

ABSTRACT

The purpose of this study is to investigate the effect of shopper's individual characteristics, price and product knowledge (knowledge concerning processed milk) on the outcome of purchase behavior (amount of milk bought from supermarkets in Kenya). Based on regression analysis, the study employed a survey design and a primary data set of 1000 shoppers of fresh processed milk. Except for shopper's gender and price, other shoppers' individual characteristics (education, age, family size) and product knowledge (knowledge level for processed milk) had a significant effect on the outcome of behavior in terms of the amount of milk bought from the supermarkets in Kenya. The study provides empirical evidence on the effect of shoppers' individual characteristics, price and level of product knowledge on the amount of processed milk bought from supermarkets in Kenya. From the accessible literature, there is no study that has investigated the effect of shoppers' individual characteristics, price and product Knowledge on the amount of processed milk bought from supermarkets in Kenya. The findings could guide milk processing companies and supermarkets' management when planning and implementing their marketing strategies in attempt to increase sales of processed milk.