**INFLUENCE OF FAMILY DECISION ON PLACE OF PURCHASE:**
**THE CASE OF HOUSEHOLDS BASED IN NAIROBI.**



**BY:**

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# DECLARATION

This Research Project is my Original work and has not been presented for a degree in any other University.

Signed.............................. Date..23/10/2002

ABUBAKAR SHARIFF SWALEH

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This Research Project has been submitted for examination with my approval as the University Supervisor.

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# DEDICATION

To Zulfa and Imran for their charming inspiration, and joyful company.

...I love them.

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Special thanks go to all the respondents who participated in the study.

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## ABSTRACT

The Study Research is divided into five sections. Section one gives us an overview of the family in tenns of its definition and significance in influencing buyer behaviour. The section also briefly outlines the problem statement that clearly develops into two objectives. The first objective is to find out who in the family influences decision on place of purchase. Secondly, the research sought to establish factors that determine the family decision on place of purchase.

In the final section, this chapter outlines the importance of the study to marketers, managers of business outlets and the academic fraternity.

Chapter Two takes a long and deep examination of issues to do with the family decision making process, family roles, the role of children and their significance to place of purchase decision. In addition this section also takes a brief look at the various purchase places with a bias to shopping centres, supermarkets and convenience stores.

Chapter Three outlines the research methodology, the research setting based on Woodley Kibera estates in Nairobi. The survey research design was used in data collection. The population consisted of Nairobi residents randomly selected to cover the entire income group. Finally the population of study covered a hundred family households.

The fourth Chapter gives a brief summary, conclusion recommendations of the research study. It gives data analysis that show persons responsible in purchase

decisions in households, the influence of husbands, wives and children on paces of purchase, it also looks at child gender and age influencing purchase decisions.
All of these are in line with the objectives of the study, in terms of who in the family influences the place of purchase. It also established factors and other key reasons that influence the place of purchase decision and looks at bio data of the respondents.

Finally, Chapter Five gives a deduction of the research findings and draws appropriate conclusions in line with the objectives of the study. The findings showed that the person most influential on making decisions on purchase places in a household is normally the wife. Children in general were the least decision makers on places of purchase. The conclusions showed that the influence of wives was most important as far as making decisions on places of purchase. This could be due to the fact that wives are more predominant in most households, and that they have more influence on domestic purchases. The study also established that other important factors determining decisions on place of purchase are quality of products, customer service and variety of choices.
This chapter also lists the limitations of the study chief among which include time and unwillingness of some respondents to disclose all required information. The recommendations put forth include a further study being done on reference groups and their influence on family purchase decisions.

# CHAPTER ONE : INTRODUCTION

## 1.1 Background

The current world family trends have important implications for consumer behaviour. In particular, smaller families have greater discretionary income, which can be spent on recreational items, vacations, education, toys and entertainment. Also, smaller families can spend more on each child. This has been a key trend in Japan where parents with fewer children are spending more on education, cultural activities, and colorful clothing.

All of these trends have led to increases in the number of nontraditional households, with some marketing implications. Marketers are now recognizing this fact and are developing offerings that cater to the unique needs of these households. (Hoyer et al, 1997).

Studies of family decision- making have shown that working wives tend to exert more influence than nonworking wives. Households with two wage earners also exhibit a larger number of joint decisions and an increase in night and weekend shopping. These changing roles of household members have lead many marketers to adjust their marketing programs (Beckman et al 1982).

The word family is defined as two or more persons related by blood, marriage, or adoption, who reside together. In a more dynamic sense, the individuals who constitute a family might be described as members of the most basic social group who live together and interact to satisfy their personal and mutual needs. (Schiffman et al, 2000).

Family members can strongly influence buyer behaviour. The family is the most important consumer buying organization in society, and it has been researched extensively. Marketers are interested in the roles and influence of husbands, wives, and children on the purchase of different products and services. (Kotler, 1997).

The families in Nairobi city differ in many ways and most differences center on size, income, ethnic, education and age. These demographic factors greatly affect the socio-economic characteristics of the families as shown by the type of housing, dress, transportation, entertainment and other consumption patterns. The residential areas in the city are generally seen as a reflection of the relative incomes and social classes of the city residents. For instance, East lands are mainly for middle-income earners, Westlands for high-income earners, and Kibera/Mathare slums for low income earners. (Nyaga, 1989)

Such trends combined with increased liberalization, intense economic restructuring, increased living standards and deep economic recession – have caused complex behavioral shopping patterns and trends in families with regard to their place of purchase.

Ngatia (2000), observes that the retailing industry in general has been changing more rapidly than ever before, especially due to the slow economic growth, high costs of crucial resources, fierce intensifying competition from both the domestic and foreign companies, a state of mergers and acquisitions, and more tougher, sophisticated and demanding customers who have a greater expectation related to their consumption expenses, are all turning retailing into an all out, no hold barred competition ( Berry et al, 1986).

In Kenya, there has been a tremendous growth in the number of supermarkets or retail outlets since the first supermarket was established in 1960's. For instance, by April 2000, there were more than 191 supermarkets licensed to operate in Nairobi area by city council licensing office, a momentous growth from the few existing in the 1960's (Ngatia 2000).

A lot of studies have been carried out on supermarkets in Nairobi. Karemu (1993), carried a study on the state of strategic management in Nairobi and found out that there was intense competition especially for supermarkets within the city center, since most of them are concentrated in the same area and competing directly for customers.

Munyoki (1997), in his study found that prices of consumer goods varied according to the age, size, and location of the supermarket.

From the foregoing, a lot of researches on retail marketing in Kenya have focused on Supermarkets. However, no research has been carried out on other retail places of purchase such as the shopping centers, Groceries, and Convenience stores other than the supermarkets, and especially with regard to family decision making on where to purchase. Thus, a clear need for this research to fill up the knowledge gap.

## 1.2 Statement of the Problem

The Buyer trends in Nairobi today are that of family- shopping's. This is the reason why many centers, shopping malls, Supermarkets, Groceries, Convenience stores and other retail outlets have grown exponentially, in numbers. This brings in the pertinent issue of family decision-making process, which involves the decisions that directly or indirectly involves two or more family members put together. Such decisions differ in so many ways compared to those of an individual.

Studies that have been done on family buying decisions have indicated a clear pattern of who holds more influence on the various products purchased. This is why there is more need for Kenyan marketers to go into more specific promotion campaigns, and greater interest into the buying behaviour of family members in the Kenyan setting and especially in urban areas like Nairobi (Nyaga, 1989).

An earlier study carried out by Wolgast (1958), suggested that important consumer decisions were most often made jointly (husband and wife), although role specialization also occurs, with either the husband or the wife being dominant, depending upon the decision being made.

An analysis of decision-making roles of individuals within the family has been of special interest to marketing researchers. This is especially so in terms of the differing roles of the husband, wife, and children, or a combination of any of them, when it comes to decision-making (Davis 1981).

Families, as consumers, are involved with the decision to determine where to purchase a selected product or service. This is a very important decision, which interacts thoroughly with that of what to buy. Any two products, although physically the same, are likely to be perceived differently depending on where they are bought. Consequently, what one purchases is closely related to decisions of where one decides to purchase. Not all sales outlets are alike, and consumers have options concerning location (such as downtown or sub-urban stores), services offered (high verses low), among others. Consumers must therefore decide not only on the general type of store to purchase from but also determine the particular outlet (Loudon, et al, 1979).

Today, there are many products to be purchased. However, there are equally more places to purchase from- in terms of proximity, store-type, store-quality, store-pricing policy, convenience, discounts and security. All these are attributes to be considered when deciding on the place of purchase. This study therefore seeks to investigate factors that have served to determine family decision on place of purchase. More specifically, the study will answer the following research question:

- Who in the family influences the decision on where to purchase? Is it the husband, the wife, the child /children, or some combination?

## 1.3 Objectives of the Study

1. To find out who in the family influences decision on place of purchase.
2. To establish factors determining the family's decision on place of purchase.

## 1.4 Importance of the Study

This study is expected to be of importance, in several ways.

- Professional Brand managers and advertisers will be able to target influential family members in directing their decisions on specific places of purchase. Potential investors interested in setting up shopping places will also get ready information for making sound decisions on their investments.
- Outlet owners and managers will be able to use the information in this study to devise strategies that would pull families to purchase in their outlets. The study will also benefit other business players in the market on the changing consumer behavioral patterns.
- Academicians and other researchers will get an insight on the current knowledge and understanding of family decision-making process in Nairobi The study will be an empirical basis for further studies in family decision-making process in Kenya.

# CHAPTER TWO

# LITERATURE REVIEW

## 2.0 Introduction

This chapter reviews literature on various issues and concepts that relate to family decision making processes, the influence that families have on household members purchase decisions, family roles and status, as well as their social classes. It also includes family income groups, the role that children play in family decision making processes and places of purchase.

## 2.1 Definition of Family

It is important to understand the difference between various terms that are frequently encountered when discussing the concept of family. First, we should distinguish between the terms "family" and "households", since market statistics may be gathered on either of these bases. A household includes the related family members and all the unrelated persons who occupy a housing unit (whether house, apartment, group of room, or other). The term "family", however, is more limited and refers to a group of two or more persons related by blood, marriage, or adoption and residing together in a household (David, 1979).

## 2.2 Types of Families

Traditional families can further be categorized as nuclear or extended. Nuclear families are married couples with one or more children under 18, and extended families are nuclear families with at least one grandparent living at home. At the turn of the century, this three-generational unit (often including aunts and uncles) was the norm. Today, mobility, geographic dispersion, changing patterns of immigration, and a decrease in trans- generational ties have made the extended family almost extinct.

Today, the figures are probably lower. The virtual extinction of the extended family means that the nuclear and traditional families are synonymous.

More recently, developing countries such as Philippines and Malaysia have seen a decrease in the extended family as newly wealthy couples are now moving out of extended families and forming Western-style nuclear ones (Henry, 1998).

## 2.3 Significance of Family Influence

Family influences have been known to play two very important roles; in the socialization of people, and in affecting individual purchase decisions. It is therefore observed that families are the most influential factor on an individual's behaviour, values, and attitudes. Patterns of behaviour and values learned early in life are not easily changed. Lifestyles such as athleticism, fondness for outdoors, are usually learnt from parents through child hood socialization – which is a process by which young people acquire skills, knowledge and attitudes relevant to their functioning as consumers in the market place (Bearden et. al 1995).

The family is both a primary group (characterized by intimate, face-to-face interaction) and a reference group (with members referring to certain family values, norms, and standards in behaviour). These two factors, however, are not the sole reasons accounting for the strength of the family's influence. Rather, it is, first, the fact that bonds within the family are likely to be much more powerful than those in other small groups. Second, contrary to most other groups to which the consumer belongs, the family functions as an economic unit earning and spending money. In doing this, family members must establish individual and collective consumption priorities, decide on products and brands that fulfill their needs and also decide where these items are to be bought, and how they are to be used on furthering family members' goals. (David, 1979)

The family is an important interpersonal determinant of consumer behaviour. The close, continuing interactions among family members are the strongest groups influences for the individual consumer.

Most people in our society are members of two families during their lifetime; the family into which they are born and the family they eventually form as they marry and have children, with divorce an increasingly common phenomenon, many people become involved with three or more families. The establishment of a new household upon marriage produces marketing opportunities. A new household means a new home and activities tend to change. In many cases, they have failed to take into account such important social trends as the changing role of women, the acceleration of alternative lifestyles, childless and delayed – child marriages, and single-parent households (Solomon, 1996). Family life cycles are the stages through which most families pass starting with the unmarried state, continuing through the rearing of children and ending with widowhood. The family life cycle concept considers four factors surrounding family life that influences buyer behaviour;

A) Marital Status

B) Age and Family members

C) Size of Family

D) Work/status of the head of household

On the basis of the above factors, the cycle then specifies a series of stages through which families' pass and the purchase behaviour of families in each phase. The family life cycle concept is very important to marketers who use it in market segmentation, product targeting and promotional appeals ( Kibera et. Al, 1998).

According to Miller (2000), Researchers have identified nine distinct life- cycle stages with different buying behaviour.

1. Bachelors stage – Young single people
2. Young Married – Couples with no children
3. Full Nest 1 – Young married couples with children
4. Single Parents – young or middle-aged people with dependant children
5. Divorced and alone – divorced people without dependant children
6. Middle aged Married – Middle aged married couples without children
7. Full Nest 11 – Middle aged married couples with dependant children
8. Empty Nest – Older married couples with no children living with them
9. Older Single – Single people still working or retired.

(Miller et. al, 2000).

## 2.4 Family Roles and Status

A person belongs to many groups – family, clubs, and organizations. The person's position in each group can be defined in terms of both role and status. With her parents, Jennifer Flores plays the role of wife; in her company, she plays the role of brand manager. Role consists of the activities that people are expected to perform according to the persons around them. Each of Jennifer roles will influence some of her buying behaviour.

Each role carries a status reflecting the general esteem given to it by society. People often choose products that show their status in society. For example, the role of brand managers has more status in our society that the role of daughter. As a brand, Jennifer will buy the kind of clothing that reflects her role and status. (Kotler, 1997)

For a family to function as a cohesive unit, roles or tasks such as doing the laundry, preparing meals, setting dinner table, taking out the garbage, and walking the dog must be carried out by one or more family members. In a dynamic society, family-related roles are constantly changing. For instance, working outside the home, and the greater assumption of household tasks by men, marketers must be particularly sensitive to how shifting family roles may affect the composition of their target markets. In addition they must be careful to phrase their ads in ways that are appropriate and acceptable to their target markets.

According (Schiffman et, al 2000), there are eight distinct consumption roles in the family decision making process.

A look at these roles provides further insight into how family members interact in their various consumption related roles;

**Influencers:** Family member(s) who provide information to other members about a product or service.

**Gatekeepers:** Family member(s) who control the flow of information about a product or service into the family.

**Buyers:** Family members who make the actual purchase of a particular product or service.

**Preperers:** Family member(s) who transform the product into a form suitable for consumption by other family members.

**Users:** Family member(s) who use or consume a particular product or service.

**Maintainers:** Family member(s) who service or repair the product so that it will provide continued satisfaction.

**Disposers:** Family member(s) who initiate or carry out the disposal or discontinuation of a particular product or service.

The number and identity of the family members who fill these roles vary form family to family and from product to product. In some cases, a single-family member will independently assume a number of roles; in other cases, two or more family members will perform a single role jointly. In still other cases, one or more of these basic roles may not be required.

For instance, a family member may be walking down the snack food aisle at a local supermarket when he picks out an interesting new chocolate candy. His selection does not directly involve the influence of other family members. He is the decider, the buyer and, in a sense, the gatekeepers, however, he may or may not be the sole consumer (i.e. user). Products may be consumed by a single-family member (beer, lipstick), consumed or used directly by two or more family members (frozen vegetables, shampoo), or consumed indirectly by the entire family (central air conditioning, a home security alarm system, or an art glass collection). (Schiffman et. al, 2000).

## 2.5 Socialization Process of Family

The family is the group primarily responsible for the socialization process – that is the passing down of social values, norms and roles. Socialization includes the learning of buyer behaviour. Children observe how their parents evaluate and select products in stores. They see how the exchange process takes place at the cash register and quickly learn that money or a credit card changes hands there. That is how children learn the buying role. When children receive money as gifts or allowances and are permitted to spend it they act out the buying role, thus learning an activity they will perform throughout their lives (Zikmund et.al 1995).

## 2.6 Family Social Class

Individual consumers and their families share values, Interest and loyalties that can be associated with a particular subdivision of society. Such relatively stable and homogeneous subdivisions are characterized by a particular way of life and are known as social classes.

In many societies, social classes are rigid. For example, in India's caste system, a person's station in life is fixed at birth; the family that one is born into determines one's future position and function in society. Although Americans traditionally have been reluctant to recognize and formal stratification system, it is clear that not all people in our society are considered equal.

Doctors for example are seen by most people to make a more valuable contribution to society than do manual laborers. Thus doctors are ranked higher in the social structure. An occupational hierarchy often used in research is shown in the following table 2.7.1 (Lazer et. al 1983).

Table 1: **OCCUPATIONAL HIERARCHY IN THE U.S.A**

| | Rank (Status) | Occupation |
|---|---|---|
| Non Manual | 1 | Professionals |
| | 2 | Mangers |
| | 3 | Sales Workers |
| | 4 | Clerical workers |
| Manual | 5 | Crafts people & supervisors |
| | 6 | Operators & other semi skilled workers |
| | 7 | Unskilled laborers |

(Source: Lazer et al 1983) Occupational hierarchy in the USA .

## 2.7 Family Income Groups

It has been established that income has a direct bearing on spending patterns; although many demographic dimensions are also useful in understanding consumer-buying behaviour. Marital status, age, and the age of any children in the family have an especially important effect on how people spend their money or income (Perrealt et. al 1984).

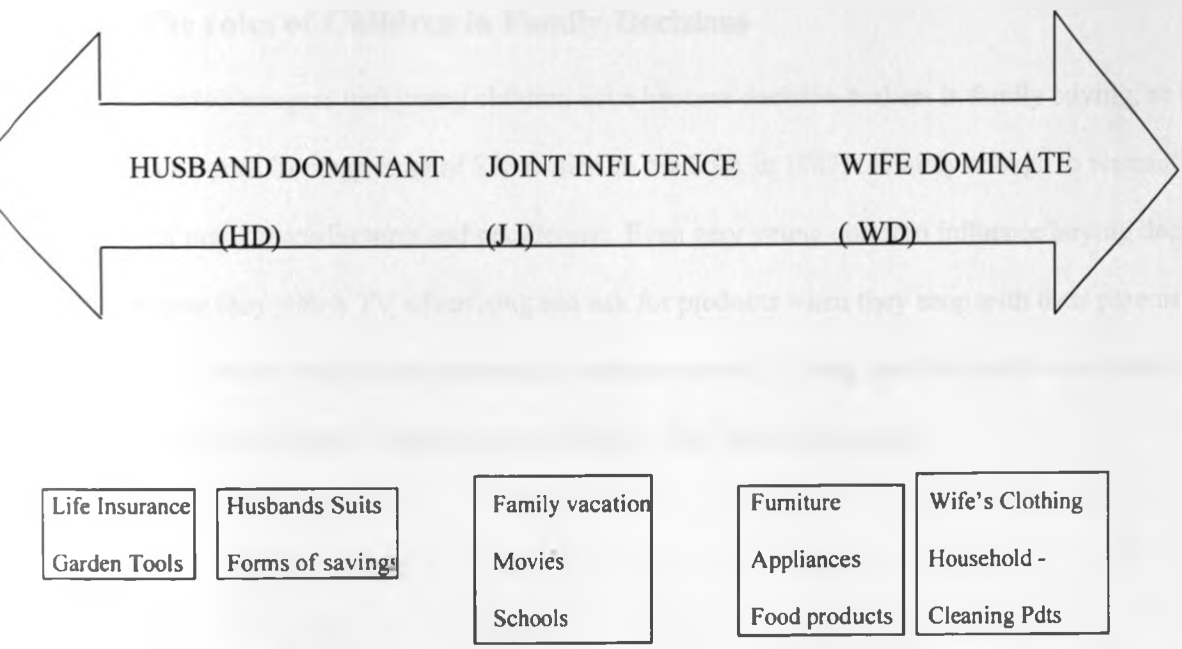
The marketers of products and services have long used family income segmentation. For instance many companies, such as family Dollar stores in the USA, profitably target lower-income consumers. When family Dollar real estate experts scout locations for new stores, they look for lower- middle-class neighborhoods where people wear less expensive shoes and drive old cars that drip a lot of oil. The income of a typical family Dollar customer rarely exceeds $17,000 a year, and the average customer spends only about $ 6 per trip to the store. Yet the store's low-income strategy has made it one of the most profitable discount chains in the USA (Kotler et. al 1999).

## 2.8 Family Decision- Making Process

Two decision- making styles exist; spouse dominant and joint decision-making. With joint decision-making style, both husband and wife make most decisions.

Spouse dominant decisions are those for which either the husband or the wife is responsible. The types of products and services associated with the decision-making styles are shown in the figure below. However, these tendencies are changing. Today in the USA 40 % of all food- shopping dollars are spent by male's customers, while women now purchase 70 % of men's dress shirts (Berkowitz et. al 1994).This scenario can best be illustrated in the following figure.

**Fig.1: Influence Continuum of Spouse in Family Decision Making**




Source: (Berkowitz et. al 1994 Pg. 160)

Most importantly, many family purchases are inherently emotional and affect the relationships between the family members. The decision to by a child a requested toy or new school clothes is more than simply an acquisition. It is a symbol of love and commitment to the child. The decision to take the family to a restaurant for a meal or to purchase a new television has emotional meaning to the other family members. Disagreements about how to spend money are a major cause of marital discord. The processes families use to make purchase decisions and the outcomes of those processes have important impacts on the well being of the individual family members and the family itself. Thus, while family decision-making has some things in common with organizational decision-making, it is not the same. (Hawkins et, al 1998).

## 2.9 The roles of Children in Family Decisions

In recent years teenagers and young children have become decision makers in family buying, as well as actual shoppers. Teenagers spent $78 Billion in the USA in 1987, certainly enough to warrant the attention of many manufactures and middlemen. Even very young children influence buying decisions today because they watch TV advertising and ask for products when they shop with their parents. Husbands and wives often make purchasing decisions jointly. Young married couples are much more likely to make purchasing decisions on a joint basis than older couples are.

Apparently the longer a couple stays together the more they feel they can trust each other's judgment. Knowing which family member is likely to make the purchase decision will influence a firm's entire marketing mix. If children are the key decision makers, as is often the case with breakfast cereals, then a manufacturer will produce something that tastes good to children, design the package with youngsters in mind, and advertise on Saturday morning cartoon shows. This would be done regardless of who actually makes the purchase and who else (besides the children). In the household might eat the cereal (Stanton et, al. 1991).

However, the type of household will determine the nature of children's influence. Four general categories have been identified in this regard:

1. Authoritarian Households – stress obedience
2. Neglectful Households - exert little control
3. Democratic households – encourages self- expression
4. Permissive households – remove constraints.

Children are more likely to have direct decision control in permissive and neglectful families and influence decisions in democratic and permissive ones.

Finally, children influence has been found to vary at different stages of decision- making (problem recognition and information search) and declines significantly in the evaluation and choice phases. However, because three out of five parents take their children along when grocery shopping, influence may be greater for grocery purchases (Hoyer et, al. 1997).

Therefore, the role of children involves, as they grow older. Their early influence is generally centered on toys Santa Claus and the choice of brands of cereals. Younger children are important to marketers of fast- food restaurants. Even though the parent may decide when to eat, the children often select the restaurants. As they gain maturity, they increasingly influence their clothing purchases (Beckman et. al 1982).

## 2.10 Place of Purchase

This simply means a retail outlet from where consumers purchase their products. A retail outlet or institution is a generic type of store, never a specific store. As our economy changes, institutional types evolve and disappear. Some common types today include supermarket, department stores, drug stores, discount stores and even vending machines. Each generic type has its own way of operating and a rather definite product assortment.

The nature and purpose of various retail specialists is generally quite clear to most consumers; even small children can tell you what kind of store you must visit to buy a common product, through specialization, merchants can develop the expertise necessary to create highly refined assortments that address the varied needs of particular segments of population area. The market place is too complicated for any retailer to put all things to all people in building assortments, and this fact accounts for a substantial amount of the variation found in the structure of American retailing (Davidson et, al 1988).

Place (distribution) is an element of the marketing mix involving all aspects of getting products to the consumer in the right location at the right time. Determining how goods get to the consumer, how quickly, and in what condition involves "place" or "distribution" strategy.

Transportation, storage, materials handling and the like are physical distribution activities. Selecting wholesalers, retailers, and other types of distribution is also a place activity.

( Zikmund et, al 1995).

According to the analysis of Baker (1992) the huge demographic changes occurring during this decade, have presented enormous marketing challenges and opportunities to many places. Some of these marketing potentials and opportunities on place of purchase (shopping outlets) have also impacted on Kenya and Nairobi as follows;

- **The pharmaceutical** industry will be a major beneficiary, with increase in population. There will be more spending on health-care needs hence more chemists and drug stores will come up. Nowadays, we even have chemists operating 24 hours per day like Lynton pharmacy in west lands and other parts of the city center.

- **The stores sector**

These include general consumer goods shopping places like the supermarkets, shopping malls, Grocery stores, convenience stores – have grown in number and size to reflect the increasing and differing needs of the population.

A case in point is the recent expansion strategies of Uchumi and Nakumatt chain of supermarkets, and petrol forecourts such as Engen, Elf, Shell/ B.P. Total and Kenol.

- **Body shops**

These have also been on the increase, for instance, Body wise, Ashley's and others have come up to take advantage of demographic and consumer behavioral changes. The demand for personal care and consumer behavioral changes. The demand for personal care and cosmetic products especially that are environmentally sound should continue to grow at above average. This goes hand in hand with Health and Fitness clubs.

- **Fast Food Joints**

In the market for food, increased international travel and heightened awareness of healthy lifestyles will raise demand for fruit organic produce, yogurts, fresh foods and prepared produce. This trend will boost the profit margins of innovative food retailers such as Steers, Nandos, and Wimpy.

- **Recreational facilities**

These include such as places like Kenya cinema, Nairobi cinema, Drive-ins, Game parks, Arboretum, Jamuhuri Park and so on, will benefit as well as other resort clubs.

This is a typical trend of what has been happening both in Kenya and other parts of the world especially the developing countries, which have been characterized by a huge population growth. It is therefore logical to state that places of purchase (retail outlets) in Nairobi, have undergone immense development and evolvement over the past decade thus calling for a specific research like this one to create some understanding in marketing knowledge.

## 2.11 Definition of Key Terminologies

(Adapted from the oxford dictionary for the English World)

GROCERY:

A place where they sell goods, especially foods, the service mode is generally that of counter service or self-service. The pricing strategies are less aggressive. They are mainly located in residential areas. Examples include Adam's arcade grocers, African grocers, Arcade green grocers and Kilimani green grocers.

SHOPPING CENTER:

This is an area of complex shops where goods are purchased. Their mode of service is that of self-service, the have generally aggressive pricing strategies, they are mainly located at business parks and out of town. Local examples include Village market, Sarit and, Yaya center.

SUPERMARKET:

This is a large self-service store, selling food, household goods and the like. They have a wide range of products, the pricing strategies are various depending on outlet physiology. They are mainly located in urban centers, shopping complexes and residential areas. Examples include Uchumi, Nakumatt, Metro cash & carry to mention a few.

CONVENIENCE STORE:

This is a store that trades primarily on the convenience it offers to customers. The products stocked may be influenced by local tastes or ethnic groups and the stores are often open long hours as well as being conveniently places for customers in local shopping parades. Examples of convenient stores include; Stores, Petrol station stores, Kiosks and Hawkers, as well as Drug stores.

# CHAPTER THREE

# RESEARCH METHODOLOGY

## 3.1 The Research Setting

The study will be conducted at Woodly/Kibera estates representing a sample of households based in Nairobi. The main reason being that families in these estates are cosmopolitan and differ in many ways in terms of; social class, ethnicity, age, life-styles including all the income categories that are of interest in this study. Secondly, Woodley/Kibera estates have some of the most established shopping outlets or places in terms of Supermarkets, Grocery stores and convenient shops that are also targeted by the study.

## 3.2 Research Design

The survey research design will be used in this study. This is because, the survey method is less time consuming and able to capture a lot of data within the constraints of time and resources. More so survey design has been used in a similar study in the past, for instance (Nyaga, 1989).

## 3.3 Population of Study

The population of study will consist of households in Nairobi based on income groups. According to Economic Review Report of (2002), families living in Nairobi estates have been classified into income groups. For instance, the Upper /middle income household (earning, 11,000- 40,000 and above) reside in Westlands and South C, while the low income families (earning 10,000 and below) reside in estates such as Eastleigh, Kagemi, Kawangware, Kibera and Githurai.

## 3.4 Sample Size

The sample size of the study shall consist of 100 households. This will comprise of 100 households randomly picked from Woodley/Kibera estates (Woodley, Fortjesus, Karanja- road, Olympic and Ayany) selected from a list of Nairobi estates, as given in Appendix C. This will make a total of 100 families that will constitute the sample size of our study.

## 3.5 Data Collection

This study will use Primary data to be collected using a questionnaire. The respondents of the study will be families in households living in Nairobi. This category of respondents is preferred because they are the ones in line with the objectives of the study.

The questionnaire shall be administered on a 'drop & pick-up later' basis. In some cases, this will be supplemented by personal interviews to assist the respondents who may be from semi-literate families and might need some explanations on the questionnaire guidelines. The questionnaire will have both open and close-ended questions. In other instances, ordinal scale will be used to rate the different variables in the study.

The questionnaire is divided into three parts.

**Part A:** Seeks to identify the relative influence of family members on place of purchase decision.

**Part B:** Indicates factors that are most important to families when considering shopping from a particular place.

**Part C:** Captures the bio-data of respondents and their families.

A prepaid postage envelope and a letter of introduction will be given to each respondent prior to the research.

## 3.6 Data Analysis.

The questionnaire will be carefully edited for consistency and completeness. Descriptive statistics will be used to analyze the data. This will help us establish the mean, mode, Percentages, pie charts and Bar graphs of the data. Factor analysis will also be used to find out the factors, which influence the choice of place of purchase.

# CHAPTER FOUR

# RESEARCH FINDINGS

## 4.0 Introduction

This chapter is divided into three main sections that are related to the two main objectives of the study. The first section seeks to analyze the relative influence of family members on place of purchase decision.

The second section presents factors that are most important to families when considering shopping from a particular place.

The last section captures the bio-data of the respondents.

All of these sections are drawn from the objectives of the research, which sort out who in the family influenced decisions on the place of purchase, as well as establishing factors that determine the family's decision on place of purchase.

In this study, 100 respondents were interviewed randomly picked from Woodley/ Kibera estates of which, 72 households out of the 100 responded, all the respondents were based in Nairobi. Twenty of the respondents could not be reached either physically or by telephone. Nine of the respondents openly declined to respond citing personal security reasons.

### 4.1 Person(s) Responsible in Purchase Decisions

This section of the study sort to find out, who in the household is responsible for making decisions, about the place of purchase. The household elements under consideration included, husbands, wives, children, a combination of husbands and wives and any other. The table below shows the findings that were arrived at.

**Table 2. The Person Responsible in the Household for Making Decisions about the Place of Purchase**

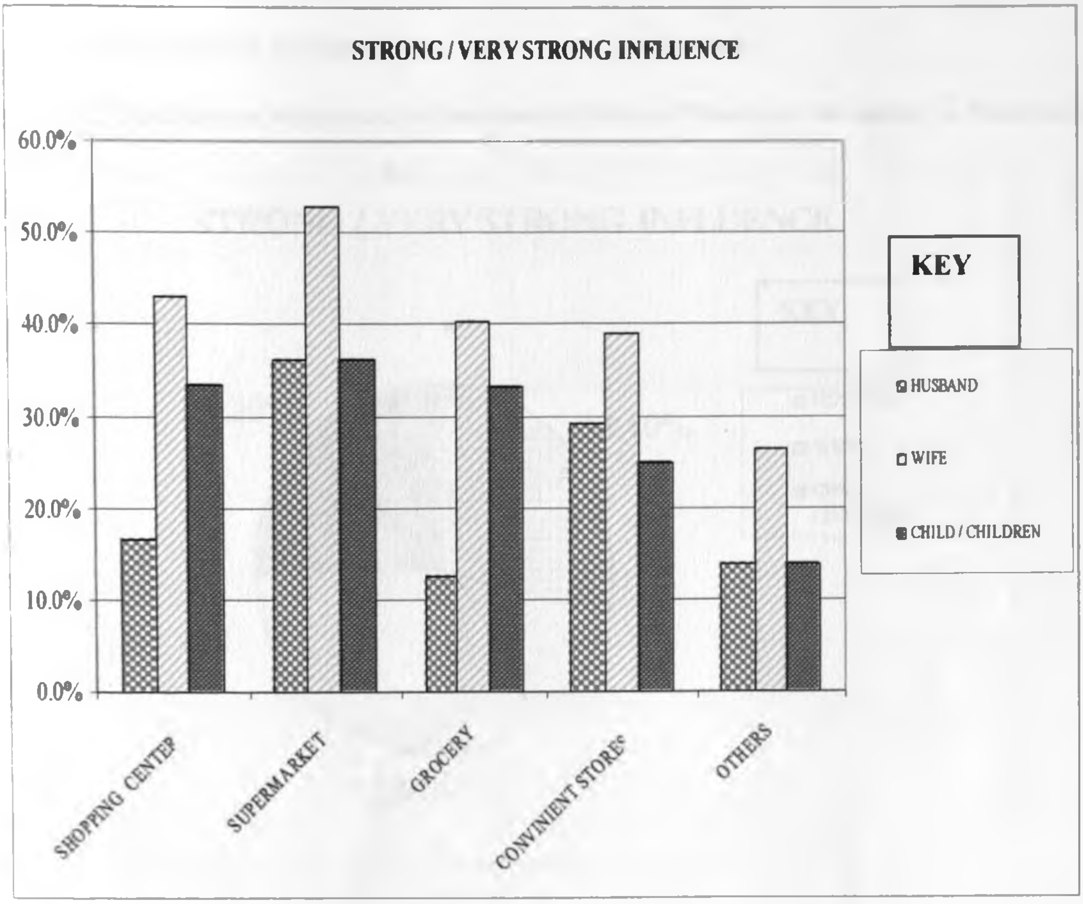
| RESPONDENT | FREQUENCY | PARCENTAGE |
|---|---|---|
| HUSBAND | 15 | 20.8 |
| WIFE | 26 | 36.1 |
| HUSBAND & WIFE | 20 | 27.8 |
| CHILD / CHILDREN | 2 | 2.8 |
| ANY OTHER COMBINATION | 7 | 9.7 |
| NONE OF THE ABOVE | 1 | 1.4 |
| TOTAL | 71 | 98.6 |
| MISSING SYSTEM | 1 | 1.4 |
| TOTAL | 72 | 100 |

According to the table above, the person most responsible in making decisions about the place of purchase in households is the wife with a strong majority of 36.1%. However, 27.8% of households stated that decisions on place of purchase are made by a combination of both the husband and wife. Only 20.8% of the households have Husbands as their major decision-makers on places of purchase, while Children being the least responsible at 2.8%.

## 4.2 The Influence of Husband, Wife and Children Places of Purchase

The influence felt by household members may they be husbands, wives or children on places of purchase is quite significant as far as determining place of purchase is concerned, some influence is significant while some is insignificant. It was thus crucial to have a closer look at the influence that each of these household members has on place of purchase. The findings are laid out more clearly in this section.

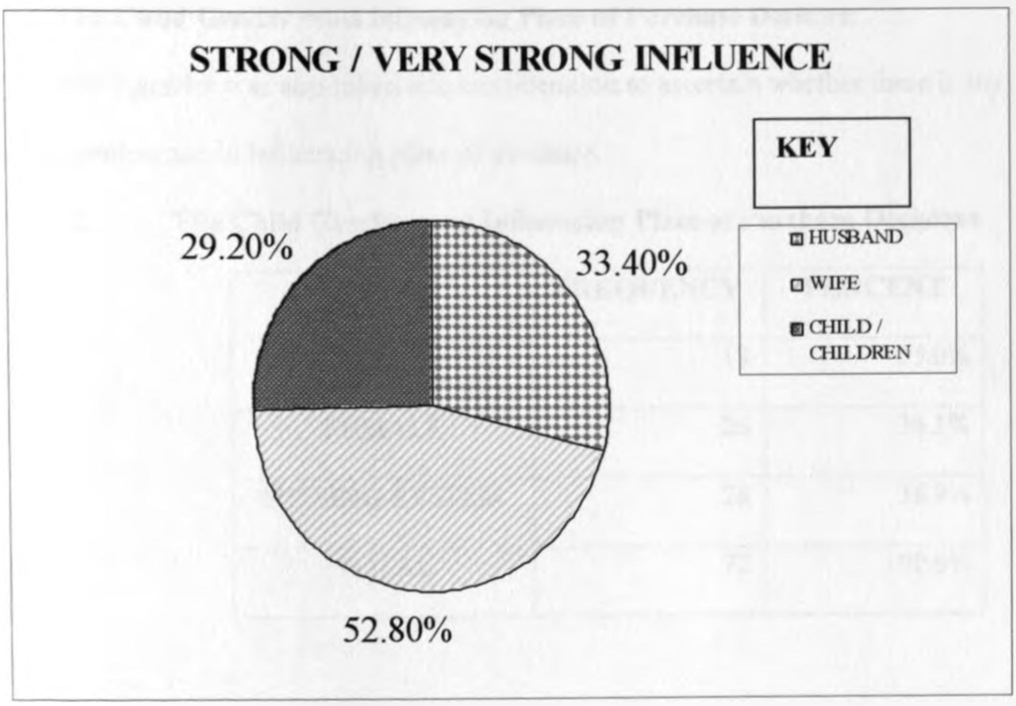
**Chart 1: The Influence of Husband, Wife & Children on the following Places of Purchase**



An analysis of the above gives a very clear pattern of events. In all the four categories of purchase places mentioned above, the wife turned to be a major decision-maker in all of them. The children seemed to follow very closely especially in shopping centres, supermarkets and groceries. The husband's influence on decision making is only strong on supermarkets and convenience stores.

More precisely, the particular household person who more significantly influences place of purchase is highlighted in this section. Chart 2 below gives a clearly illustration of the influence pattern per household member.

**Chart 2. The Person who most Influences the Place of Purchase Decisions in Households**




The above measure further confirms the consistency of respondents. According to the analysis, the most influencing person in the family on purchase places is the wife, with an affirmation of 52.8% despite the fact that most respondents were husbands. This shows how strong women are in domestic affairs in Kenya.

The husband closely follows them at 33.4%. From the chart it can also be deduced that children in general, are the least decision-makers in their families, when it comes to influencing purchase places. From these analysis we can thus deduce that the wife may have more decisive influence probably because she does most of the domestic purchase, or more so due to her feminine role in the household giving her an upper edge over more places of purchase. Children rank lower in the hierarchy probably because of their lower purchasing power, their age or even more their absence during the time of purchase.

### 4.3 The Child Gender most influencing Place of Purchase Decision

The child's gender was also taken into consideration to ascertain whether there is any gender preference in influencing place of purchase.

**Table 3. The Child Gender most Influencing Place of Purchase Decisions**

| SEX | FREQUENCY | PERCENT |
|---|---|---|
| MALE | 18 | 25.0% |
| FEMALE | 26 | 36.1% |
| MISSING SYSTEM | 28 | 38.9% |
| TOTAL | 72 | 100.0% |

In respect to the above chart the study found out that the child gender that mostly influences their parents when deciding on purchase places are females, at 36.1% as opposed to 25.0% of males. However there was a fair percentage of respondents that missed out at 38.9%.

## 4.4 The Child Age Influencing Place of Purchase Decision

The child's age was also taken into consideration to ascertain whether

age plays any significance in influencing place of purchase.

**Table.4 The Child Age that most Influences Place of Purchase Decisions**

| AGE | FREQUENCY | PERCENTAGE |
|---|---|---|
| ONE | 3 | 4.2 |
| FOUR | 2 | 2.8 |
| FIVE | 3 | 4.2 |
| SIX | 1 | 1.4 |
| SEVEN | 1 | 1.4 |
| EIGHT | 3 | 4.2 |
| NINE | 3 | 4.2 |
| TEN | 3 | 4.2 |
| ELEVEN | 2 | 2.8 |
| TWELVE | 4 | 5.6 |
| THIRTEEN | 5 | 6.9 |
| FOURTEEN | 6 | 8.3 |
| FIFTEEN | 5 | 6.9 |
| SIXTEEN | 4 | 5.6 |
| EIGHTEEN | 1 | 1.4 |
| MISSING SYSTEM | 26 | 35.9 |
| TOTAL | 72 | 100.0 |

The most influential age on decision of place of purchase in a household are the 14 year olds at 8.3%. 15 year olds and 13 year olds closely followed them at 6.9%. 16 year olds and 12 year olds came at a distant third each of them representing 5.6% of the sample population.

### 4.5 Factors Influencing Place of Purchase Decision

This section of the study carefully examines the various factors that either influences or determines the purchase decisions on the four categories of outlets i.e. Shopping centers, Supermarkets, Groceries and Convenience stores.

Each of the response data collected is analyzed using frequency/percentage tables and a more consolidated chart is included as well. Each of the accompanying chart (s) gives a more consolidated analysis that can be quickly picked out at a glance. An interpretation of the findings contained in the table as well as in accompanying charts is then provided.

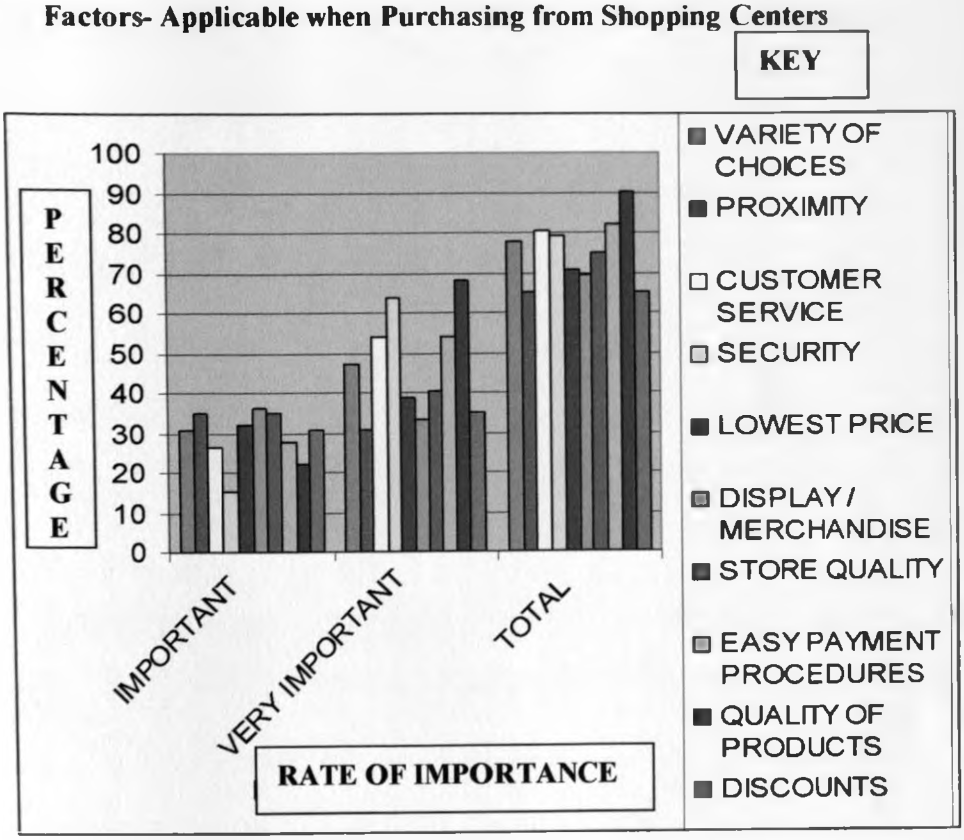
**Table 5. Factors- Applicable when Purchasing from Shopping Centers**

| FACTORS APPLICABLE | IMPORTANT (Percentage) | VERY IMPORTANT (Percentage) |
|---|---|---|
| VARIETY OF CHOICES | 30.6 | 47.2 |
| PROXIMITY | 34.7 | 30.6 |
| CUSTOMER SERVICE | 26.4 | 54.2 |
| SECURITY | 15.3 | 63.9 |
| LOWEST PRICE | 31.9 | 38.9 |
| DISPLAY/MERCHANDISE | 36.1 | 33.3 |
| STORE QUALITY | 34.7 | 40.3 |
| EASY PAYMENT PROCEDURES | 27.8 | 54.2 |
| QUALITY OF PRODUCTS | 22.2 | 68.1 |
| DISCOUNTS | 30.6 | 34.7 |

When purchasing from Shopping Centers, the most important factor to be considered according to the table was quality of products ranked at 68.1%, followed by Security at 63.9%. The least important factor according to the table was Proximity which was ranked at 30.6%.

The factors depicted above were further illustrated in chart 5 below to give a clearer picture of their importance. This is captured in the total percentages of each factor.

**Chart 3. Factors- Applicable when Purchasing from Shopping Centers**




According to the study, the totals show that most respondents agreed that the most important factor to consider when purchasing at a shopping centre, is the quality of product at 90.3%. The second most important factor was easy payment procedures at 82%. The third factor to be considered was customer service at

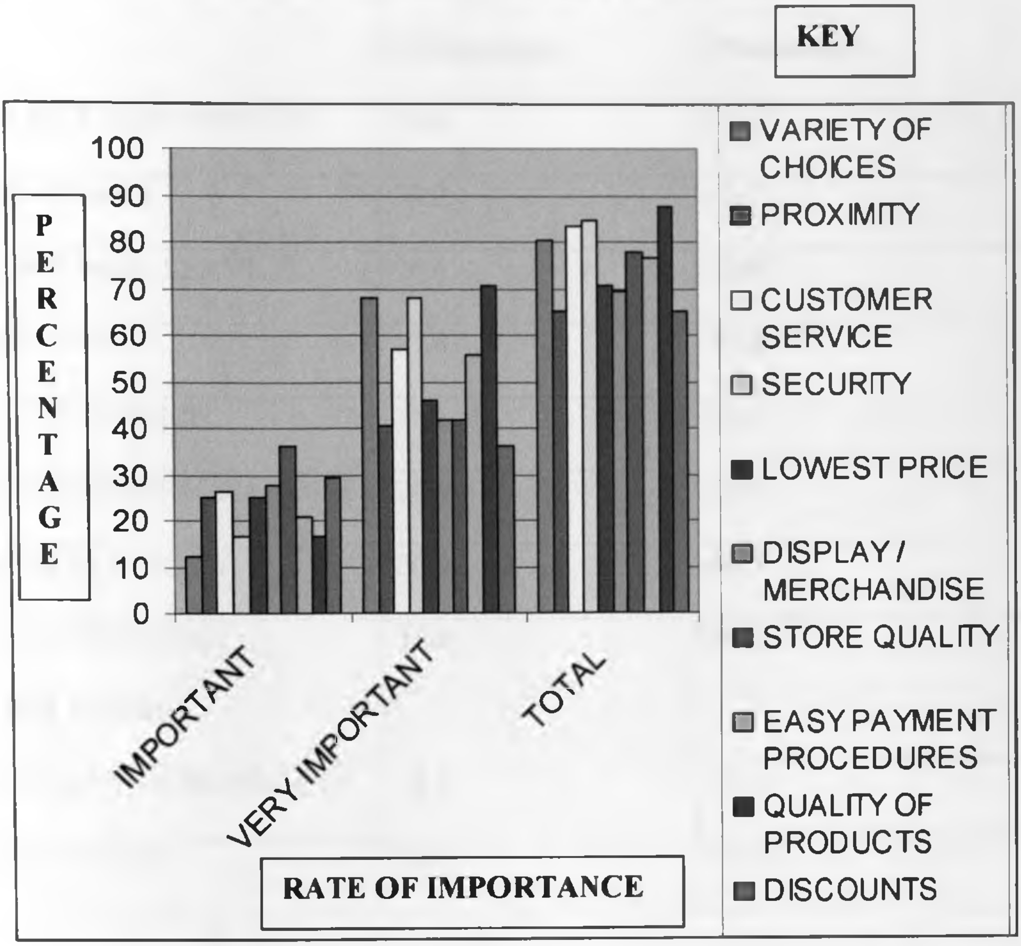
80.6%, then followed by lowest price at 70.8%. The least most important factors ware – proximity and discount both at 65.3%. This is mainly a reflection of purchase behavior practiced by high-income earner groups who are fond of purchasing from shopping centers.

**Table 6. Factors Applicable when Purchasing from Supermarkets**

| FACTORS APPLICABLE | IMPORTANT (Percentage) | VERY IMPORTANT (Percentage) |
|---|---|---|
| VARIETY OF CHOICES | 12.5 | 68.1 |
| PROXIMITY | 25 | 40.3 |
| CUSTOMER SERVICE | 26.4 | 56.9 |
| SECURITY | 16.7 | 68.1 |
| LOWEST PRICE | 25 | 45.8 |
| DISPLAY/MERCHANDISE | 27.8 | 41.7 |
| STORE QUALITY | 36.1 | 41.7 |
| EASY PAYMENT PROCEDURES | 20.8 | 55.6 |
| QUALITY OF PRODUCTS | 16.7 | 70.8 |
| DISCOUNTS | 29.2 | 36.1 |

The table above shows that the quality of products is the most important factor when considering shopping from Supermarkets at a ranked figure of 70.8%. This was closely followed by Variety of choices and Security both ranked at 68.1%. Other factors were relatively important. However, Discounts came out as least important in driving purchase decision on supermarkets and was rated at 36.1%.

**Chart 4. Factors Applicable when Purchasing from Supermarkets**




Looking at the chart totals, what family members consider as the most important factor when purchasing from Supermarkets is the quality of products ranked at 87.5%. This was closely followed by Easy payment procedures at76.4%. The least important factor to be considered was Discounts ranked at 65.3% signifying that this is not very important to people who purchase from Supermarkets.

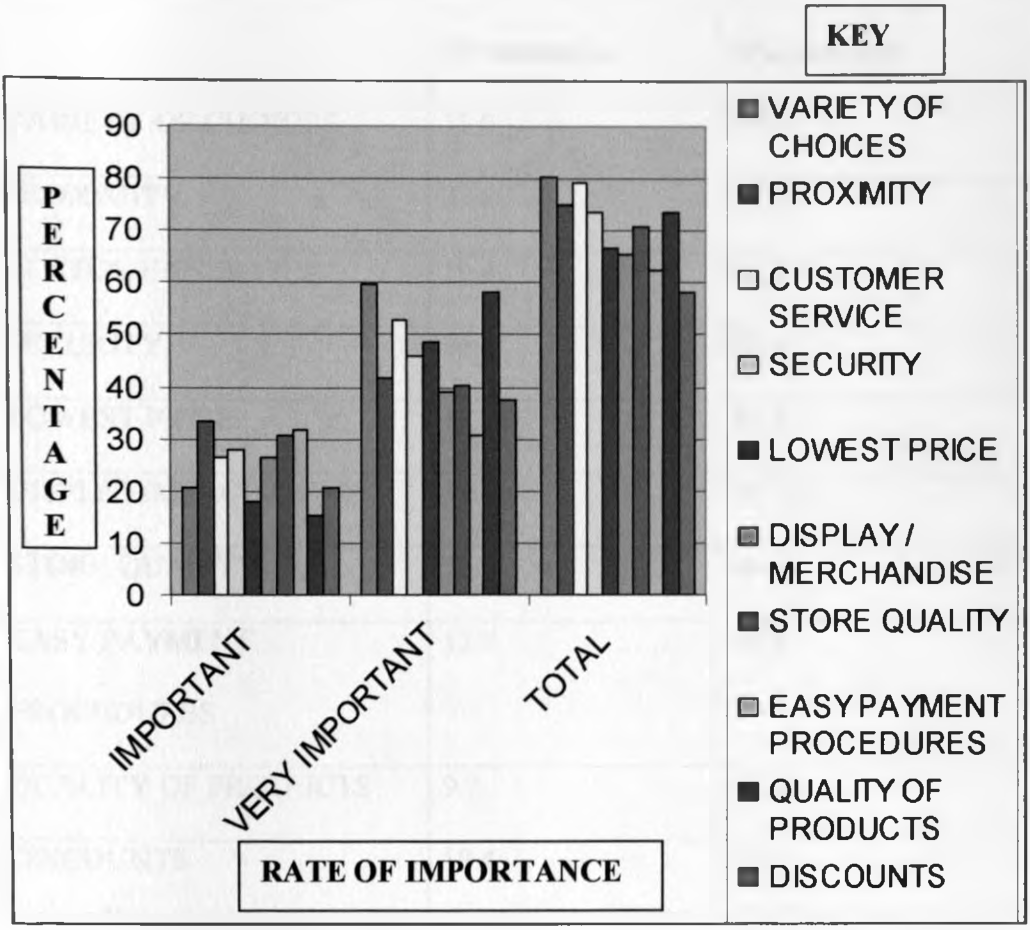
**Table 7. Factors Applicable when Purchasing from Groceries**

| FACTORS APPLICABLE | IMPORTANT (Percentage) | VERY IMPORTANT (Percentage) |
|---|---|---|
| VARIETY OF CHOICES | 20.8 | 59.7 |
| PROXIMITY | 33.3 | 41.7 |
| CUSTOMER SERVICE | 26.4 | 52.8 |
| SECURITY | 27.8 | 45.8 |
| LOWEST PRICE | 18.1 | 48.6 |
| DISPLAY/MERCHANDISE | 26.4 | 38.9 |
| STORE QUALITY | 30.6 | 40.3 |
| EASY PAYMENT PROCEDURES | 31.9 | 30.6 |
| QUALITY OF PRODUCTS | 15.3 | 58.3 |
| DISCOUNTS | 20.8 | 37.5 |

As concerns purchase decision on Groceries, the factor that was rated as most important was Variety of choices at 59.7%.This was closely followed by Quality of products ranked at 58.3%. On the other hand, the least important factor according to the table was seen to be Easy payment procedures rated at 30.6%.

Total percentages of the factors in the above table can be represented clearly in the chart below.

**Chart 5. Factors Applicable when Purchasing from Groceries**



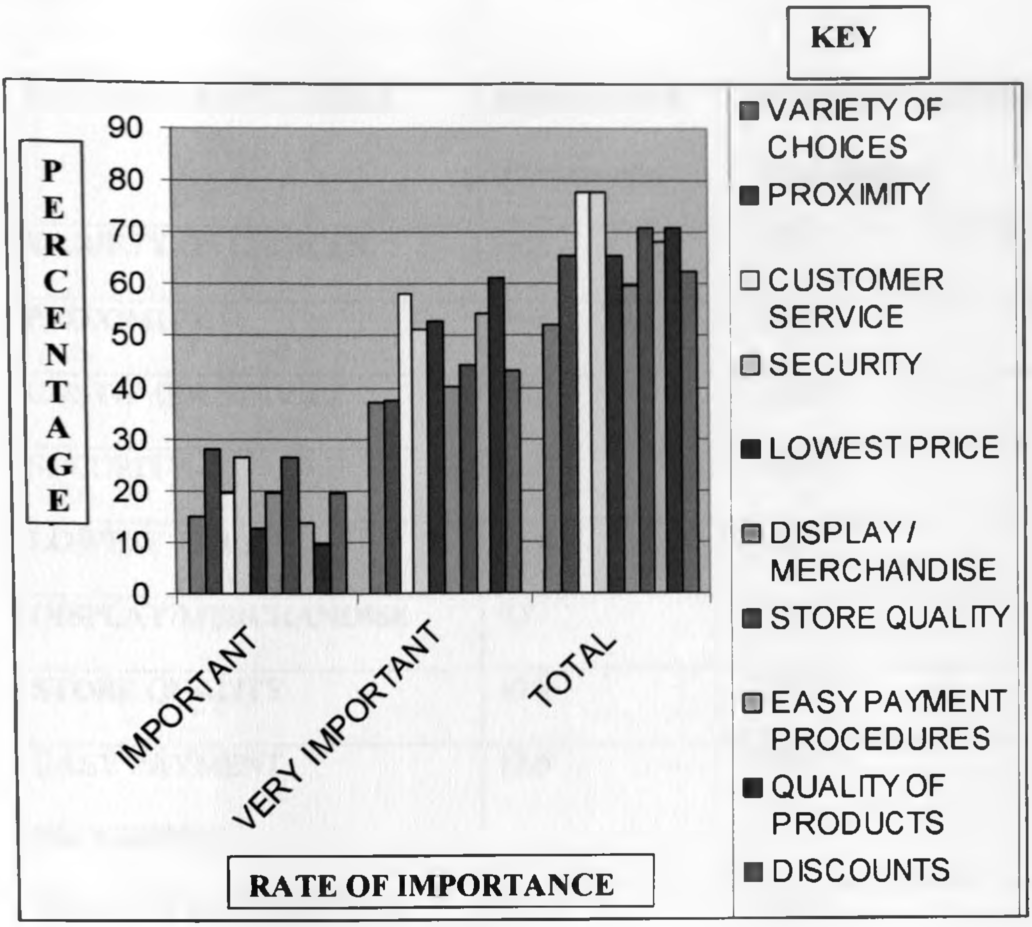

In groceries as per total figures, factors that were considered most important in purchase decisions are a bit different compared to Supermarkets. Varieties of choices and customer service are the most important factors ranked 80.5% and 79.2% respectively. Quality of products unlike in the supermarkets comes in as third most important factor. The least important factors to be considered when purchasing from groceries are ; discounts, merchandise and easy payment procedures.

**Table 8. Factors Applicable when Purchasing from Convenience Stores**

| FACTORS APPLICABLE | IMPORTANT (Percentage) | VERY IMPORTANT (Percentage) |
|---|---|---|
| VARIETY OF CHOICES | 15.0 | 37.0 |
| PROXIMITY | 27.8 | 37.5 |
| CUSTOMER SERVICE | 19.4 | 58.3 |
| SECURITY | 26.4 | 51.4 |
| LOWEST PRICE | 12.5 | 52.8 |
| DISPLAY/MERCHANDISE | 19.4 | 40.3 |
| STORE QUALITY | 26.4 | 44.4 |
| EASY PAYMENT PROCEDURES | 13.9 | 54.2 |
| QUALITY OF PRODUCTS | 9.7 | 61.1 |
| DISCOUNTS | 19.4 | 43.1 |

According to the table above, the factor that was rated as most important when considering purchasing from Convenience Stores was Quality of products at 61.1%. Customer service was second at 58.3%. The least important factor was Variety of choices ranked at 37%. This shows how product quality is increasingly becoming a significant factor in Kenya that companies need to focus on.

**Chart 6. Factors Applicable when Purchasing from Convenience Stores**



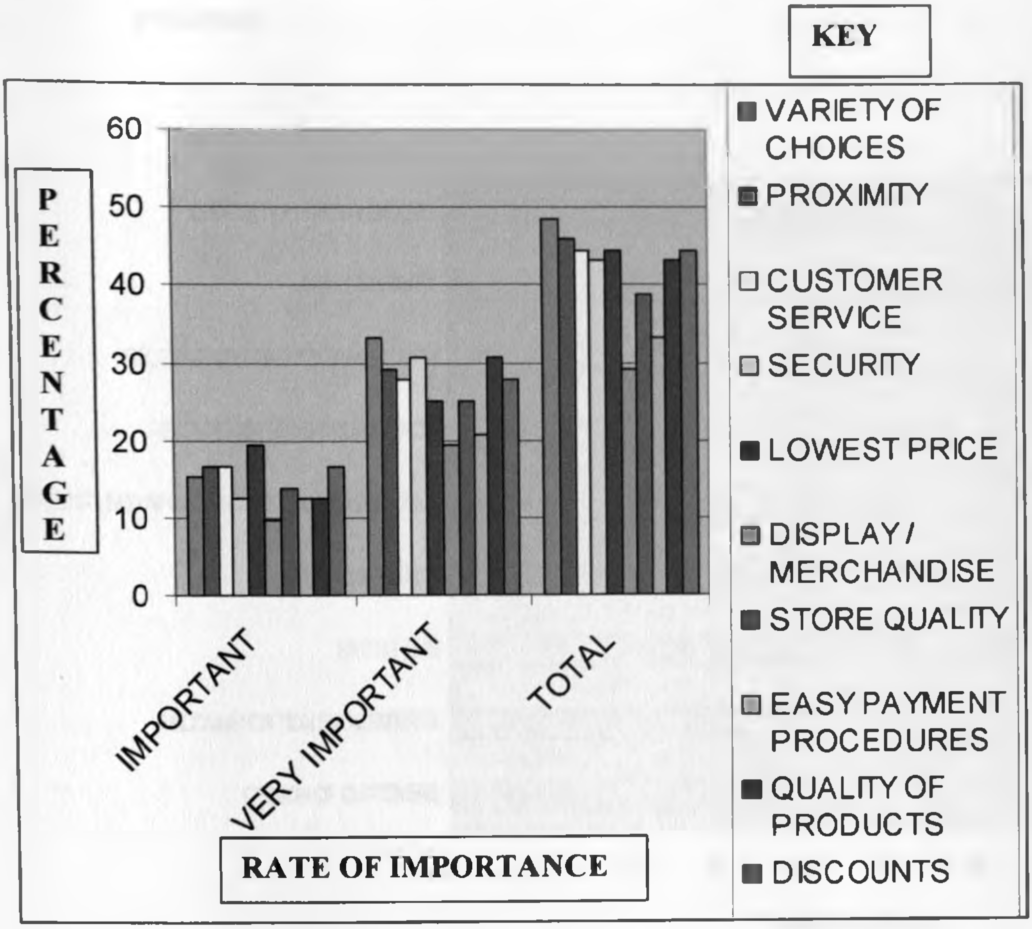

Trends in the chart totals above, shows that when people are considering shopping from convenience stores customer service and security at this place of purchase are the two most important factors represented by 78.7% and 77.8% respectively. Variety of choices come a distant third at 72.2 %. In convenience stores, proximity 65.3% displaying / merchandise – 59.7%, lowest price – 65.3% and discounts 62.5% are the least important factors to be considered.

**Table 9 Factors Applicable when Purchasing from Other Outlets**

| FACTORS APPLICABLE | IMPORTANT (Percentage) | VERY IMPORTANT (Percentage) |
|---|---|---|
| VARIETY OF CHOICES | 15.3 | 33.3 |
| PROXIMITY | 16.7 | 29.2 |
| CUSTOMER SERVICE | 16.7 | 27.8 |
| SECURITY | 12.5 | 30.6 |
| LOWEST PRICE | 19.4 | 25.0 |
| DISPLAY/MERCHANDISE | 9.7 | 19.4 |
| STORE QUALITY | 13.9 | 25.0 |
| EASY PAYMENT PROCEDURES | 12.5 | 20.8 |
| QUALITY OF PRODUCTS | 12.5 | 30.6 |
| DISCOUNTS | 16.7 | 27.8 |

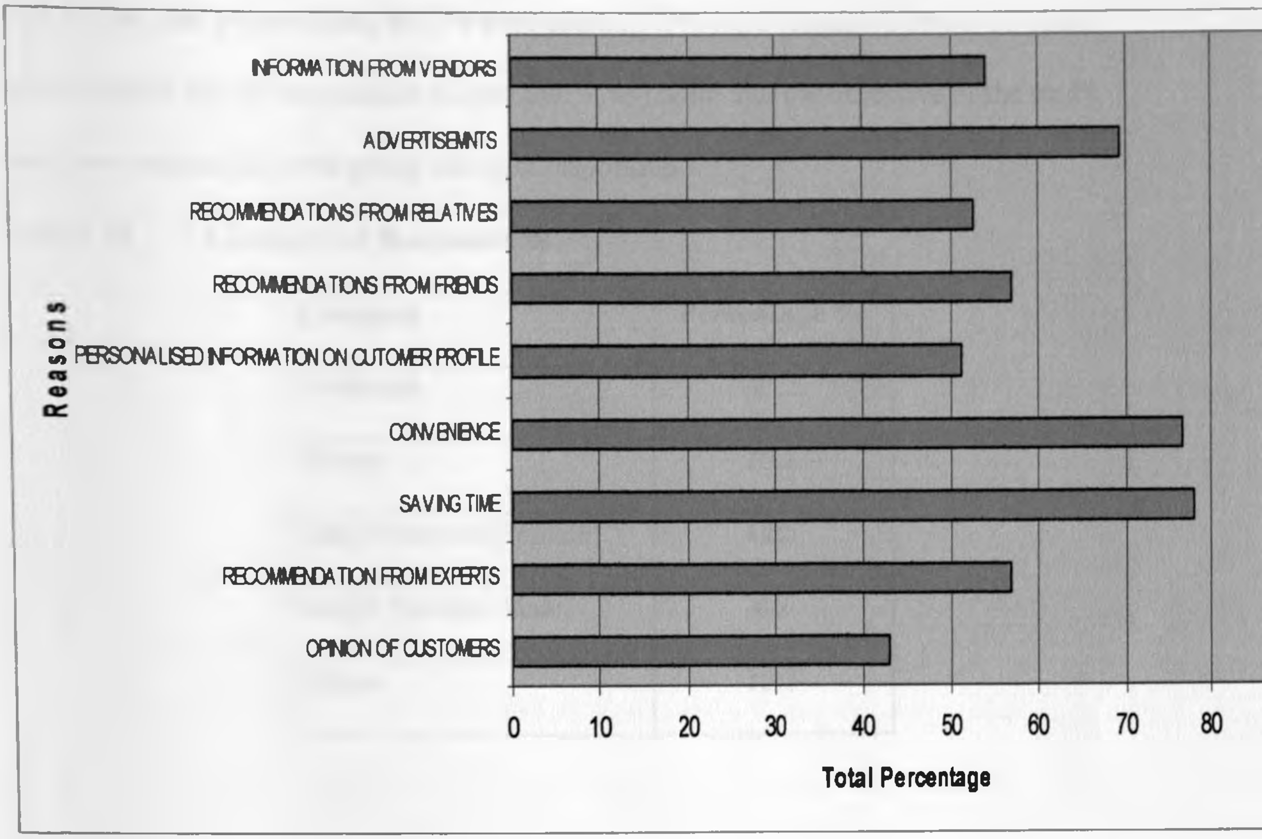
In other types of outlets, a part from the ones mentioned earlier, Variety of choices was ranked as most important at 33.3%.In such outlets as exhibition centers, Display and Merchandise were seen to be least important at 19.4%. This means that places of purchase people are not attracted with the display but rather the product range you have to offer. It also confirms the fact that most people nowadays prefer a one stop shopping for convenience purposes.

**Chart 7. Factors Applicable when Purchasing from Other Outlets**




As per the totals in the above chart, it can be deduced that purchasing from other places of purchase such as trade Exhibition Centres, Mitumba open air markets and Auction Centers, the most important factor to be considered is variety of choices at 86.1% with other factors being relatively important. The least important factor in such places is display / merchandise at a staggering low of 29.1% which does not seem to attract people.

**Chart 8.** **Reasons That Families Prefer when Selecting a Particular Place of Purchase**




A Closer look at other reasons that families prefer when selecting a particular place of purchase, saving time – 77.8% and convenience – 76.4% emerged as the most important ones probably because people want to do their things fast and easily. This was followed closely by advertisements at 69.4%. The least important reason to be considered in purchasing from a particular place of purchase is – opinion of other customers about such places.

### 4.6 Bio- Data of Respondents

This section looks into the Bio-data of respondents to enable us understand the scope of the study and draw relevant conclusions in line with the research objectives.

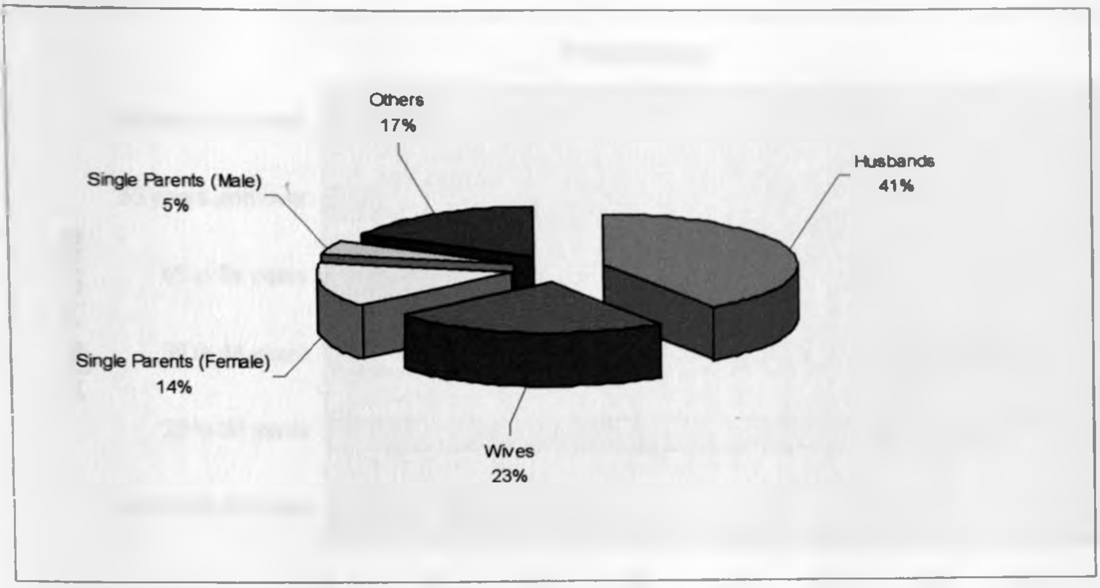
Out of the total respondents, 84.7% were adults, 9.7% were teenagers below 18 years while only 5.6% of respondents missed out. This meant that the objective of the study was very successful in targeting the right respondents.

**Table 10. Category of Respondents**

| Category | Percentage % |
|---|---|
| Husbands | 36.2 |
| Wives | 20.8 |
| Single Parents (Female) | 12.5 |
| Single Parents (Male) | 4.2 |
| Others | 15.3 |

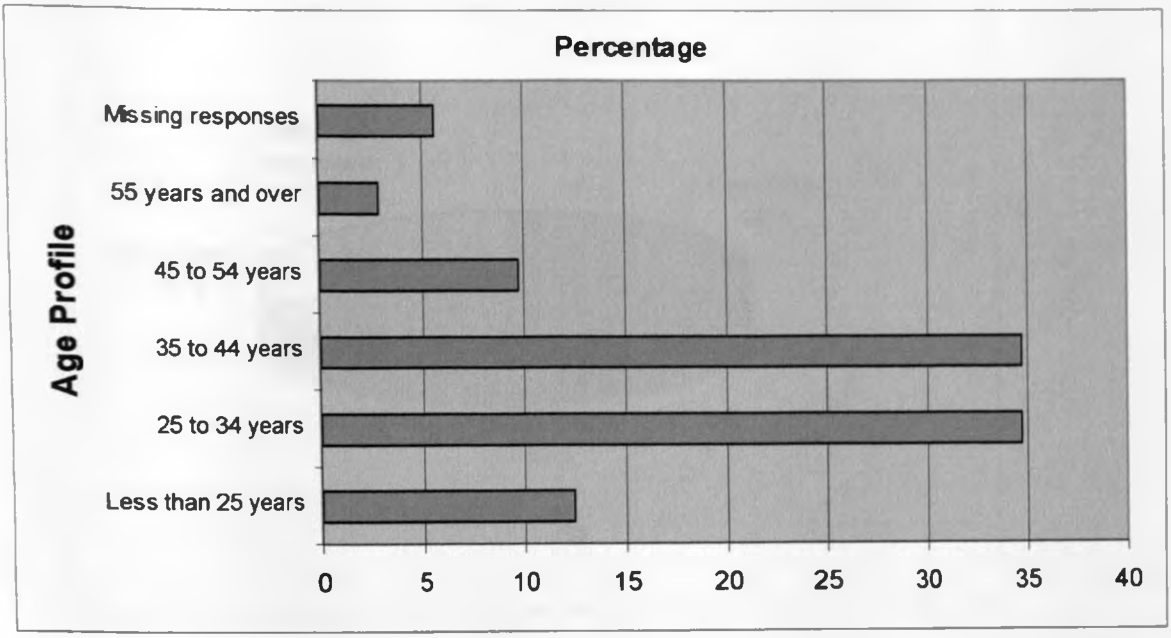
The table above is better illustrated in the chart below to give a pictorial representation of the data.

**Chart 9. Category of Respondents**



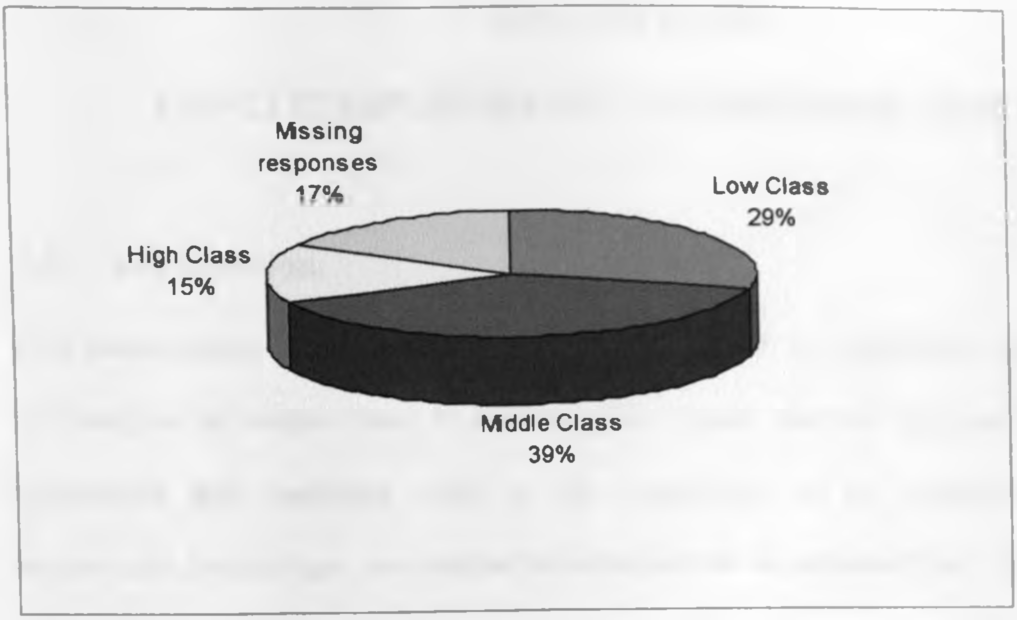

According to the table and chart above, 36.2% of respondents were husband and wives 20.8% .On the other hand single parents (females) were 12.5% single parents (males) 4.2% while others comprised 15.3%. The study therefore captured a wide category of respondents in households. From these respondents we can deduce that husbands responded more to the questionnaires as compared to wives, probably reasons could be; they were more available, or more responsive. The study showed that there are single parent females as well as male. The single parent females were more responsive.

**Chart 10. Age Profile of Respondents**




The age profile of respondents was also wide and varied. Most respondents were the ages of 25 to 34 years constituting 34.7% 35% to 44 years also comprised 34.7%. Respondents less than 25 years were 12.5% while 45 to 54 years were 9.7%. The least response came from age group 55 years and above and was amounting to only 5.6%.

**Chart 11. Income Groups of Respondents**




In line with the above table, the highest number of respondents came from the middle class household at 38.9%, followed by low-income class at 29.1%. The high income class respondents constituted only 15.3%. This data again shows that all the income classes / groups were captured by the study.

# CHAPTER FIVE

# CONCLUSION, SUMMARY AND RECOMMENDATIONS

## 5.1 Introduction.

This chapter gives a brief summary of the findings as well as conclusions gathered from the analysis of chapter four. In addition, the chapter also incorporates the various suggestions and comments given by the respondents in the questionnaire. Most importantly, the findings are summarized alongside the objectives of the study.

## 5.2 Summary

The study revealed that the person most responsible in making decisions on purchase places in a household is normally the wife with a very high percentage of 36.1%. However, 27.8% of the respondents stated that most purchase decisions are made by a combination of both the husband and the wife. On the other hand, children were seen to be the least decision -makers at only 2.8% of the households.

As per the influences of the husband wife and children in relation to the four category of purchase places covered by the study, the following results were gathered.

a) The wife was by far seen to be the major decision -maker in all the four outlets i.e. shopping centers, supermarkets, groceries, convenience stores.

b) Children were seen to be strong, only second to the wives in shopping centers and groceries.

According to the above all the three family members seemed to have different rates of influence on different outlets with a lot of significance in marketing.

Another interesting phenomenon about the study was the fact that, of the child universe, female children were found to be most active in influencing family's decisions on place of purchase, with a strong figure of 36% as opposed to male children who only influence decisions 25% of the time.

In addition to gender, the study also found out that the most influencing child-age in purchase decisions are the fourteen-year olds with a representation of 8.3%. These were followed by 15 year-olds. The least active ages in influencing purchase decisions were found to be 16 year olds and 12 year olds both of which represented only 5.6%.

Part two of the study analyzed factors that were important to be considered when making purchases in all the four category of outlets. The study came up with the following findings.

a) In shopping centers, which is a high- income purchase place, quality of products was seen to be the most important factor, followed by easy payment procedures. The least important factor was seen to be the discount.

b) In supermarkets, quality of products was still seen as the most important factor to be considered before any purchase is made. This was closely followed by security and customer service. The least important factors were the discounts and lowest prices.

c) In groceries, the case is a bit different. The most important factor to be considered was variety of choices may be because people like a one-stop shop when visiting such a shopping outlet. The second factor was customer service. The least important factor was discounts.

d) In convenience outlets/stores, the two most important factors to be considered alongside each other were customer service and security. The least important factor was variety of choices.

e) In other outlets such as exhibition centers, auction centers and other open- mobile air markets, variety of choices was seen to be the most important factor in making a purchase decision. This was closely followed by lowest price. The least important factor in this case was display/merchandise.

On the other hand, the study also examined other reasons that families consider in order to make a purchase decision. The three most important reasons that were seen to be essential were; saving time and convenience of purchase. Advertisements were also seen to be important in creating impulse purchase decision. The least important reason was seen to be opinion from other customers.

The final part of the study examined the Bio-data of respondents with the following results.

Age of respondent;

I) Of the total respondents, 84.7% were adults, making the study very successful on the targeted persons.

II) Teenagers - below 18years of age constituted only 9.7%

Category of respondents was as follows:

i) Husbands were 36.2% of total respondents.

ii) Wives consisted 20.8% total respondents.

iii) Single parents(Female) were 12.5%

iv) Single parents (male) represented 4.2%

v) Other respondents amounted to 15.3%

Age profile of the respondents was as below: -

i) Respondents less than 25 years of age were 12.5%

ii) Between 25 to 34 years constituted 34.7% forming the majority.

iii) 35 to 44 years amounted to 34.7% constituting another majority.

iv) 45 to 54 years were 9.5%.

v) 55 years and over made5.6% of the respondents

Last but not the least, the study covered the following income – groups

i) High-class were 15%

ii) Middle-class were 39% forming the majority

iii) Low-class were 29%

## 5.3 Conclusions

The study aimed at determining who influences family decision on the place of purchase and the factors determining this place of purchase.

The findings showed that children (majority of them, female) aged fourteen years, had the greatest influence in the shopping centers. It was also discovered that the wife had the strongest influence in supermarkets, probably because of variety of choices and the quality of products. It is therefore worth noting that, the girl child (mostly aged fourteen) and the wife are the two people who on the family influence decision on place of purchase. This answers objective one of the study, which was aiming at finding out who in the family influences decisions on place of purchase.

On the other hand, it was established that the important factors determining the family's decision on place or purchase were the quality of products, customer service and variety of choices. This is in line with objective two which sought to establish factors that determine the family decision on place of purchase.

## 5.4 Limitations of the Study

The research was constrained in several ways. First, time for collecting data was not enough since I had to discard 20 questions whose respondents could not be reached either physically or by phone. Second limitation was that some of the respondents (nine) openly declined to respond citing personal security reasons. In addition, the cost of dropping and picking questionnaires was a bit on the higher side. Another constraint was that of lack of awareness especially on the low-income -class respondents, who were sometimes making obvious mistakes in answering the questionnaire. Many families were also uncomfortable in specifying their income groups thereby giving subjective responses.

## 5.5 Recommendations for Further Research

There is room for further research especially on other factors that can influence purchase decisions a part from the ones i covered. Further study can also be done on reference groups and their influence on purchase places and comparisons made. A similar study could be carried out on institutions providing services as opposed to tangible products. Another area of concern could be based on income groups and their purchase behavior as opposed to bias on the family.

**APPENDIX i:**

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**APPENDIX ii:**

## LETTER OF INTRODUCTION

## UNIVERSITY OF NAIROBI

### FACULTY OF COMMERCE

### MBA PROGRAMME -LOWER KABETE CAMPUS

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**Attention:**

The sender of this letter **......A. SHARIFF SWALEH.**

Registration No:**.........D61/P/8724/99**

Is a Master of Business Administration student at the University of Nairobi. He is required to submit as part of his coursework assessment a research project report on **Influence of Family Decision on Place of Purchase- A Case Study of households based in Nairobi, (Woodley/Kibera-estates).** He would appreciate if you assist him by allowing him to collect data from you for the research.

Please note that all your responses will be kept strictly anonymous and confidential. This will be done by not asking you any personal information and the little asked will be destroyed after data analysis is done. Please answer all the questions in all the sections. If there are any issues that require clarification, kindly get in touch with the researcher (Swaleh Shariff on Tel 0722-709060).

Thank you.

**DR. MARTIN OGUTU/**
CO-ORDINATOR, MBA PROGRAMME /

SWALEH SHARIFF
MBA STUDENT

**APPENDIX iii:**

## FAMILY SURVEY QUESTIONNAIRE

**SECTION A:**

Q1. Who in your household is responsible in making decisions about the place of purchase (shopping place)? Please tick the relevant box

- ❑ The husband
- ❑ The wife
- ❑ Husband and wife
- ❑ The Children
- ❑ Any other combination (specify).........................................
- ❑ Non of the above

Q2. Listed below are various purchasing places in Nairobi, please rate your family's influence regarding the place of purchase decisions of the listed outlets. The list has been ranked from 1-5, as follows,

1-Very Weak influence

2- Weak influence

3-Neither Weak nor Strong influence

4- Strong influence

5- Very Strong influence

**Please tick** the correct ranking according to the relevant family member

What is the Husband's influence on the following places of purchase?

| | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|
| Shopping centers | ( ) | ( ) | ( ) | ( ) | ( ) |
| Supermarkets | ( ) | ( ) | ( ) | ( ) | ( ) |
| Convenient Stores (Kiosks, petrol st. shops) | ( ) | ( ) | ( ) | ( ) | ( ) |
| Groceries | ( ) | ( ) | ( ) | ( ) | ( ) |
| Others (please specify) ______________ | ( ) | ( ) | ( ) | ( ) | ( ) |

a) What is the Wife's influence on the following places of purchase?

| | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|
| Shopping centers | ( ) | ( ) | ( ) | ( ) | ( ) |
| Supermarkets | ( ) | ( ) | ( ) | ( ) | ( ) |
| Convenient Stores (Kiosks, petrol st. shops) | ( ) | ( ) | ( ) | ( ) | ( ) |
| Groceries | ( ) | ( ) | ( ) | ( ) | ( ) |
| Others (please specify)______________ | ( ) | ( ) | ( ) | ( ) | ( ) |

b) What is the child/children's influence on the following places of purchase?

| | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|
| Shopping centers | ( ) | ( ) | ( ) | ( ) | ( ) |
| Supermarkets | ( ) | ( ) | ( ) | ( ) | ( ) |
| Convenient Stores (Kiosks, petrol st. shops) | ( ) | ( ) | ( ) | ( ) | ( ) |
| Groceries | ( ) | ( ) | ( ) | ( ) | ( ) |
| Others (please specify)______________ | ( ) | ( ) | ( ) | ( ) | ( ) |

Q3. Who most influences the place of purchase decisions in your family?

| | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|
| Husband | ( ) | ( ) | ( ) | ( ) | ( ) |
| Wife | ( ) | ( ) | ( ) | ( ) | ( ) |
| Children | ( ) | ( ) | ( ) | ( ) | ( ) |

Q4. How many dependent children between the ages of 4 and 16 **currently** live in your household?

Specify **No.**------------------------------------------------------------------------------------------

Their Age------------------------------------------------------------------------------------------

Q5. Which child/ children, if applicable most influences your **place of purchase decisions** (specify gender and age)

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**SECTION B**

Q.1 Please tick to indicate the extent to which the following factors are applicable to your family when shopping or considering shopping, from a particular place.

**a. Shopping centers.**

| | Very Important 5 | Important 4 | Somewhat Not Important 3 | Not Important 2 | Not at all Important 1 |
|---|---|---|---|---|---|
| Variety of choices | ( ) | ( ) | ( ) | ( ) | ( ) |
| Proximity | ( ) | ( ) | ( ) | ( ) | ( ) |
| Customer service | ( ) | ( ) | ( ) | ( ) | ( ) |
| Security | ( ) | ( ) | ( ) | ( ) | ( ) |
| Lowest price | ( ) | ( ) | ( ) | ( ) | ( ) |
| Display/merchandise | ( ) | ( ) | ( ) | ( ) | ( ) |
| Store quality | ( ) | ( ) | ( ) | ( ) | ( ) |
| Easy payment procedures | ( ) | ( ) | ( ) | ( ) | ( ) |
| Quality of products | ( ) | ( ) | ( ) | ( ) | ( ) |
| Discounts | ( ) | ( ) | ( ) | ( ) | ( ) |

**b. <u>Supermarkets</u>.**

| | Very Important | Important | Somewhat Not Important | Not Important | Not at all Important |
|---|---|---|---|---|---|
| | 5 | 4 | 3 | 2 | 1 |
| Variety of choices | ( ) | ( ) | ( ) | ( ) | ( ) |
| Proximity | ( ) | ( ) | ( ) | ( ) | ( ) |
| Customer service | ( ) | ( ) | ( ) | ( ) | ( ) |
| Security | ( ) | ( ) | ( ) | ( ) | ( ) |
| Lowest price | ( ) | ( ) | ( ) | ( ) | ( ) |
| Display/merchandise | ( ) | ( ) | ( ) | ( ) | ( ) |
| Store quality | ( ) | ( ) | ( ) | ( ) | ( ) |
| Easy payment procedures | ( ) | ( ) | ( ) | ( ) | ( ) |
| Quality of products | ( ) | ( ) | ( ) | ( ) | ( ) |
| Discounts | ( ) | ( ) | ( ) | ( ) | ( ) |

c. **Groceries.**

| | Very Important | Important | Somewhat Not Important | Not Important | Not at all Important |
|---|---|---|---|---|---|
| | 5 | 4 | 3 | 2 | 1 |
| Variety of choices | ( ) | ( ) | ( ) | ( ) | ( ) |
| Proximity | ( ) | ( ) | ( ) | ( ) | ( ) |
| Customer service | ( ) | ( ) | ( ) | ( ) | ( ) |
| Security | ( ) | ( ) | ( ) | ( ) | ( ) |
| Lowest price | ( ) | ( ) | ( ) | ( ) | ( ) |
| Display/merchandise | ( ) | ( ) | ( ) | ( ) | ( ) |
| Store quality | ( ) | ( ) | ( ) | ( ) | ( ) |
| Easy payment procedures | ( ) | ( ) | ( ) | ( ) | ( ) |
| Quality of products | ( ) | ( ) | ( ) | ( ) | ( ) |
| Discounts | ( ) | ( ) | ( ) | ( ) | ( ) |

**d. Convenient stores.**

| | Very Important | Important | Somewhat Not Important | Not Important | Not at all Important |
|---|---|---|---|---|---|
| | 5 | 4 | 3 | 2 | 1 |
| Variety of choices | ( ) | ( ) | ( ) | ( ) | ( ) |
| Proximity | ( ) | ( ) | ( ) | ( ) | ( ) |
| Customer service | ( ) | ( ) | ( ) | ( ) | ( ) |
| Security | ( ) | ( ) | ( ) | ( ) | ( ) |
| Lowest price | ( ) | ( ) | ( ) | ( ) | ( ) |
| Display/merchandise | ( ) | ( ) | ( ) | ( ) | ( ) |
| Store quality | ( ) | ( ) | ( ) | ( ) | ( ) |
| Easy payment procedures | ( ) | ( ) | ( ) | ( ) | ( ) |
| Quality of products | ( ) | ( ) | ( ) | ( ) | ( ) |
| Discounts | ( ) | ( ) | ( ) | ( ) | ( ) |

**e. Other(s)Specify any other place of purchase**........................................

| | Very Important | Important | Somewhat Not Important | Not Important | Not at all Important |
|---|---|---|---|---|---|
| | 5 | 4 | 3 | 2 | 1 |
| Variety of choices | ( ) | ( ) | ( ) | ( ) | ( ) |
| Proximity | ( ) | ( ) | ( ) | ( ) | ( ) |
| Customer service | ( ) | ( ) | ( ) | ( ) | ( ) |
| Security | ( ) | ( ) | ( ) | ( ) | ( ) |
| Lowest price | ( ) | ( ) | ( ) | ( ) | ( ) |
| Display/merchandise | ( ) | ( ) | ( ) | ( ) | ( ) |
| Store quality | ( ) | ( ) | ( ) | ( ) | ( ) |
| Easy payment procedures | ( ) | ( ) | ( ) | ( ) | ( ) |
| Quality of products | ( ) | ( ) | ( ) | ( ) | ( ) |
| Discounts | ( ) | ( ) | ( ) | ( ) | ( ) |

Q.2 Please tick the following other reasons that your family prefers in selecting a particular place of purchase.

| | Very important 5 | 4 | 3 | 2 | Not at all Important 1 |
|---|---|---|---|---|---|
| 1.Access to opinion of other customers | ( ) | ( ) | ( ) | ( ) | ( ) |
| 2.Reviews and recommendations from experts | ( ) | ( ) | ( ) | ( ) | ( ) |
| 3.Saving time | ( ) | ( ) | ( ) | ( ) | ( ) |
| 4.Convenience | ( ) | ( ) | ( ) | ( ) | ( ) |
| 5.Personalized information based on customer | ( ) | ( ) | ( ) | ( ) | ( ) |
| profile (i.e. newspaper, brochures, books) | ( ) | ( ) | ( ) | ( ) | ( ) |
| 6.Recommendations from friends | ( ) | ( ) | ( ) | ( ) | ( ) |
| 7.Recommendations from relatives | ( ) | ( ) | ( ) | ( ) | ( ) |
| 8.Advertisements. | ( ) | ( ) | ( ) | ( ) | ( ) |
| 9. Availability of information from vendors | ( ) | ( ) | ( ) | ( ) | ( ) |

**SECTION C**

**Q1.** Are you an adult parent of this household? **(Please tick)**

YES ( )     NO ( )

Q2. If **YES**, tick the family category in which you fall?

- ☐ Husband
- ☐ Wife
- ☐ Single parent (female)
- ☐ Single parent (male)
- ☐ Others (please specify)------------------------------------------------------------

Q3. If **NO**, please specify your family relationship in the household.

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Q4. Which one of the following information best describes your age? **(Please tick).**

☐ Less than 25

☐ 25 to 34

☐ 35 to 44

☐ 45 to54

☐ 55 or older

Q5. How would you describe your income **(please tick)**.

☐ Low income 10,000 Kshs. and below

☐ Middle income 11,000 Kshs- 40,000 Kshs

☐ High income 41,000 Kshs – and above

Q6. How would you describe your spouse's income **(please tick)**.

☐ Low income 10,000 Kshs. and below

☐ Middle income 11,000 Kshs- 40,000 Kshs

☐ High income 41,000 Kshs – and above

☐ None of the above.

Q7. Using the income categories in question 5 which one best describes your family's income (joint income).

Specify-------------------------------------

**Thank you for your cooperation in answering the questionnaire.**

## APPENDIX iv:

## NAIROBI ESTATES, ACCORDING TO INCOME GROUPS

### 1. LOW INCOME ESTATES

Kibera*- Karanja road, Fortjesus, Olympic, Ayany

Kawangware*

Kaloleni

Maringo

Kangemi*

Jerusalem

Uhuru

Huruma

Dondora

Mathere Valley

Baba ndogo

Githurai*

Umoja

Kayole

Eastleigh*

### 2. UPPER/MIDDLE INCOME ESTATES

Woodley

Nairobi West

Otiende

Ngara

Ngumo

Kahawa Sukari

Donholm

BuruBuru

Pangani

Parklands

Zimmerman

Imara daima

West Lands*

Lavington

Kileleshwa

Muthaiga

Karen

Runda

Plainsview

Spring Valley

Kyuna

South- C*

Source* (Economic Survey 2002. pg. 228).