which the instrument’s scores correlate with an external criterion (usually another measurement from a different instrument) either at present or in the future (Kingsbury, 2019). The emphasis for this study was on content validity which tested the content of the questionnaire to assess whether it addressed all the study variables. The instrument was also presented to the project supervisor after development in order to assess content validity. Reliability refers to the consistency of a measure (Kingsbury, 2019). Reliability was determined during pilot test by evaluating the consistency of participant’s responses across the items on the questionnaire. All the items on the instrument are supposed to reflect the same underlying construct, so respondent’s scores on those items should be correlated with each other.

For this study, the reliability of the data collection tool was tested during pre-test using Cronbach alpha formula. The alpha was developed by Lee Cronbach in 1951 and lie between negative infinity and 1. However, only the positive value makes sense and therefore the range used for the Cronbach alpha is between 0 and 1. Nunnaly (1978) indicated that alpha value equal or greater than 0.7 is considered to be an acceptable reliability coefficient. Forty retail supermarket customers from the selected supermarkets within Nairobi participated in the pre-test; this being 10% of the sample size. However, this sample was not part of the final sample of the study. The findings of the reliability test revealed that the research instrument had a Cronbach’s alpha value of 0.887 which is within the acceptable threshold of greater than 0.7. Therefore the instrument was considered reliable and that it consistently measured what it was supposed to measure.

The questionnaires were administered to the respondents as they exited the supermarket. The questionnaires were filled as the researcher waited in order to reduce non-response rates. Each questionnaire was estimated to take approximately fifteen minutes to complete. The respondents were informed about the purpose of the study, the procedures, and assured of no potential risks or costs to be involved. To render the study ethical, the researcher explained the study benefits to the respondents, explained the participant’s rights and protection, observed anonymity and confidentiality, and also obtained informed consent.
3.6 Data Analysis Methods

According to Kothari (2014), data analysis procedure includes the process of packaging the collected information, putting it in order and structuring its main components in a way that the findings can be easily and effectively communicated. To guarantee ease in the analysis of the questionnaires, each questionnaire was coded in accordance with each of the research questions to ensure precision during the study process. The data collected was classified into meaningful categories and tabulations made from the same. Data collected was entered into Statistical Package for Social Science (SPSS) software for analysis using descriptive and inferential statistics. Descriptive statistics was used to give meaning to the data. This included mean, standard deviation, charts and frequencies. Furthermore, data was presented using inferential statistics where test for significance and strength of relationship was established. Inferential statistics such as regression analysis was used to discover if two variables are related. The data was then presented in the form of tables and figures to enable charting and reporting based on the research questions.

The linear regression equation used was as follows;

\[ Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \epsilon \]

Where; \( Y \) represents the dependent variable (Consumer Behavior), \( X_1 \) to \( X_4 \) represent the independent variables (Product, Price, Promotion and Place), \( \beta_1 \) to \( \beta_4 \) represent the coefficients of the independent variables, \( \alpha \) is the Constant, and \( \epsilon \) is the error term

3.7 Chapter Summary

This chapter presented the research methodology used for this particular study. In this study, descriptive research design was used. Since the target population in this study was significant, it was not be used in its entirety, and the researcher selected a sample representative of the target population to use to conduct the study. Data collection was carried out through the use of questionnaires administered through a drop and pick method to the selected respondents. For data analysis, frequency tables and charts were used to present results for easier understanding and interpretation. The next chapter discusses the findings and results of the study.
CHAPTER FOUR

4.0 RESULTS AND FINDINGS

4.1 Introduction

This chapter provides results and findings of the study of the research questions with regards to the data collected from the respondents. The results and findings are presented in tables and figures. The first section covers the response rate, and the second section covers the background information with respect to the respondents. The third section looks at how product influences consumer buying behavior, followed by findings on how price influences consumer buying behavior, as well as findings on how promotion influences consumer buying behavior, and finally the last subsection looks at how place influences consumer buying behavior. The fourth section does a correlation on the four variables of the marketing mix versus consumer buying behavior. The final section is the summary of the whole chapter.

4.2 Response Rate

The researcher issued a total of 400 questionnaires and only 292 were correctly filled and returned. This gives a response rate of 70% which was sufficient for the study as indicated in the Table 4.1 below.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Filled and returned</td>
<td>292</td>
<td>73</td>
</tr>
<tr>
<td>Non-response</td>
<td>108</td>
<td>27</td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
<td>100</td>
</tr>
</tbody>
</table>

4.3 Background Information

This section gives an analysis of the results with regards to the demographic factors of the respondents who participated in this research study.
4.3.1 Gender of the Respondents

The researcher sought to investigate the distribution of respondents by gender. Findings revealed that 49% of respondents were male and 51% of respondents were female as shown in Figure 4.1 below. This means that majority of the respondents in the study were female.

![Gender of Respondents](image)

Figure 4.1 Gender of Respondents

4.3.2 Age of the Respondents

The researcher sought to investigate the age of respondents. Findings revealed that 6% of respondents were below 20 years, 49% of respondents were between 21-30 years, 39% of respondents were between 31-40 years, 2% were between 41-50 years and 5% of respondents were above 50 years. This means majority of respondents were between the ages of 21-40 years old. This is shown in the figure below.

![Age of Respondents](image)

Figure 4.2 Age of Respondents
4.3.3 Level of Education
The researcher sought to investigate the respondent’s literacy level and the findings revealed that 81 respondents representing 28% of the total sample size have studied up to College, 104 respondents have a Bachelor’s Degree representing 35% of the sample size, and 107 respondents have Master’s Degree representing 37% of the sample size as shown in figure 4.3 below. This means the sample consists of well-educated people.

![Level of Education](image)

**Figure 4.3 Level of Education**

4.3.4 Shopping Frequency
The researcher sought to investigate how frequently the respondents shop from the supermarkets. The findings revealed that 120 respondents representing 41% of the total sample size shop once a week, 97 respondents representing 33% of the sample size shop once a month, 52 respondents representing 18% of the sample size shop once in two months, and 23 respondents representing 8% of the sample size did not specify their shopping frequency. This means that the majority of respondents shop in the supermarket once a week. This is shown in the figure 4.4 below.
4.4 Relationship Between Product and Consumer Buying Behavior

The study sought to analyze the relationship between product and consumer buying behavior, which was the first objective of the study. Respondents were asked a number of questions and required to rate them with the least being strongly disagree (1) and the highest being strongly agree (5). This section therefore presents findings relating to this aspect of the study.

4.4.1 Relationship Between Product and Consumer Buying Behavior

On analysis, findings revealed that majority of respondents agreed that product quality is a key determinant in purchase of a product (4.45), reliability of a product influences choice of products (4.62), value gotten from a product influence purchase and repurchase of products (4.51), and looking for information on the packaging label before purchasing a product (4.76), the brand name of a product influence the choice of product purchased (4.21).

However, respondents could not agree on the packaging design of a product influences purchase decision (3.29), the packaging material of a product influences decision to buy (3.59), the brand name of a product is more important than the cost (3.51), and the brand logo influences the choice of product to purchase (3.45). In addition, findings also revealed that respondents disagreed that portability of a product influence purchase decision (2.36).

On analysis of the standard deviation, the portability of a product influences decision to buy had the highest deviation of (1.399). This means that there was a bigger variation between those who agreed, disagreed and neutral. In addition, the reliability of a product influences
choice of products to buy had the lowest deviation of (0.6443). This means that there was little variation between those who agreed, disagreed, and neutral.

**Table 4.2 Relationship Between Product and Consumer Buying Behavior**

<table>
<thead>
<tr>
<th>Statement</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>The perceived quality of product is a key determinant in my purchase of a product</td>
<td>4.4486</td>
<td>.75580</td>
</tr>
<tr>
<td>The reliability of a product influences my choice of the products to buy</td>
<td>4.6199</td>
<td>.64431</td>
</tr>
<tr>
<td>The value I get from a product influences my purchase and repurchase of products</td>
<td>4.5068</td>
<td>.87537</td>
</tr>
<tr>
<td>The packaging design of a product influences my decision to purchase</td>
<td>3.2911</td>
<td>.87786</td>
</tr>
<tr>
<td>I look for the information on the package label before buying a product</td>
<td>4.7603</td>
<td>.93283</td>
</tr>
<tr>
<td>The portability of a product influences my decision to buy a product</td>
<td>2.3562</td>
<td>1.31990</td>
</tr>
<tr>
<td>The packaging material of a product influences my decision to buy the product</td>
<td>3.5856</td>
<td>1.07272</td>
</tr>
<tr>
<td>The brand name of a product influences my choice of the product I purchase</td>
<td>4.2109</td>
<td>1.02669</td>
</tr>
<tr>
<td>The brand name of a product is more important than the cost</td>
<td>3.5103</td>
<td>1.18549</td>
</tr>
<tr>
<td>The brand logo influences my choice of the product I purchase</td>
<td>3.4521</td>
<td>1.21323</td>
</tr>
</tbody>
</table>

**4.5 Relationship Between Price and Consumer Buying Behavior**

The study sought to analyze the relationship between price and consumer buying behavior, which was the second objective of the study. Respondents were asked a number of questions and required to rate them with the least being strongly disagree (1) and the highest being strongly agree (5). This section therefore presents findings relating to this aspect of the study.
4.5.1 Relationship Between Price and Consumer Buying Behavior

Findings revealed that majority of the respondents agreed that they review prices of products before deciding which brand to purchase (4.37), price discounts influence the buying decision (4.02), bonus packs influence purchase intentions (4.14), higher prices are associated with high quality of products (4.02), free samples influence buying decision (4.43), and that they buy new products only at reasonable prices (4.01). However, respondents could not reach an agreement on whether price of a product is a reflection of its performance (3.22), they continue buying a product they are used to even when the price is increasing (3.59), and whether the price of a product is a reflection of its status (3.82).

On analysis of the standard deviation, I will continue to buy a product I’m used to even when the price is increasing had the highest standard deviation of (1.049). This means that there was a bigger variation between those who agree, disagreed and neutral. In addition, I review the prices of products I buy before deciding on which brand to purchase, had the lowest standard deviation of (0.709). This means that there was little variation between those who agreed, disagreed and neutral.

Table 4.3 Relationship Between Price and Consumer Buying Behavior

<table>
<thead>
<tr>
<th>Statement</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>I review the prices of products before deciding on which brand to purchase</td>
<td>4.3733</td>
<td>.70908</td>
</tr>
<tr>
<td>I associate higher prices with high quality of products</td>
<td>4.0278</td>
<td>.94529</td>
</tr>
<tr>
<td>The price of a product is a reflection of its performance</td>
<td>3.2192</td>
<td>.90431</td>
</tr>
<tr>
<td>I buy new products only at reasonable prices</td>
<td>4.0123</td>
<td>.85068</td>
</tr>
<tr>
<td>I will continue buying a product I’m used to even when the price is Increasing</td>
<td>3.5925</td>
<td>1.04947</td>
</tr>
<tr>
<td>The price of a product is a reflection of its status</td>
<td>3.8208</td>
<td>.86547</td>
</tr>
<tr>
<td>Price discounts influence my decision to buy a product</td>
<td>4.0171</td>
<td>.99296</td>
</tr>
<tr>
<td>Free samples influence me to buy a product</td>
<td>4.4322</td>
<td>.99272</td>
</tr>
<tr>
<td>Bonus packs influences my purchase intentions</td>
<td>4.1438</td>
<td>.87335</td>
</tr>
</tbody>
</table>
4.6 Relationship Between Promotion and Consumer Buying Behavior

The study sought to analyze the relationship between promotion and consumer buying behavior, which was the third objective of the study. Respondents were asked a number of questions and required to rate them with the least being strongly disagree (1) and the highest being strongly agree (5). This section therefore presents findings relating to this aspect of the study.

4.6.1 Relationship Between Promotion and Consumer Buying Behavior

On analysis, it was revealed that majority of the respondents agreed that a sales person’s confidence and negotiation influence buying decision of a product (4.05), they give priority to products from firms that try to maintain a good relationship with them (4.34), the kind of information available on a company determines whether they purchase their products (4.04), they purchase brands that friends/family have recommended (4.04), they are more likely to purchase brands that they’ve have had a memorable experience with (4.76), they search for products on social media and make purchases (4.55), they purchase products that are on buy-one-get-one free offer (4.06), a sales person’s appearance influences purchase intentions (4.09), company’s constant communication with customers makes them feel comfortable to buy their products (4.00), and that promotion coupons on products influence buying decisions (4.01). However, respondents could not reach an agreement on whether they tend to buy more products on flash sales (3.05), they purchase products sold to them directly (3.43), they purchase products that they have heard or seen advertised on Television/Radio/ Billboard (3.57), they purchase products after an advertisement is run in the media (3.12). Additionally, respondents disagreed that choice of advertising media influences purchase decisions (2.99), and that they notice brands that are involved in sponsorship events and buy from them (2.18).
<table>
<thead>
<tr>
<th>Statement</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>I purchase products that are on buy- one-get-one free offer</td>
<td>4.0603</td>
<td>.97955</td>
</tr>
<tr>
<td>Promotion coupons on products influence my buying decisions</td>
<td>4.0130</td>
<td>1.12343</td>
</tr>
<tr>
<td>I tend to buy more products on flash sales</td>
<td>3.0514</td>
<td>1.07491</td>
</tr>
<tr>
<td>I purchase products sold to me directly</td>
<td>3.4349</td>
<td>1.04497</td>
</tr>
<tr>
<td>A sales person’s confidence and negotiation influence my buying decision of a product</td>
<td>4.0548</td>
<td>1.06993</td>
</tr>
<tr>
<td>A sales person’s appearance influences my purchase intentions</td>
<td>4.0904</td>
<td>.95697</td>
</tr>
<tr>
<td>A company’s constant communication with customers makes me feel comfortable to buy their products</td>
<td>4.0038</td>
<td>.77705</td>
</tr>
<tr>
<td>I give priority to products from firms that try to maintain a good relationship with me</td>
<td>4.3425</td>
<td>.67796</td>
</tr>
<tr>
<td>The kind of information available on a company determines whether I purchase their products</td>
<td>4.0377</td>
<td>.87851</td>
</tr>
<tr>
<td>I purchase products that I have heard or seen advertised on Television/Radio/ Billboard</td>
<td>3.5651</td>
<td>1.09004</td>
</tr>
<tr>
<td>I purchase products after an advertisement is run in the media</td>
<td>3.1199</td>
<td>1.21673</td>
</tr>
<tr>
<td>The choice of advertising media influences my purchase decisions</td>
<td>2.9966</td>
<td>1.00684</td>
</tr>
<tr>
<td>I purchase brands that my friends/family have recommended</td>
<td>4.0377</td>
<td>.80074</td>
</tr>
<tr>
<td>I search for products on social media and make purchases</td>
<td>4.5534</td>
<td>1.13708</td>
</tr>
<tr>
<td>I am more likely to purchase brands that I have had a memorable experience with</td>
<td>4.7603</td>
<td>.57800</td>
</tr>
<tr>
<td>I notice brands that are involved in sponsorship events and buy from them</td>
<td>2.1849</td>
<td>.94526</td>
</tr>
</tbody>
</table>
4.7 Relationship Between Place and Consumer Buying Behavior

The study sought to analyze the relationship between place and consumer buying behavior, which was the fourth objective of the study. Respondents were asked a number of questions and required to rate them with the least being strongly disagree (1) and the highest being strongly agree (5). This section therefore presents findings relating to this aspect of the study.

4.7.1 Relationship Between Place and Consumer Buying Behavior

On analysis, findings revealed that majority of the respondents agreed that they prefer purchasing products from stores that are well established on the Kenyan market (4.21), they have preference on the type of store they shop from (4.23), safety of shopping at a store influences purchase intentions (4.18), physical location of a store influences purchases intention (4.42), and that Shopping convenience, opening hours and accessibility of a store influence buying decision of a product (4.63).

However, respondents could not reach an agreement on whether may be loyal to a location with a store but not particularly loyal to the retailer in that location (3.82), Stock outs cause lack of trust in a product (3.79), How fast they get a product at the store influence buying decision (3.54) and whether they prefer to purchase products which are widely distributed all over the country (3.86). In addition, respondents disagreed that they purchase products that are readily available (2.80), they prefer purchasing products that are well sorted and displayed (2.09) and that store layout and positioning of products influence buying decision (2.30).
Table 4.5 Relationship Between Place and Consumer Buying Behavior

<table>
<thead>
<tr>
<th>Statement</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>I prefer purchasing products from stores that are well established on the Kenyan market</td>
<td>4.2123</td>
<td>1.15594</td>
</tr>
<tr>
<td>I have preference on the type of store I shop from</td>
<td>4.2295</td>
<td>1.06753</td>
</tr>
<tr>
<td>The safety of shopping at a store influences my purchase intentions</td>
<td>4.1815</td>
<td>.93680</td>
</tr>
<tr>
<td>The physical location of a store influences my purchases intention</td>
<td>4.4178</td>
<td>.92135</td>
</tr>
<tr>
<td>I may be loyal to a location with a store but not particularly loyal to the retailer in that location</td>
<td>3.8288</td>
<td>1.03784</td>
</tr>
<tr>
<td>Shopping convenience, opening hours and accessibility of a store influence my buying decision of a product</td>
<td>4.6301</td>
<td>.70359</td>
</tr>
<tr>
<td>Stock outs cause my lack of trust in a product.</td>
<td>3.7911</td>
<td>1.17572</td>
</tr>
<tr>
<td>I purchase products that are readily available</td>
<td>2.8048</td>
<td>1.16636</td>
</tr>
<tr>
<td>store layout and positioning of products influence my buying decision</td>
<td>2.3014</td>
<td>1.04779</td>
</tr>
<tr>
<td>How fast I get a product at the store influence my buying decision</td>
<td>3.5377</td>
<td>1.02308</td>
</tr>
<tr>
<td>I prefer purchasing products that are well sorted and displayed</td>
<td>2.0904</td>
<td>.87440</td>
</tr>
<tr>
<td>I prefer to purchase products which are widely distributed all over the country</td>
<td>3.8596</td>
<td>.85603</td>
</tr>
</tbody>
</table>

4.8 Regression Analysis

The research analyzed relationship between consumer buying behavior against product, price, place and promotion.

\[ Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \varepsilon \]

Where; \( Y \) represents the dependent variable (Consumer Behavior)
X₁ to X₄ represent the independent variables (Product, Price, Promotion and Place)

β₁ to β₄ represent the coefficients of the independent variables

α is the Constant

ε is the error term.

Table 4. 6 Model Summary

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.250a</td>
<td>.063</td>
<td>.050</td>
<td>.92562</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Place, Price, Product, Promotion

As shown in the table above, the coefficient of determination R² is 0.063 and R is 0.250. This implies that the variable consumer behavior can be predicted up to 25% by the marketing mix with a standard error of 0.926. Further, this indicates that 6.3% of the variation in consumer behavior is explained by the variation in marketing mix adopted by the establishment i.e. place, price, product and promotion. Further this implies that the rest 93.7% change of consumer is determined by other factors not analyzed in this study.

Table 4. 7 ANOVA

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regression</td>
<td>16.448</td>
<td>4</td>
<td>4.112</td>
<td>4.799</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>245.895</td>
<td>287</td>
<td>.857</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>262.342</td>
<td>291</td>
<td>.857</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: Shopping Frequency

b. Predictors: (Constant), PLACE, PRICE, PRODUCT, PROMOTION
Testing the significance of the coefficient of determination can be seen in the ANOVA Table above where it is evident that at α= 5%, the value of f statistic is 4.79. There is a p value of 0.001< 0.05 which is significant. This means that marketing mix is significant in predicting consumer behavior.

**Table 4.8 Coefficients**

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1 (Constant)</td>
<td>4.594</td>
<td>.692</td>
<td>6.640</td>
<td>.000</td>
</tr>
<tr>
<td>PRODUCT</td>
<td>-.285</td>
<td>.126</td>
<td>-.157</td>
<td>-.259</td>
</tr>
<tr>
<td>PRICE</td>
<td>-.166</td>
<td>.151</td>
<td>-.081</td>
<td>-1.099</td>
</tr>
<tr>
<td>PROMOTION</td>
<td>.184</td>
<td>.177</td>
<td>.097</td>
<td>1.044</td>
</tr>
<tr>
<td>PLACE</td>
<td>-.430</td>
<td>.165</td>
<td>-.189</td>
<td>-2.601</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Consumer Buying Behavior

The findings indicate that there is a relationship between marketing mix and consumer behavior with Product recording p= 0.025<0.05 and Place recording p=0.010< 0.05 while Price (p= 0.027<0.05) and Promotion (0.029<0.05). Testing for significance was done at alpha= 0.05 whereby significance occurs when p values are less than 0.05. This means that from the findings of this study, all the marketing mix elements have a significant relationship with consumer behavior.

The linear regression equation is therefore substituted as follows:

\[ Y = 4.594 + -0.285 X_1 + -0.166 X_2 + 0.184 X_3 + -0.430 X_4 + \varepsilon \]

Where Y is Consumer behavior, X₁ is Product, X₂ is Price, X₃ is Promotion and X₄ is Place.

The findings indicated that taking all other independent factors variables at zero, a unit increase in product factor in the marketing mix will lead to a 0.285 change in consumer behavior, a unit increase in price factor in the marketing mix will result to 0.166 changes in consumer behavior, a unit increase in promotion in the marketing mix factor will result in 0.184 variation in
consumer behavior, and finally a unit increase in place factor in the marketing mix will result in 0.430 change in consumer behavior.

4.9 Chapter Summary
This chapter presented findings and analysis based on the collected data. The first section provided an analysis of the demographic factors, the second section discussed the relationship between product and consumer buying behavior, the third section examined the relationship between price and consumer buying behavior, the fourth section covered the relationship between promotion and consumer buying behavior, and the fifth section examined the relationship between place and consumer buying behavior. Chapter five discusses these results, and provides conclusion and recommendations made with regards to consumer buying behavior in the retail supermarkets in Nairobi County.
CHAPTER FIVE

5.0 DISCUSSION, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter discusses findings in regards to the following research objectives; relationship between product and consumer buying behavior in the retail supermarkets, relationship between price and consumer buying behavior in the retail supermarkets, relationship between promotion and consumer buying behavior in the retail supermarkets, and relationship between place and consumer buying behavior in the retail supermarkets in Nairobi. The chapter also gives conclusions and recommendations for improvements and further studies.

5.2 Summary

The purpose of the study was to determine the influence of marketing mix on consumer buying behavior in the retail supermarkets in Nairobi County. The study was guided by the following research objectives; to determine the influence of product on consumer buying behavior in the retail supermarkets in Nairobi County, to determine the influence of price on consumer buying behavior in the retail supermarkets in Nairobi County, to determine the influence of place on buying behavior in the retail supermarkets in Nairobi County and lastly to determine the influence of promotion on consumer buying behavior in the retail supermarkets in Nairobi County.

The study used descriptive research design with marketing mix as the independent variable and consumer buying behavior as the dependent variable. The target population comprised of 5,311 consumers who shop in the selected supermarkets in Nairobi. These are; Tuskys supermarket, Carrefour supermarket, Naivas supermarket and Eastgate supermarket. Stratified sampling was used to select a sample size of 400 respondents. Structured questionnaires were used. A pilot study was done to test for reliability and accuracy of the research instrument. Questionnaires were self-administered. Five point Likert scale was used. The questionnaire was subdivide into five parts; demographic details, product and consumer buying behavior, price and consumer buying behavior, promotion and consumer buying behavior, and place and consumer buying behavior. Both descriptive and inferential statistics were used to analyze data. Data was presented using tables and figures.
The first objective set to determine the relationship between product and consumer buying behavior. It was established that majority of the respondents agreed that product quality is a key determinant in purchase of a product, reliability of a product influences choice of products, value gotten from a product influence purchase and repurchase of products, the brand name of a product influence the choice of product purchased, and that they look for information on the packaging label before purchasing a product. However, respondents disagreed that portability of a product influence purchase decision.

The second objective set to determine the relationship between price and consumer buying behavior. It was established that majority of the respondents agreed that they review prices of products before deciding which brand to purchase, price discounts influence their buying decision, bonus packs influence purchase intentions, higher prices are associated with high quality of products, free samples influence buying decision, and that they buy new products only at reasonable prices.

The third objective set to determine the relationship between promotion and consumer buying behavior. It was established that majority of the respondents agreed that a sales person’s confidence and negotiation influence buying decision of a product, they give priority to products from firms that try to maintain a good relationship with them, the kind of information available on a company determines whether they purchase their products, they purchase brands that friends/family have recommended, and that they are more likely to purchase brands that they’ve have had a memorable experience with. Respondents also agreed that they search for products on social media and make purchases, they purchase products that are on buy-one-get-one free offer, a sales person’s appearance influences their purchase intentions, company’s constant communication with customers makes them feel comfortable to buy their products, and that promotion coupons on products influence buying decisions. However, respondents disagreed that choice of advertising media influences purchase decisions, and that they notice brands that are involved in sponsorship events and buy from them.

The fourth and last objective set to determine the relationship between place and consumer buying behavior. It was established that majority of the respondents agreed that they prefer purchasing products from stores that are well established on the Kenyan market, they have preference on the type of store they shop from, safety of shopping at a store influences purchase
intentions, physical location of a store influences purchases intention, and that shopping convenience, opening hours and accessibility of a store influence buying decision of a product. Findings also revealed that respondents disagreed that they purchase products that are readily available, they prefer purchasing products that are well sorted and displayed, and that store layout and positioning of products influence buying decision.

5.3 Discussion

5.3.1 Relationship Between Product and Consumer Buying Behavior

The study revealed that majority of respondents agreed that product quality influence their purchase behavior. This is in line with the study done by Pan and Zinkhan (2016) that revealed product quality shapes reputation of the retailer and influences consumer purchase decision at stores. According to studies done by Fetscherin et al. (2014) and Flynn et al. (2014), product quality is often considered to be a major contributor to the development of a firm’s competitive advantage. Also, Hitt and Hoskisson (2015) states that customers increasingly expect products to be of high quality. Nirusa (2017) conducted a research on the mediating role of perceived product quality. Findings revealed that there is a relationship between organizational capability and perceived product quality. This is also supported by Saleem et al. (2015) who in their study found a positive direct effect of perceived quality on purchase intentions. The literature suggests that there is a significant role of product quality in buying behavior. However, it may vary from culture to culture.

The study also revealed that respondents agreed that reliability of a product influences the choice of products purchased. This is in line with a research by Gnanapragasam et al. (2018) which established that most consumers consistently place emphasis on the importance of longevity and reliability when purchasing new products. Also, Ferrell and Hartline (2013) described the qualities of a good product and emphasized that product characteristics that customers associate with quality include reliability, durability, ease of use, a trusted brand name and ease of maintenance.

Findings revealed that respondents agreed that the value gotten from a product influence purchase and repurchase of products. This is agreement with a study conducted by Chaudhuri and Ligas (2015) who concluded that product value is positively correlated to both purchase behavior and customer loyalty in the retail industry. Since consumers buy satisfaction in form
of the benefits they expect to receive from the product, to design effective marketing programmes, organizations need to know what kinds of products they are offering consumers. The idea of product as potential customer satisfaction or benefits is very important.

Findings also revealed that respondents agreed that they look for information on the packaging label before purchasing a product. This is in line with a similar study by Kamotho (2011) where it was established that icon, symbols, usage instructions, country of origin and information are some of the attributes that customers look for when purchasing a product. Another study by Saed et al. (2013) also established that product labeling influences consumer purchase behavior.

Findings revealed that respondents agreed that the brand name of a product influence the choice of product purchased. This is in line with Laureiro (2017) who did a similar study and revealed that brand reputation had a positive influence on the brand’s loyalty. Branding is an integral part of a product and it is difficult for a consumer to identify a product without a brand name or brand identity (Smithson, 2015). Musibau et al. (2014), Buzdar et al. (2016) and Kalemb (2015) in their studies concluded that there is a relationship between branding and company performance. In a study by Narteh (2018), it was established that brand quality has a negative effect on financial performance whereas brand loyalty, awareness and image has a significant positive effect on profitability.

Findings also revealed that respondents disagreed that portability of a product influence purchase decision. However, this is in contrast to a research done by Biji et al. (2015) which states that a highly functional packaging of a popular branded product in a new packaging system that answers customers’ needs for easy opening, convenience and portability influences purchase intentions. The study continues to emphasize that with the increase in competition, it is important for firms to have smart consumer packaging of their products to enable easy handling.

The study revealed that respondents could not agree on packaging material and packaging design of a product influences decision to buy. Rizwan (2014) conducted a research on the impact of packaging on consumer buying decision. Findings revealed that packaging elements such as wrapper design and packaging material are factors consumers consider before buying
a product. According to Simmonds and Spence (2017), good package design requires knowledge of the materials, their properties, manufacturing methods as well as conversion process. Therefore, package design not only increases the visibility of the product, it also helps the consumer to easily recognize the product.

The study revealed that respondents could not agree on the brand name of a product is more important than the cost. Boonlertvanich (2009) in his research concluded that sometimes the consumers go for better quality brand rather than considering the price factor of the product. These consumers are most likely to purchase famous but better quality brands in the market instead of less known brands. Also, they are ready to pay higher prices for renowned brands.

Findings also revealed that respondents could not agree on the brand logo influences the choice of product purchased. According to a study done by Mei (2013) on brand identity and brand equity, it was revealed that brand equity and brand awareness do not have a significant effect on a firm’s performance. Similarly, Park et al. (2013) conducted a research on the role of brand logos in firm’s performance. It was revealed that brand logo had no significant influence on the firm’s performance.

5.3.2 Relationship Between Price and Consumer Buying Behavior

The study revealed that majority of the respondents agreed they review the prices of products before deciding which brand to purchase. This is in line with a study by Kagira and Kimani (2011) who stated that consumers were very sensitive to price and would easily change from one brand to another with changes in prices. Kabiru (2014) argues that price is a perception of value and that is never constant. He recommends firms to always position a product with the value going up, i.e. either lower the price, increase benefits or increase benefits more than the increase in price. Additionally, Sarwar et al. (2014), stated that the influence of consumer psychographics on their tendency to purchase retailer brands, that must be valid and reliable so the consumers are more price conscious and prefer and purchase retailer brands. Stanton (2014) observes that although non-price factors have become relatively more important in buyer purchase behavior in recent decades, in developing nations, for majority of the people especially with commodity type of products, price has remained the major determinant of buyer choice. He therefore argues that every marketing activity pricing included, should be directed towards a goal.
Findings revealed that respondents agreed that price discounts influence the buying decision. This is in agreement with Ajan (2015) and Santini et al. (2015) who conducted similar studies and findings revealed that price discount, and in store display influence product trial. Also, Glullana et al. (2012) in their study to determine the influence of discount price announcement on consumer behavior, established that quality perception could be a possible moderator of purchase intention, since it is closely linked to the pricing structure. However, this is in contrast to Lee and Cheng-Yu (2018) who did a study to determine the effects of price discount on consumer perception. The study showed that the direct and indirect influences of price discounts on perceived apparel quality were both significant, but opposite in direction, resulting in an insignificant total effect.

Findings also revealed that respondents agreed that bonus packs and free samples influence purchase intentions. This is in line with similar research by Santini et al. (2015) which showed that bonus packs are associated with product trial. Familmaleki et al. (2015) in their research also revealed that there was a significant relationship between attitude towards price discounts coupons, free samples and “buy-one-get-one-free” with buying behavior. According to Matan (2016) price sensitive customers are more aware of promotional activities these days and are more active in searching for price promotional offers.

Findings revealed that majority of the respondents buy new products only at reasonable prices. This is in line with a study by Ward (2018) who established that in a very crowded retail landscape, it can be very difficult to entice new customers and increase a firm’s market share. Relying on better customer service may not be enough when discriminating customers are always on the lookout for the lowest prices. In such a competitive business world, one method for increasing sales is to use penetration pricing to attract customers to new products. Griffin (2019) also noted that penetration pricing is used to support the launch of a new product, and also when a product enters a market with little product differentiation and where demand is price elastic. According to Matan (2016), retail companies use penetration pricing strategy and through this, an organization is able to gain market acceptance, increase its market shares or discourage new competitors from entering the market. However, this is in contrast with a study by Njomo and Margaret (2016) who in their research on penetration pricing strategy and
organizational growth, found out that penetration pricing has a negative impact on organizational growth.

Findings also revealed that respondents could not reach an agreement on whether price of a product is a reflection of its performance and status. Agyekum et al. (2015) in their study found that most of Vietnamese supermarket consumers perceive high price as an indicator of product performance. Füreder et al. (2014) in their study showed that the use of very low price will give customers a perception that the product is of low quality. In addition, products or services charged very low makes it difficult for products to takeoff in the market (Golder & Mitra, 2018).

Findings revealed that respondents could not reach an agreement on whether they continue buying a product they are used to even when the price is increasing. According to Füreder et al. (2014), the use of very low price will make companies forego the potential revenues and give customers a perception that the product is of low quality hence making it difficult for companies to increase price of a product.

5.3.3 Relationship Between Promotion and Consumer Buying Behavior
The study revealed that majority of the respondents agreed that a sales person’s confidence, negotiation influence and appearance influences purchase intentions. The findings agree with Bachleda et al. (2012) who indicated that staff in personal selling work to convince consumers to make a purchase decision and that the personal characteristics, which are characterized by a person showing great personal strength and confidence, and the ability to persuade and negotiate. These are instrumental in winning consumers, influencing, guiding decision about replacement of items and even trying to help the customers get unavailable commodities they are seeking to buy. Additionally, a study by Azam et al. (2016) revealed that salespersons’ credibility, commitment to the promises, patience in dealing with customers and their appearance have a great impact on customer buying decision.

Findings revealed that respondents agreed that they give priority to products from firms that try to maintain a good relationship with them, and that a company’s constant communication with them makes them comfortable to buy their products. This is in agreement with Rahi (2016) who in his study found that the effect of public relations on customer loyalty is stronger and
more that is, public relations has a positive influence on customer loyalty. When consumers are loyal to a certain brand, they give it priority when deciding what brand of a particular product to buy at the store. Additionally, according to James and Rajendran (2013), there is cutthroat competition in all markets, and the challenge lies heavily with firms to create and maintain a cordial relationship with customers. This is so they can increase and maintain their market share. Public relations is one tool to achieve this.

Findings also revealed that majority of the respondents agree that the kind of information available on a company determines whether their purchase of products. This is in line with a study by Saliagas and Kellaris (2015) where it was established that since the state of mind of the consumer is an important variable in the buying action process, it is essential to understand how public relations act and prepare the information, in addition to how the publishers present it to the readers. Public relations are responsible for constructing and promoting the news and information that will be published for being read by the public, including the consumer.

The study also revealed that respondents agreed that they purchase brands that friends/family have recommended. This is in line Kabir and Rezvi (2017) who conducted a research on the influence of word of mouth on consumer buying decision. The findings revealed that word of mouth has an influence on consumer buying behavior. The results suggested that word of mouth was built by trust and loyalty. It also in agreement with Wafula (2017) who in his study on the effect of online word of mouth on businesses and organizations in Kenya, revealed that online word of mouth affects the sales and revenue.

Findings revealed that majority of respondents strongly agree they are more likely to purchase brands that they’ve have had a memorable experience with. This is in line with a study conducted by Snakers and Zajdman (2010) to determine whether experiential marketing affect the behavior of consumers. The findings revealed that there is a relationship between the level of emotions felt and the purchase intention of the consumer. According to Kotler (2003), the use of experiential marketing as a communication tool is growing within companies as it is believed to provide a competitive advantage in comparison to traditional communication.
Findings also revealed that respondents agreed that they search for products on social media and make purchases. This is in line with Hajli (2014) who did a study on the impact of social media on consumers. The results indicated that social media marketing facilitates the social interaction of consumers, leading to increased trust and intention to buy. However, this is in contrast to a study done by Kyule (2017) who investigated the influence of social media on consumer behaviors. The findings showed no significant relationship between influence of social media marketing and consumer behavior.

Findings revealed that majority of the respondents agreed that they purchase products that are on buy-one-get-one free offer and promotion coupons on products influence buying decisions. This is in line with similar studies by McNeill (2016), Amusat and Ajiboye (2013) which established that consumers pay great attention to sales when selecting stores and that that sales promotion activities such as bonus, coupons, free samples affects buying behavior of consumers. This is supported by Barat and Ye (2014) who states that a coupon has direct influence on increase of sales through which consumer’s tendency towards the product increases. This finding is extended by Familmaleki et al. (2015) who demonstrates that promotional tools such as print advertisements, direct mail, customer loyalty and discount are likely to attract consumers to retail stores, leading to their purchase. Also, Gilbert and Jackaria (2017) studied the efficiency of sales promotion with respect to UK supermarkets. The influence of different sales promotion tools was found significantly different from each other. Buy-one get-one free was found to be the most preferred promotional tool followed by discount, sample and coupon.

The study revealed that respondents could not reach an agreement on whether they tend to buy more products on flash sales. According to research done by Pembi et al. (2017) and Pacheco and Rahman (2015), it was revealed that use of flash sales as promotional strategies enables retailers and manufactures to attract more customers and encourages them to try their products and services hence achieving their objectives.

The study revealed that respondents could not reach an agreement on whether they buy products sold to them directly. Azam (2016) in his study established that retail merchants in direct sale stores have a fundamental role in gaining customers, providing them with relevant information that affects their purchase decision. Ghazi (2016) in his study on impact of
personal selling established that personal selling has an impact on consumer buying behavior. Another study done in Nigeria established that personal selling is more persuasive among the marketing mix element (zoltanpolla.com, 2017).

The study revealed that respondents could not reach an agreement on whether they purchase products that they have heard or seen advertised on Television/Radio/Billboard and that they purchase products after an advertisement is run in the media. Research conducted by Izquierdo et al. (2015) demonstrate that consumers tend to accept the advertising positively if they have trust in the advertisers. Contrary to this, similar studies done by Drossos et al., Lekakos (2013) and Dix et al. (2016) did not find any positive relationship between consumers’ intentions to receive advertisements and their behavioral response to those advertisements. This happen may be due to the excessing advertising that consumers receive all the time.

Findings also showed that respondents disagreed that choice of advertising media influences purchase decisions. According to a study by Sama (2019), advertisement on every media platform has a different composition that engages the consumers in a distinct way. Digitalization has since led to changes in consumers’ media habits. Therefore, a deeper understanding of advertisements on different media channels and its implications on consumer behavior need to be established. The results indicated that newspapers advertisements affect consumers in all the stages of consumer buying behavior. The results also revealed that the impact of TV and Internet advertising for creating awareness, interest and action among the consumers is statistically evident.

The study also showed that respondents disagreed on they notice brands that are involved in sponsorship events and buy from them. This is in contrary to a study by Akhtar et al. (2016) in determining the impact of sponsorship on consumer purchase intention, brand image and brand publicity. It was revealed that purchase intention and brand image has strong positive relationship with sponsorship while brand publicity has a weak negative relationship with sponsorship.
5.3.4 Relationship Between Place and Consumer Buying Behavior

The study revealed that majority of respondents agreed that they prefer purchasing products from stores that are well established on the Kenyan market. This is in line with a research by Mohamud (2018) on the influence of marketing mix on consumer preference. The study acknowledged that indeed place and distributions are essential tools in enhancing customer preference. Further the study recommended that, companies should use strategic channels of distribution to reduce the degree of uncertainty and increase product availability. They should come up with strategically located distribution stores in the estates so as customers are able to source their products more conveniently and with ease. Ali (2016) also made it clear that among the biggest challenges of serving markets is the need to ensure availability of products and services throughout the country, not just in cities.

The study also revealed that majority of respondents agreed that they have preference on the type of store they shop from. A study conducted by Ravilochanan and Devi (2012) established that income and the young age customers have a favorable effect on the choice of the retail store, apart from occupation and the adult customers. This implies that the organized retail stores need to analyze the customer database thoroughly so as to determine the type of customers who prefer the store and monitor their buying behavior.

The findings revealed that majority of respondents agreed that physical location of a store influences purchase intention. This is in line with a study done by Phan, et al., (2015) which revealed that location of the product influence consumer purchase decision. The results are consistent with findings in studies of buying behavior in USA (Castro et al., 2018), in India (Wani et al., 2016) and Malaysia (Nasermoadeli et al., 2013). Shopping convenience (convenient location, long opening hours, accessibility and large parking area) and store atmosphere (cleanliness, color schemes, music, lighting and scents) increase consumers’ purchase frequency and money spent on products. On the contrary, a study by McHugh (2014) to determine whether location influence consumer behavior, found that online shopping frequency is not affected by location.

Findings revealed that respondents agree that safety of shopping at a store, and shopping convenience, opening hours and accessibility of a store influence buying decision of a product. This is in agreement with Bohl (2012) who in his research established that shopping
convenience (convenient location, long opening hours, accessibility and large parking area) and store atmosphere (cleanliness, color schemes, music, lighting and scents) increase consumers’ purchase frequency and money spent on products. Also, according to Mena et al. (2016), it is paramount that the distribution channels to be both physically close as it has to be in the emotional proximity as well. If a business draws customers to a store location, the site must be easily accessible, must be convenient to the customer and provide the customer with a feeling of safety upon their arrival and exit.

Findings also revealed that respondents could not reach an agreement on whether they may be loyal to a location with a store but not particularly loyal to the retailer in that location. According to Renner (2018), shoppers may become loyal to a location where a retailer may have a store, but not be particularly loyal to any retailer within that location. The wealth of options available to the shopper in this compact zone could result in them becoming loyal to an area, while they may not become particularly loyal to any individual retailer’s store location. In all these cases, it is up to the retailer to develop a combination of desired atmospherics, service, and reliability that provide the maximum value for their shoppers. McHugh (2014) however stated that online shopping frequency is not affected by location.

Findings also revealed that respondents could not reach an agreement on whether stock outs cause lack of trust in a product. According to Kotler and Armstrong (2013) product availability is a major factor when it comes to customers’ buying decision. A research was done by Chishty et al. (2015) on consumer response in out of stock situation at a retail store. Findings revealed that consumers who had limited time to shop and were not able to find the preferred brand were more likely to leave the store or delay purchase. Customers using brands for less than 1 or 2 years substitutes the product immediately, but a brand loyal person who had used the product for more than 6 years was ought to delay or leave the store.

Findings also revealed that respondents could not reach an agreement on whether how fast they get a product at the store influence buying decision. According to Miriti (2016), it is important that producers make some of their commonly used products more widely available by placing them in many different retail stores so that consumers find products they are looking for and at the right time. This is made possible by having intermediaries who help both buyers and
sellers in the search processes when producers are to determine their customer’s needs, while customers are searching for certain products and services.

The study revealed that respondents could not reach an agreement on whether they prefer to purchase products which are widely distributed all over the country. Kumar and Rajan (2012) stated that products that are convenient to buy in a variety of stores in a country increase the chances of consumers finding and buying them. Having the right product available at the right place and with the right price is important in influencing consumer buying decision. According to Onstein et al. (2015), marketers need to be very keen when it comes to usage of distribution locations so as to increase the availability of their products, and that if the distribution channel is applied poorly, chances are very high that there will be a decrease in the availability of products.

The study showed that respondents disagreed that they prefer purchasing products that are well sorted and displayed and that store layout and positioning of products influence buying decision. This is in contrast to a study by Ravilochanan and Devi (2012), who stated that while men prefer to save time, which is more possible in traditional outlets, women prefer to go to organized retail outlets. This is because women are choosy, look for other items that are on display, and take time to compare various items. Therefore, retail firms can take advantage of these women’s buying behavior and review their shop layout to attract women customers to the items of their liking by positioning this section nearby the entrance.

The study showed that respondents disagreed that they purchase products that are readily available. This is in contrast to Kotler and Armstrong (2013) who stated that product availability is a major factor when it comes to customers’ buying decision. Sometimes there are supply hiccups that result in shortages in supplies or even complete run-outs. Additionally, complete run-outs cause inconveniences and lack of trust in loyal customers when they fail to get stocks of their requirements. Similarly, a study by Chishty et al. (2015) established that consumers who had limited time to shop and were not able to find the preferred brand were more likely to leave the store or delay purchase, and hence blocking the revenue stream of the retail store.
5.4 Conclusion

5.4.1 Relationship Between Product and Consumer Buying Behavior
The study concluded that there was a significant relationship between product and consumer buying behavior. In order for a firm to gain competitive advantage against the competition, their products have to meet the needs of the consumers. The product characteristics that were investigated in this research were quality, packaging and branding. It was concluded that consumer buying behavior is influenced by product features such as perceived product quality, product reliability, perceived product value, the kind of information on the packaging label, and the brand name of a product. The quality, reliability and value of a product reflects on the retailer’s reputation. This ensures customer satisfaction and repurchase of the products. Also, products in the stores that have useful information on the packaging label influence customers to purchase them. Brand name or identity makes it easier for customers to identify a product, and brand reputation has an influence on consumer purchase.

5.4.2 Relationship Between Price and Consumer Buying Behavior
The findings lead to a conclusion there was a significant relationship between price and consumer buying behavior. It was concluded that price is a critical factor as it is one of the major attribute of a product that consumers look at in their purchases. The price attributes investigated in this study included penetration pricing, value based pricing and price discounts. The study concluded that price discounts, free samples and bonus packs influence purchase intention, value based pricing has a positive impact on buying behavior, and penetration pricing influences purchase intention. Price discounts, free samples and bonus packs are effective as they attract customers to retail stores. On penetration pricing, the study concluded that retail firms can entice customers to buy new products by lowering the price of the products which also increases the company’s market share. They should however do this strategically and price reasonably as lowering the price too low might make the customers believe the product is of low quality and therefore avoid buying it.
5.4.3 Relationship between Promotion and Consumer Buying Behavior
Findings of the study lead to a conclusion that personal selling in terms of the sales person’s appearance, negotiation influence and confidence, influence a customer’s purchase decision. The sales person’s commitment to the promise and their patience in dealing with customers have a great impact on the customer’s buying decision. The study also concluded that Public relations is a key aspect in enticing customers to purchase products from a particular brand. Companies that create relationship and maintain constant communication with their customers are given priority when a customer is making purchase decision as that makes them feel comfortable to buy the firm’s products. Also, new media, specifically word of mouth and experiential marketing, have a positive influence in consumer buying behavior. Customers are more likely to purchase brands that they’ve have had a memorable experience with and those that their friends and family have recommended. Sales promotion such as buy-one-get-one-free, promotion coupons, free samples and discounts are likely to attract customers to retail stores, leading to their purchase. The study also concluded that the choice of advertising media has no impact on the consumer’s purchase decision. This is because advertisement on every media platform has a different composition that engages the consumers in a distinct way.

5.4.4 Relationship Between Place and Consumer Buying Behavior
The study concludes that distribution channels are essential in influencing customers’ purchasing decision and that companies should use strategic distribution channels to increase product availability. This will also enable customers to source for products conveniently and with ease. It was also concluded that the geographical location of the store influences purchase intention. However, online shopping frequency is not affected by location. The study also concluded that the convenience, accessibility and safety of shopping at a store have a significant influence on a consumer’s purchase intention. The retailer’s store must be easily accessible, must be convenient to the customer and provide the customer with a feeling of safety upon their arrival and exit. The retail stores also need to analyze the customer database thoroughly so as to determine the type of customers who prefer the store and monitor their buying behavior. The study concluded that the store layout and positioning of products has no significant influence on the consumer’s buying decision.
5.5 Recommendations

5.5.1 Recommendation for Improvement

5.5.1.1 Relationship between Product and Consumer Buying Behavior

From the findings, it is recommended that due to the tough competition in the retail industry, retail firms should enhance their products attributes in terms of quality, reliability and brand name in order to compete effectively in the market. Firms in the retail industry should also put more emphasis on the packaging label of their products and put more information that maybe useful to consumers. This includes information such as the usage instructions, composition, country of origin, expiry date, quantity/size, and safety instructions. It is also recommended that retail firms should improve on their branding strategy to enhance visibility of their products and keep their brand in top of mind of the consumers.

5.5.1.2 Relationship between Price and Consumer Buying Behavior

It is recommended that firms in the retail industry should always remember that customers are price sensitive and that price is a reflection of value and therefore should price their products reasonably. The prices of products should not be increased if there is no increase in benefits or value from the products as this would make consumers to shift brands. It is recommended to use price promotion strategies from time to time which include price discounts, free samples and bonus packs to attract customers to the stores and increase their intention to buy the products.

The study also recommends price penetration strategy for new products so as to influence customers to buy. This will be most effective when launching a new product as customers buy new products only at reasonable prices and considering they are afraid of trying out new and unfamiliar brands, lowering the price would entice customers to try out the product. However, the firms should be careful not to price the new products too low as this might register in the mind of the consumer as an inferior or low quality product.

5.5.1.3 Relationship between Promotion and Consumer Buying Behavior

The study recommended that retail firms should use personal selling to promote their products and especially those that are on the decline stage of the product life cycle. It is recommended that the firms should train the sales people on negotiation skills, and leverage on their personal
appearance and confidence as these influence consumers’ purchase decision at the stores. These sales people should also be trained on how to handle customers in terms of helping them get the products they are looking for and most importantly keeping their promise to customers.

The study also recommended that sales promotion should be used regularly to entice customers to buy products at the stores. Price discounts is the most common used sales promotion but the retailers should also consider bonus packs, buy-one-get-one free promotions, and gift coupons. These kinds of promotions encourage brand switch in the short term and maintain high levels of awareness of the products. To encourage long term brand switch, the retail firms should incorporate other marketing strategies.

It is recommended that retail firms should try to create and maintain relationship with their customers through constant communication as this enhances customer loyalty. When customers are loyal to a brand, they give it priority when deciding which products to purchase at the store. The retail firms should also encourage word of mouth promotion as this is built on trust and loyalty and therefore influences consumer’s to buy. This can be done by creating referral and loyalty programs or incentives and most importantly providing exceptional service at the stores.

5.5.1.4 Relationship between Place and Consumer Buying Behavior

It is recommended that retail firms should expand their distribution strategy in order to make their products easily available to customers. The retail supermarkets should have their stores strategically distributed and their physical location be in places where the customers can easily access like in the estates or along the major roads. They should also ensure safety of the shoppers as they enter and exit the supermarket by putting in various security measures. The study also recommends that the retail supermarkets should have long opening hours to accommodate people with different schedules including those on night shifts. The stores should ensure they have a clean environment in and out of the supermarket, and provide a large parking area which is easily accessible from the store.
5.5.2 Recommendations for Further Studies

The study focused on the influence of marketing mix on consumer buying behavior in the retail supermarkets in Nairobi County. However, from the findings, only promotion had a significant positive relationship on consumer buying behavior. Therefore, there is need for a similar study to be conducted in other industries to determine other factors that affect consumer buying behavior. Also, since the retail sector is still growing, it is recommended that a similar study be conducted to determine the influence of marketing mix in the retail industry in a different region or county.
REFERENCES


Godin, S. (2018, November 13). This is marketing: you can't be seen until you learn to see. Portfolio.


Snakers, E., & Zajdman, E. (2010). Does experiential marketing affect the behavior of luxury goods' consumers?


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January 2020.

Dear Respondent,

RE: RESPONDING TO THE ATTACHED QUESTIONNAIRE

I am a graduate student at the United States International University (USIU-Africa) pursuing Masters of Business Administration (MBA) program. In partial fulfillment of the requirement for the degree program, I am carrying out a research project on; Influence of marketing mix on consumer buying behavior in the retail supermarkets in Nairobi County. I intend to administer self-completion questionnaires to a sample population of consumers in Nairobi County who shop at these four supermarkets; Carrefour, Tuskys, Naivas and Eastmatt.

I hereby request your assistance in completing the attached questionnaire to the best of your knowledge. This is an academic research and all the information you provide in this questionnaire will be kept in strict confidentiality and only used for purposes of this research. The questionnaire is estimated to take fifteen minutes to complete.

Your name or other identifying information are not required on this document, however, if provided, will not appear on any study report or documents thereafter.

Thank you in advance.

Yours sincerely,

Mary Gikonyo
APPENDIX II – QUESTIONNAIRE

PART A. DEMOGRAPHIC INFORMATION

1. Gender

Male [ ] Female [ ]

2. Kindly provide your age bracket:

Below 20 years [ ]
21 – 30 years [ ]
31 – 40 years [ ]
41 – 50 years [ ]
Above 50 years [ ]

3. What is your highest education level? (Tick as applicable)

Secondary [ ]
College [ ]
Bachelor’s degree [ ]
Master’s [ ]
Other - specify [ ] ……………………………………………………

4. How often do you shop in Supermarket?

Once a week [ ]
Once a month [ ]
Once in two months [ ]
Other - specify [ ] …………………………….
PART B  
SECTION A - PRODUCT AND CONSUMER BUYING BEHAVIOR.

*Guiding scale in each statement - Strongly Disagree (1), Disagree (2), Neutral (3), Agree (4), Strongly Agree (5).*

<table>
<thead>
<tr>
<th></th>
<th>1 Strongly Disagree</th>
<th>2 Disagree</th>
<th>3 Neutral</th>
<th>4 Agree</th>
<th>5 Strongly Agree</th>
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<tbody>
<tr>
<td>The perceived quality of product is a key determinant in my purchase of a product</td>
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<td>The reliability of a product influences my choice of the products to buy</td>
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<tr>
<td>The value I get from a product influences my purchase and repurchase of products</td>
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<tr>
<td>The packaging design of a product influences my decision to purchase</td>
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<td>I look for the information on the package label before buying a product</td>
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<td>The portability of a product influences my decision to buy a product</td>
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<tr>
<td>The packaging material of a product influences my decision to buy the product</td>
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<tr>
<td>The brand name of a product influences my choice of the product I purchase</td>
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<tr>
<td>The brand name of a product is more important than the cost</td>
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<td>The brand logo influences my choice of the product I purchase</td>
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</table>
SECTION B- PRICE AND CONSUMER BUYING BEHAVIOR.

*Guiding scale in each statement - Strongly Disagree (1), Disagree (2), Neutral (3), Agree (4), Strongly Agree (5).*

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<tbody>
<tr>
<td>I review the prices of products before deciding on which brand to purchase</td>
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<tr>
<td>I associate higher prices with high quality of products</td>
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<td>The price of a product is a reflection of its performance</td>
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<tr>
<td>I buy new products only at reasonable prices</td>
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<tr>
<td>I will continue buying a product I’m used to even when the price is increasing</td>
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<tr>
<td>The price of a product is a reflection of its status</td>
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<td>Price discounts influence my decision to buy a product</td>
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<td>Free samples influence me to buy a product</td>
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<tr>
<td>Bonus packs influences my purchase intentions</td>
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</tbody>
</table>
**SECTION C- PROMOTION AND CONSUMER BUYING BEHAVIOR.**

*Guiding scale in each statement - Strongly Disagree (1), Disagree (2), Neutral (3), Agree (4), Strongly Agree (5).*

<table>
<thead>
<tr>
<th>Statement</th>
<th>1 Strongly Disagree</th>
<th>2 Disagree</th>
<th>3 Neutral</th>
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<th>5 Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>I purchase products that are on buy-one-get-one free offer</td>
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<td>Promotion coupons on products influence my buying decisions</td>
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<tr>
<td>I tend to buy more products on flash sales</td>
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<tr>
<td>I purchase products sold to me directly</td>
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<tr>
<td>A sales person’s confidence and negotiation influence my buying decision of a product</td>
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<tr>
<td>A sales person’s appearance influences my purchase intentions</td>
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<tr>
<td>A company’s constant communication with customers makes me feel comfortable to buy their products</td>
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<tr>
<td>I give priority to products from firms that try to maintain a good relationship with me</td>
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<tr>
<td>The kind of information available on a company determines whether I purchase their products</td>
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<tr>
<td>I purchase products that I have heard or seen advertised on Television/Radio/Billboard</td>
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<tr>
<td>I purchase products after an advertisement is run in the media</td>
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<tr>
<td>The choice of advertising media influences my purchase decisions</td>
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<tr>
<td>I purchase brands that my friends/family have recommended</td>
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<tr>
<td>I search for products on social media and make purchases</td>
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<tr>
<td>I am more likely to purchase brands that I have had a memorable experience with</td>
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<tr>
<td>I notice brands that are involved in sponsorship events and buy from them</td>
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</table>
### SECTION D- PLACE AND CONSUMER BUYING BEHAVIOR.

*Guiding scale in each statement - Strongly Disagree (1), Disagree (2), Neutral (3), Agree (4), Strongly Agree (5).*

<table>
<thead>
<tr>
<th>Statement</th>
<th>1 Strongly Disagree</th>
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<th>3 Neutral</th>
<th>4 Agree</th>
<th>5 Strongly Agree</th>
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<tbody>
<tr>
<td>I prefer purchasing products from stores that are well established on the Kenyan market</td>
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<td>I have preference on the type of store I shop from</td>
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<td>The safety of shopping at a store influences my purchase intentions</td>
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<td>The physical location of a store influences my purchase intentions</td>
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<tr>
<td>I may be loyal to a location with a store but not particularly loyal to the retailer in that location</td>
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<tr>
<td>Shopping convenience, opening hours and accessibility of a store influence my buying decision of a product</td>
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<tr>
<td>Stock outs cause my lack of trust in a product.</td>
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<td>I purchase products that are readily available</td>
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<tr>
<td>Store layout and positioning of products influence my buying decision</td>
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<tr>
<td>How fast I get a product at the store influence my buying decision</td>
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<tr>
<td>I prefer purchasing products that are well sorted and displayed</td>
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<tr>
<td>I prefer to purchase products which are widely distributed all over the country</td>
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</table>

Thank you!
APPENDIX III - NACOSTI PERMIT

RESEARCH LICENSE

This is to certify that Ms. Mary Gikonyo of United States International University Africa, has been licensed to conduct research in Nairobi on the topic: Influence Of Marketing Mix On Consumer Buying Behavior In The Retail Supermarkets In Nairobi County, for the period ending: 12/December/2020.

License No: NACOSTI/P/19/3082

Applicant Identification Number: 809582

Ref No: 809582

Date of Issue: 12/December/2019

Director General

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