FACTORS CONSIDERED IN THE CHOICE OF FRESH MILK BRANDS BY CONSUMERS IN NAKURU MUNICIPALITY, KENYA.

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A research project submitted to the graduate school in partial fulfillment for requirements of the Master of Business Administration Degree, Faculty of Commerce of Egerton University

JULY, 2006.

DECLARATION

I OTWORI JEREMIAH hereby declare and certify that this project has been carried out by myself and to the best of my knowledge, the said work has never been presented in any other degree in Egerton University or else where.

All the works used have been duly cited.

OTWORI JEREMIAH   SIGNATURE ....

DATE ...... 22/9/2006 ....

RECOMMENDATION

This research project has been submitted with our approval as university supervisors.

DR. NJEHIA B.K.   22nd Sept 2006

SIGNATURE   DATE

MR. T. WAMBUA   23.07.06

SIGNATURE   DATE

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DEDICATION

This work is being dedicated to my wife Jayline and children, Mathew, Mark and Michael.

ACKNOWLEDGEMENT

ABSTRACT

The study was a survey aimed at analyzing the factors that consumers in Nakuru municipality consider in choosing fresh milk brands. The study analyzed the extent to which price, availability of fresh milk brands, packaging and perceived quality of brand are considered important in the choice of fresh milk brands by consumers.

The motivation behind this study is the fact that the dairy sector in Kenya having been liberalized fourteen years ago, has since witnessed an increase in the number of milk processors and sellers, each coming up with own brand thus providing consumers with a wide range of brands to choose from. It has not been clear which factors consumers consider in their choice of fresh milk brands. It has also not been clear to what extent price, packaging, availability of fresh milk brands and perceived quality of brand. It is important that the milk processors and sellers understand what consumers consider in brand choice, because this can form the basis of their marketing strategies. Data was collected using structured questionnaire, through personal interviews with respondents in their homes. Data was analyzed using descriptive statistics facilitated by statistical package for social sciences (SPSS).

The study concludes that quality, packaging, availability of fresh milk brands and price is considered important in that order. It is therefore important that the milk processors and sellers have their containers clean and properly sealed. Fresh milk with high fat content is considered as high quality. Consumers like packaged milk with long expiry dates, while some purchase whatever fresh milk brands are available. Consumers purchase fresh milk that is affordable. To a large extent advertisement and sales promotions influence consumers choice for fresh milk brands. Public relations, publicity personal selling unanticipated circumstances, reference groups and social class to a limited extent influence choice for fresh milk brands.

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CHAPTER ONE

1.0 Background of the study

According to the American Marketing Association in Kurtz and Boone, (1984), marketing refers to the "process of planning and executing the conception, pricing, promotion and distribution of ideas and services to create exchanges that satisfy individual and organizational objectives".

The dairy sector operates in a competitive marketing environment that calls for marketers to blend their marketing mix elements (products, place, promotion, price, people, physical evidence and processes), with the operating environment in an effort to satisfy the consumer.

Companies continue to design products which technologically conform to the consumer needs and wants. Other companies offer products at specially reduced prices and undertake special promotion programmes, aimed at influencing the consumer to buy their products or services. Competitor's promotion mix elements would include, advertising, personal selling, publicity, public relations, corporate advertising and sales promotion.

Since a decade ago, there has been liberalization of the economy whereby the market forces of demand and supply have been the determinants of price levels. Prior to 1990's there used to be strict government regulations and rules on what type of business to establish, the government protected some industries against foreign competition and even from within, but on the eve of linearization, growth of business ventures have been witnessed.

Since the liberalization of milk marketing in 1992, there has been a proliferation of new milk processors and 45 have been licensed. These new processors handle about 600,000litres per day, which contrast with the Kenya Co-operative Creameries (K.C.C.) of about One Million litres a day at its peak. The informal milk marketing system previously confined to the rural areas has now become more pronounced in urban areas. In spite of the attendant health and hygiene risks, informal milk marketing now accounts for more than 60% of the total marketed volumes due to the lower prices relative to the packaged substitutes. (Kenya National Development Plan, 2002-2008)

The 1992 liberalization permitted the entry of private milk processors into the Kenyan market, an action that has enabled the consumer get a wide range of brand choices. Other than the earlier sole licensed seller, Kenya Co-operatives Creameries Ltd (KCC), several other private licensed processors and sellers like spin knit dairy (TUZO), Brook side Dairy, Happy cow Ltd, Lelkina dairy, Nyota dairy, Githunguri dairy, Limuru dairy, Farmers , Bora

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Milk dairy, Aberdare dairy, Ilara dairy, Egerton, and University fresh milk, have presented themselves to the consumer of fresh milk.

In the wake of liberalization less formalized self –help groups (SHG) have been formed by individuals and groups for the express purpose of collecting and marketing milk.

Nakuru municipality is served by many milk processors and sellers. Sellers of fresh milk within the municipality include: New KCC, Spin –Knit Dairy (TUZO), Brook side Dairy, Happy cow Ltd, Delamere Dairies and University fresh milk. The raw –milk sellers licensed by the Kenya Dairy Board are also participants in this market. All these present their fresh milk brands to the consumers in Nakuru and a consumer chooses the brand to buy, depending on what he or she is looking for in a brand.

The various sellers offer their products to the consumers at different prices and different packaged sizes, addressing needs and wants of various market segments. Colour changes in packaging of fresh milk by spin knit (Tuzo) from light green to sky blue and Brook side's, Happy Cow's fresh milk packaged in bottles of different sizes is a notable change.

Mode of payment requirement variations by retailers among sellers is another notable competitive tool used to retain and acquire more customers. Some sellers sell their fresh milk to retailers and require payments after one or two days, thereby ensuring availability by giving credit to retailers.

The consumer of fresh milk, rates such factors as perceived quality, price, availability and packaging differently when making a choice. The consumers keep on shifting from brand to brand depending on the level of importance they place a brand choice criteria, at a particular time. This concurs with Rice (1997) as cited by Apungu (2003) and argues that price wars and other odd market situation influence customer problem solving process and decision making in addition to their factors as customer perception, disposable incomes and trend cycle patterns.

1.1 Problem statement

Since May 1992, when the concept of liberalization came into play in the Kenyan economy, tremendous changes have been observed in the dairy Industry. Competition in the milk industry is now stiff, players coming in and leaving the market, others declining their market shares and the current consumer getting more informed and complex.

The wide range of milk brands coupled with price variations, between them and the deteriorating purchasing power of the consumers have made it a complex situation, which

calls for consumers to make choices more carefully. It is not clear to what extent price, packaging, availability of fresh milk brands, and perceived quality influence consumer choice of fresh milk brands by consumers.

Objectives of the Study

1.2 General objective

To determine the factors consumers consider in the choice of fresh milk brands in Nakuru Municipality.

1.3 Specific objective

i.   To establish the extent to which price, packaging, availability and perceived quality are considered important in the choice of fresh milk brands by consumers in Nakuru Municipality.

1.4 Hypothesis

Price, packaging, availability and perceived quality do not influence choice of a milk brand the same extent.

1.5 Justification and importance of the study

Liberalization of the dairy sector in 1992 has enabled the entry of private milk processors and sellers, in addition to the earlier, sole licensed Kenya co-operative creameries Ltd (KCC). This scenario has made the dairy industry competitive, with each processor presenting its fresh milk brands to the consumers. The consumer makes a choice from the wide range of brands belonging to different milk processors and sellers. In making a choice, consumers may consider such factors as: price, quality, packaging and availability, even though perceptions, personality and other factors influence what brands, consumers purchase.

Perceptions involve what consumers believe and as Kibera and Waruingi, (1998) say "To provide satisfaction effectively in the market place, marketers must understand how all their marketing activities are perceived, because perceptions greatly influence buyer behaviour. Fresh milk consumers may hold different perceptions about various fresh milk brands and so may choose and purchase in accordance to their held perceptions. This is supported by Chrisnall (1995), who says that individual's cognitive maps will reflect therefore a subjective view of the world, but these beliefs are valid and form the core of individual's personal

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orientation towards life in general and may profoundly affect their personal relationships. Consumption habits are also likely to be influenced by the cognitions that people hold. He further says that aspects of buying behaviour such as brand allegiance, store loyalty, or dishonest of advertising may be evident in some cases. Consumers may have different perceptions regarding size, colour, and shape of packaging. Individual characteristics like past experience of particular fresh milk brands may also have a bearing on perceptions and so affect buying behaviour.

Nakuru is a cosmopolitan town with consumers of diverse characteristics regarding income, personal tastes and preferences, social classes, cultural norms and values. Nakuru is apparently served by major and minor milk sellers of fresh milk, with each serving a particular market segment with unique characteristics.

The study reveals to milk sellers what the present and potential consumers expectations are, and that can form the basis of designing marketing strategies that can fulfill consumer expectations satisfactorily, in a cost –effective manner. Marketers would like to enjoy maximum consumer loyalty and minimize brand switching. Study findings reveal what consumer's needs and wants are, and therefore ensure satisfaction. The study reveals other areas of future study to the scholars, because it shows which areas have not been covered in this study.

1.6 Scope and limitation of the study

The study was exploratory in nature and was carried out within Nakuru Municipality because of its cosmopolitan nature. The study was limited to fresh milk buying in consideration of the features of the fresh milk not meeting the expectations of the consumer.

Sample population was randomly selected and limited to individual consumers. Organizational buyers have been ignored in this study. There was no discrimination as to gender, occupation, colour, race or creed and age when interviewing respondents.

1.7 Definition of terms

Consumer – This is the final user of goods and services.

Customer – This is the person (s) or institution(s) who do the actual buying either for own

consumption or for others.

Dissonance   - Post purchase feeling of discomfort with the product or service purchased

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CHAPTER TWO: LITERATURE REVIEW

2.0 Consumer buying behaviour

Zaltman and Wallendorf, (1983) understand consumer behaviour as acts, concepts and social relationships exhibited by individual groups and organizations in the attainment, usage, or, and consequent experience with products, services and other resources. They say that consumer behaviour is motivated or purposive, directed towards the goal of obtaining products, services, or other resources for use in their own right as a medium for future use.

Kibera and Waruingi, (1998) agree with Zaltman and Wallendorf, (1983) by saying that "consumer behaviour is that behaviour exhibited by people in planning, purchasing and using economic goods and service"

Kottler and Armstrong (2004) state that "consumers make many buying decisions every day" they further add that "Marketers can study actual consumer purchases to find out what they buy, where and how much. But learning about the why's of consumer buying behaviour is not easy -the answers are often locked deep within the customer's head"

The theory of black box takes the effort to answer the why's of a consumer by stating that "the consumers are processors of information in a system with inputs, black box, and outputs in form of behaviour"

Kottler and Armstrong (2004) argue that marketing stimuli consist of the four PS: product, price, place and promotion. They further say that "other stimuli include major forces and events in the buyer's environment: economic, technological, political and cultural". They appreciated that "All these inputs enter the buyer's black box, where they are turned into a set of observable buyer responses: products choice, brand choice, dealer choice, purchase limiting and purchase amount".

Kottler and Armstrong (2004) further appreciate the fact that there are other strong influences of consumer purchases by saying that "Consumer purchases are influenced strongly by cultural, social, personal and psychological characteristics".

Modern, (1993), says that people's purchase behaviour will, in part, be determined by basic economic factors such as:

- the real disposable income available to them for expenditure on consumer goods and services;

- the price of the available products;

- basic personal perceptions of what constitutes good value for money;

- the relative prices of 'substitute' products, whose purchase might become preferred;

- the relative prices of complementary, products (whose purchase is in some way related to the original purchase).

He further says that peoples purchase behaviour will be also be determined by a whole series of behavioral factors, which are used to explain why buyers need or want certain products. He recommends that "the marketer must understand why people need or want products so that he or she can:

- group (or 'segment') different people according to those reasons for purchase.

- design and distribute products which will deliver the required 'satisfaction' for these needs or wants;

- target promotional activities on these different people so that they become aware of the satisfactions on offer from the supplier and are encouraged to make the actual purchase.

This is in appreciation of such factors as individual motivation, personality, culture, lifestyles, social classes, reference groups and family life cycle in influencing consumer purchase decisions.

Mckenna, (1986) states, "Search is a natural and very common response to uncertainly. It is both a method of improving on the information available and of expanding the number of alternatives from which to choose. Search enables prospective customers to test their impressions against cultural possibilities and thereby make more satisfactory choices.

Mackenna's (1986) view is supported by Berkman et al (1996) who say that "people do not buy products or services, they buy benefits. That is, consumers make purchases not for the products themselves, but for the problems they solve or the opportunities they offer".

Kottler, (2001) states that marketers can study actual customer purchases to find out what they buy, where, and how much. However, he admits that learning about the whys of consumer buying behaviour is not so easy.

The "black box "model which basis the understanding of the whys" on the psychological approach projects a consumer's mind as being a processor in a system with outputs (behaviour) that are the results of inputs. Muriungi, (2004) carried out a

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study on factors influencing consumer choice which was a case study of comprehensive motor insurance in Nakuru, Kenya, and concluded that "consumer choice is really a complex process". He further says that "Organization's product might be so well designed in terms of the core and physical attributes but still fail to attract customers, especially in service market."

Diamond, (1974) notes that informational difficulties can create problems in the definition of a commodity, the way in which this may occur is when there is asset of commodities, which are different from the point of view of the purchaser, but are treated as identical by the market. He distinguishes the class of problems that arise when commodities are distinguished on one site of the market but are treated as identical by the other side as adverse selection problem.

Sugden, (1990) observes that for many years, almost all economic analysis of choice under uncertainty were based on utility theory. He reminds that utility theory shows that certain axioms would choose as though maximizing expected utility. The axioms are supposed to have intuitive appeal as principles of rationality. He observes that independent axioms is frequently and systematically violated by ordinary people and therefore, either ordinary people are irrational or that the independent axiom is not, after all necessary property of rational choice.

Ainslie, (1992) says that the process of decision making leading to a formal solution to the problem of inconsistent behaviour, lets one plan be realized, while another is being frustrated, without reconciliation to an over plan. He classifies motivation into lower and upper level and proceeds to say higher motives have to be weighted along the same dimensions as passions in the process of choice.

Freud, (1966) considers choice of inferior alternative in a free market as emanating from ungoverned passion, which he regards as impulse choice. Donna, (2005) appreciates the presence of stiff competition and agrees that a consumer makes choices among alternative available by saying that "with such a wide variety of products and services available today, each time customers make a purchase they compare the pro's and cons of each alternative they consider the most valuable.

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2.1 Marketing mix elements.

Modern (1993) says that, "marketing mix is the contribution of detailed strategies, tactics, operational policies, programmes, techniques and activities to which resources may be allocated such that the company's marketing objectives are achieved".

He further recommends that "this complex of elements and activities should be managed such that it ensures that the right product is available at the right price in the right place at the appropriate time to satisfy the needs of target customers in the chosen market segments". He appreciates the importance of having the customer made aware about the product, its price and availability. He further recognizes the importance of promotion by saying that, "the marketing mix management process may also involve some degree of persuasion that the customer should consider purchasing the product, or should actually make the purchase.

A consumer's external behaviour, is largely influenced by the way an organization blends its marketing mix elements. These elements include: price, product, place and promotion. However, Apungu (2003) has cited Palmer (2000) as having added people decisions, the process decisions and physical evidence elements.

Price is one of the elements of marketing that determine whether a customer is to purchase a good or service. Kibera and Waruingi, (1998) say that "price is the value placed on a good or service by customers at some point in time"

Kottler and Armstrong, (2004) say that "price is the sum of all the value that customers exchange for the benefits of having or using the products or service". They recognize that price is the most challenging marketing mix, because many companies make mistakes regarding price such as cost oriented prices than customers value oriented, prices that are not revised often enough to reflect market changes, pricing that doesn't take into account other marketing mix and prices that are not varied enough for different products, market segments and purchase occasions. They further note that "ultimately the consumer decides whether the company has set the right price, the consumer weighs the price against the perceived values of using the product – if the price exceeds the sum of the values, consumers will not buy the products, the consumers differ in the values they assign to different product features".

In a related study, Apungu (2003), cites Livingstone and Ord (1982) as having demanded "the amount of product or service demanded by an individual depends on its price and his or her consumption level will greatly be determined by price. This partly explains the proliferation of raw milk sellers in the urban market, who are associated with selling fresh milk at low prices. Consequently, reducing the market share of major, licensed milk processors and sellers.

From the economic point of view, Mankiw, (2001) states that "other things equal, when the price of a good rises the quantity demanded of the good falls" This law of demand explains the increased number of raw milk hawkers in urban markets following liberalization.

Kottler and Armstrong (2004) say "a product is anything that can be offered to a market for attention, acquisition, use or consumption and that might satisfy a want or need. They further say that, "products include physical objectives, services, events, persons, places, organization, ideas, or mixes of these entities".

Modern,. (1993) views a product as something that is capable of satisfying a customer need or want. He adds that 'the need or want may already exist, is it may be latent that is waiting to meet this need". The dairy industry is now competitive with each milk processor and seller presenting its own brands to the consumer. Fresh milk brands have been presented to the consumer with different expiry dates, packaging in an effort to satisfy consumer needs.

Place in this study refers to the outlet where the fresh milk is availed by sellers so that a customer can purchase as and when needed. Fresh milk outlets here may be a milk bar, supermarket, petrol station convenient store, shops, kiosks, hotels and restaurants, mobile hawkers, bus stop trolley vendors and institutional canteens.

Donna, (2005) appreciates the importance of reliability when delivering products or services by saying that "reliability, usually considered from the point of view of a product, may be applied to the reliability of a service person showing up at the appointed time." This view may be related to the delivery of fresh milk products at the right time, an action that will ensure consistency and therefore availability of fresh milk at the sales outlets, where consumers will buy from – consumers may purchase fresh milk brands that are readily available as the time of need. Modern, (1993) says that channels of distribution provide the link between production or supply and consumption. He agrees that channels are used to make products or services accessible and available to consumers as buyers. He further says that "as a product or service passes through its channel of distribution, it gains added value (or value enhancement) because when and where it is wanted".

Place is better explained by channels of distribution which provide three types of utility to the final consumer of goods and services, this includes; time utility, place utility and possession utility.

Peter and Donnelly, (1989) agree that an efficient and effective distribution channel provides products and services when and where they are wanted at minimal costs. This concurs with Pride (1992) as cited by (Apungu 2003) who argue "distribution creates time and place utility which maximizes the value of products and services by making them available when and

where they are needed. Kibera and Waruingi (1998) also agree that time and place utility functions are critical in a chain of distribution.

Engel et al (1994) view promotion as "a controlled, integrated program of communication methods designed to present an organization and its products or services to prospective customers, to communicate need satisfying attributes to facilitate sales; and thus contribute to long run profit performance" . They recommend that " accompany has to go a step forward and do proper communication to the current and potential customers, in addition to the well designed products, attractive prices and availing the products to the customers". They further appreciate the influence of Advertising, personal selling, sales promotion, reseller support (trade promotion), publicity, public relations, sponsorship and direct marketing on consumer purchases".   Promotional strategies used in the dairy industry range from advertisements, which are put on television and through the radio or put in print media. Dairy firms make use of price offers at different times and take advantage of holidays, events and back to school periods.   Point of purchase materials is often placed at strategic points within the retail outlets. Milk processors and sellers have employed company merchandisers who ensure that products are well displayed within the retail outlets and that all products are supplied in every outlet as per the outlet's requirement.

Kottler and Armstrong (2004) say, "traditionally, the primary function of the package was to contain and protect the product. In the recent times, however numerous factors have made packaging an important marketing tool. Increased competition and clutter on retail store shelves means that packages must now perform many sales tasks-from attracting attention, describing the product to making the sale." They further say that, "companies are realizing the power of good packaging to create instant consumer recognition of the company or brand." They again add that "innovative packaging can give a company an advantage over competitors" In contrast, poorly designed packages can cause headaches for consumers and cost sales for the company."

Donnely and Peter (1989) also argue that distinctive or unique packaging is one method of differentiating a relatively homogenous products. They further say that "the marketing manager must determine the optimal protection, convenience and promotional strengths of packages subject to cost constraints". In a related study, Kosgey, (2003) concludes that the most important factor that determines the consumer preference for the different brands of cooking fat is the price and hygiene of the packaging material.

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2.2 Perception

Kosgey, (2003) says that perceived quality cannot necessarily be objectively determined in part because it is a perception and judgment about what are important to customers is involved. He adds that consumers often judge quality of a product or service on the basis of a variety of informational cues that they associate with the product. Wong, (1999) views perceived quality as the degree to which a brand is uniquely positioned and perceptually differentiated from its competitors.

Chrisnall, (1995) notes that "human reactions will be influenced by the ways in which certain kinds of objects are perceived; individuals have a personal view of the world surrounding them which will derive from their environment and their frames of reference. He further says "consumption, habits are also likely to be influenced by the cognitions that people hold. These may relate, for example to the nutritional content of fresh, unprocessed foods compared with tinned foods, aspects of buying behaviour such as brand allegiance, store loyalty, or distrust of advertising may be evident in some cases. Perception is subjective individuals tend to interpret information according to their existing beliefs, attitudes, and general disposition and behind every act of perceiving is the individuals past history of experience. Consumers of fresh milk may have different perceptions about the various fresh milk brands, offered by different sellers. Consumers may have different perceptions on quality of fresh milk brands, supplied by different firms.

Armand Feigen baums in Donna, (2005) points out that "quality is a customer determination which is based on the customer's actual experience with the product or service, measured against his or her requirements – stated or unstated, conscious or merely sensed, technically operational or entirely subjective – always representing among target in a competitive market. Both Armand, Deming and Juran in Donna, (2005), appreciate the fact that only a customer can determine if and how well a product or service meets his or her needs, requirements, and expectations, which means, at this point that quality is relative and is therefore rated differently from consumer to consumer.

The study appreciates that influence extent of price, packaging, availability and perceived quality are not quantifiable and so adopts alikert scale technique as the measure of influence extent.

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2.3 Conceptual model

DIAGRAM: 1

Conceptual Model showing fresh milk decision-making process by consumers.
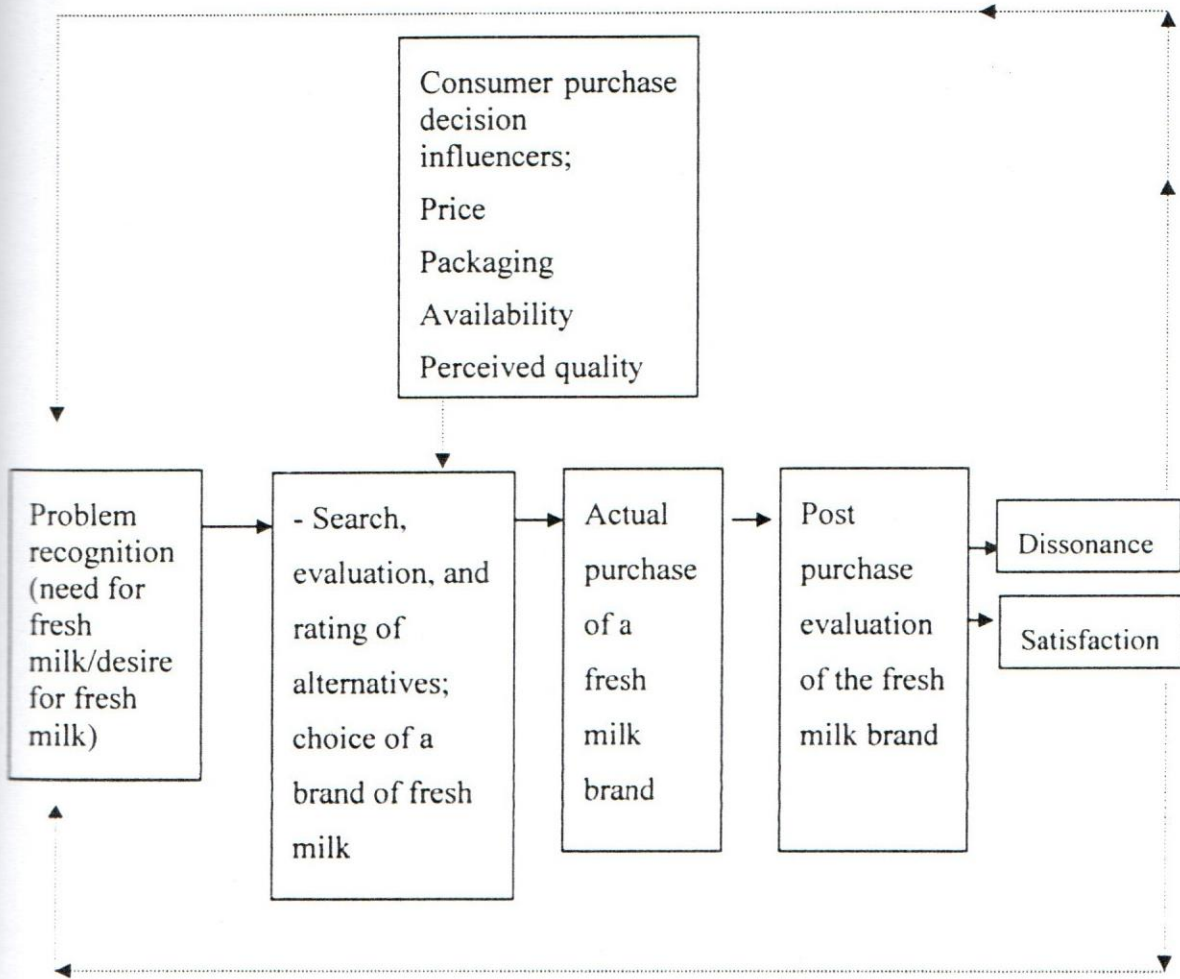
Source: Adapted and modified, from Harod et al 1997).

The above diagram 1. Shows the fresh milk decision making process by consumers and the process follows the following steps;

The first step in a purchase decision is problem recognition (fresh milk need), where the buyer senses a difference between his or her actual state and desired state. A consumer of fresh milk may recognize a need through feeling thirsty or need to make tea using the fresh milk. This later arouses a state of drive and the resulting feelings of discomfort initiate appropriate action.

Search, evaluation and rating of alternatives occur at the same time because search for information regarding fresh milk is short and simple. Stored information and experience may be major sources of information. There may be internal search which occurs instantaneously and most unconsciously. Evaluation and rating of alternatives involves critical evaluation of the various fresh milk brands that are available at the retail outlets. At this stage, such factors as price, perceived quality, availability and packaging attractiveness may be considered by

the consumers. Choice is the preferred fresh milk brand that will meet the expectations and needs of the consumer. Once a brand has been chosen, then the actual buying is done by exchanging money with the fresh milk brand.

Post purchase evaluation is critical for the successful long term marketing strategies of sellers. After purchase, consumers would like to receive certain benefits from the brands purchased. If they don't get those benefits, then, they will be reluctant to buy the same brand again. At this stage, the consumer will either feel dissatisfied (dissonance) or satisfied. If a consumer gets dissatisfied, he or she starts the process once more till a satisfactory brand is met. If a consumer is satisfied, a repeat purchase of the same brand is done the next time he/she desires fresh milk.

CHAPTER THREE: METHODOLOGY

3.0 Design of the study

The study was a survey of fresh milk consumers within Nakuru Municipality.

3.1 Target population

The population of interest were consumers of fresh milk in Nakuru Municipality.

3.2 Sample size

Household units were the sampling units whose attributes included the level of education, age, and income.

The study employed a multi-stage sampling procedure. This study used the Ministry of Planning and National Development set zones. According to the 1999 population and housing census report, the municipality is divided into five zones, namely; Lanet which had 10,119 households, Central which had 21,335 households, Viwandani which had 34806 households and Nakuru National Park and Baruti which had no households.

Stage two involved stratification of zones into income level residential areas. The living estates were socio-economically classified as: upper income, middle income and low income.

Stage three involved identification of estates which identify themselves with the various socio-economic classifications in stage two.

The Ministry of Planning and national Development classified the estates as:

Upper-income estates are represented by; Milimani, Section 58, Teachers and Dog Section.

Middle-income estates are represented by; Kabachia, Bangladesh, Langalanga, Shabab Racecourse and Nakuru Press.

Low-income estates are represented by; Lake view, Mwariki, Rhonda 1, Rhonda 2 and Kaptembwo.

Stage three involved randomly choosing an average of 60 households from each of the income level zones, resulting to 180 households for the study.

3.3 Data collection and instrument

Primary data was collected by means of a questionnaire containing structured questions (Appendix). Research assistants were hired to carry out personal interviews. They asked the respondents questions and recorded the answers that were given.

3.4 Data analysis and test of hypothesis

Using descriptive statistics, analysis was done to obtain frequencies and percentages. The SPSS program was used to obtain means and standard deviations of the factors influencing consumer choice. Factor analysis was used to analyze the relative importance of price, packaging, availability and perceived quality on consumer choice.

CHAPTER FOUR

4.0 Results and discussions

Data was collected, classified, summarized and tabulated. The collected data was quantitatively and qualitatively analyzed. Qualitative data was analyzed by use of descriptive statistics. Frequency tables were computed and factor analysis technique employed to analyze the data.

Quantitative techniques have been utilized to compute mean scores and correlation coefficients. Statistical tables, percentages and pie charts have been used to present data. This study was carried out within Nakuru Municipality i.e. Milimani, Section 58, Teachers Estate, Dog Section, Kabachia, Bangladesh, Langa Langa, Shabab, Racecourse, Nakuru Press, Lake View, Mwariki, Rhonda1, Rhonda 2 and Kaptembwo.

A household sample of 180 respondents was intended to be studied, but only173 respondents were interviewed, because 7 of them requested to be given questionnaires to fill themselves, who later didi not fill the questionnaires.

4.1 Data analysis

A total of 173 respondents were interviewed. Most of the respondents were men comprising of 57.8% and women representing 42.2%. Most women in homes were reluctant to be interviewed as they insisted that men were the decision makers.

Table A1 Frequencies

Gender of Respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	100	57.8	57.8	57.8
	Female	73	42.2	42.2	100.0
	Total	173	100.0	100.0	

Source: survey, 2006

Diagram 2: Graph showing number of males and females interviewed
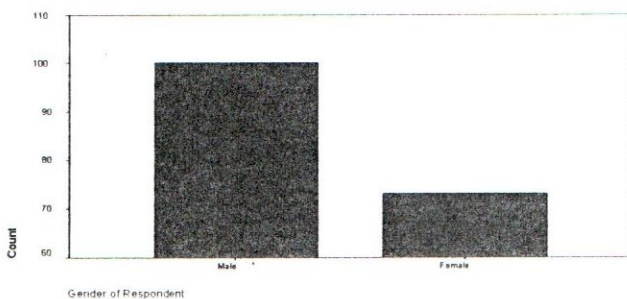
Source: Survey, 2006

Most of the respondents were men comprising of 57.8% and women representing 42.2%

Table A2 Frequencies

Age (Years)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 30	71	41.0	41.0	41.0
	31 - 50	79	45.7	45.7	86.7
	50 and above	23	13.3	13.3	100.0
	Total	173	100.0	100.0	

Source: Survey, 2006

Diagram 3: Graph showing age of respondents.
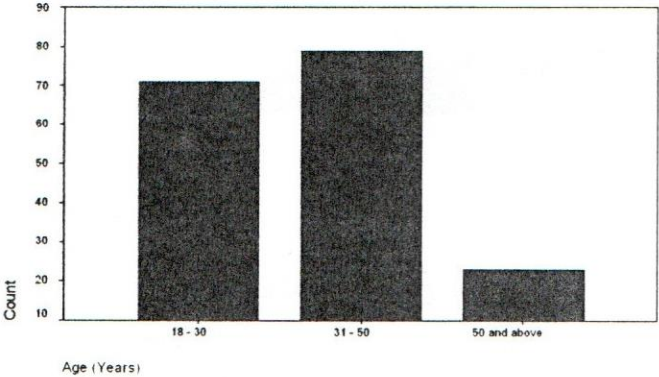
Source: Survey, 2006

From table A2, most of the respondents interviewed fell within the age bracket of 31 – 50 comprising of 45.7%. The 18 – 30 age bracket represented 41%. The old age represented 13.3%. The youth groups formed majority of the respondents because most old people suggested that the youth be interviewed. Nakuru municipality being a town the youthful age seem to be the majority because, probably, they are an active group that looks for employment opportunities.

Table A3 Frequencies

Educational level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Primary	12	6.9	6.9	6.9
	Secondary	45	26.0	26.0	32.9
	College	84	48.6	48.6	81.5
	University	32	18.5	18.5	100.0
	Total	173	100.0	100.0	

Source: Survey, 2006

Diagram 4: Graph showing educational level of respondents.
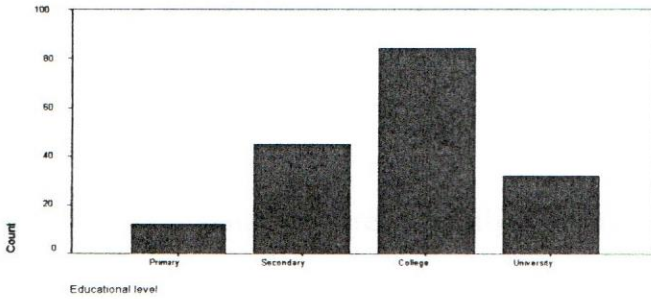
Source: Survey, 2006

6.9% of the respondents had primary level of education. 26% of them had secondary level of education, 48.6% of them had college level of education and 18.5% of them had university level of education. 93.1% of the respondents are educated and most probably looking for employment opportunities, even though some of them could be employed within Nakuru Municipality.

Table A4 Frequencies

Employment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Formal	70	40.5	40.5	40.5
	Informal	103	59.5	59.5	100.0
	Total	173	100.0	100.0	

Source: Survey, 2006

Diagram 5: Graph showing form of employment of the respondents.

Graph

Employment
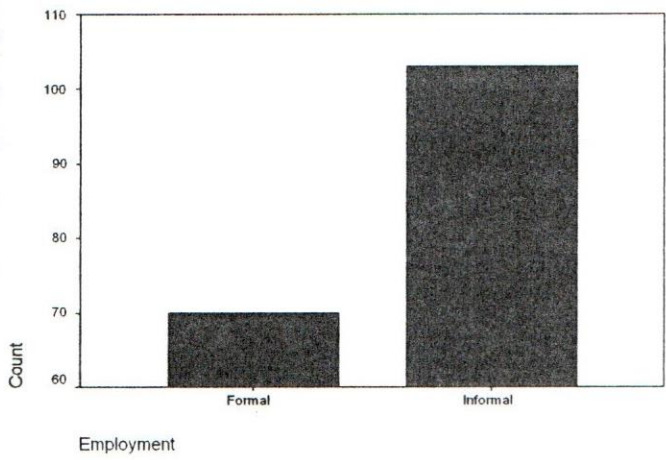
Source: Survey, 2006

40.5% of the respondents are formally employed and 59.5% of them are informally employed.

Table A5 Frequencies

Income level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 - 5000	51	29.5	29.5	29.5
	6000 - 15000	64	37.0	37.0	66.5
	16000 - 25000	22	12.7	12.7	79.2
	26000 - 50000	23	13.3	13.3	92.5
	51000 - 250000	12	6.9	6.9	99.4
	251000	1	.6	.6	100.0
	Total	173	100.0	100.0	

Source: Survey, 2006

Diagram6 : Graph showing income level of respondent per month

Income level

Source: Survey, 2006

19
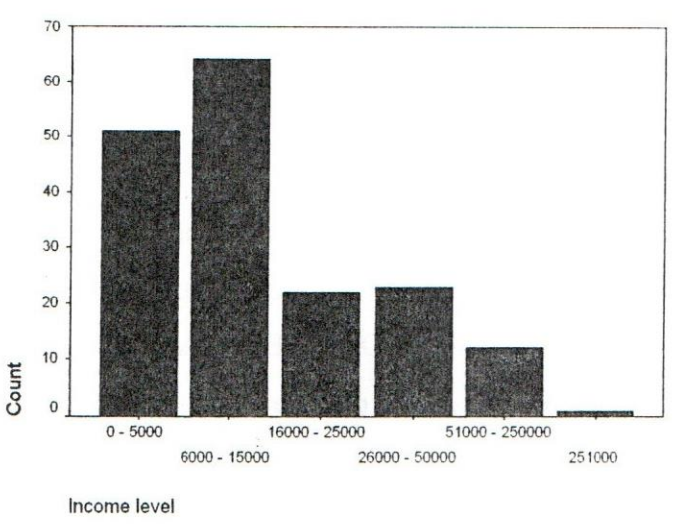
29.5% of the respondents belonged to the 0 – 5000 income bracket, 37 % of the respondents, which formed the majority fell within the 6000 – 15000 income bracket, 12.7% of the interviewees fell within the 16000 – 25000 income bracket, 26000 – 50000 income bracket was represented by 13.3% of the respondents, The 51000 – 250000 income bracket was represented by 6.9% of the respondents and the 251000 and above bracket, which formed the minority was comprised of 0.6% of the respondents. Many of the respondents are low income earners who are represented by 66.5%.

Table A6 Frequencies

Fresh milk brand

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	New KCC Gold crown	68	39.3	39.3	39.3
	New KCC Fresh milk	25	14.5	14.5	53.8
	Molo Milk	9	5.2	5.2	59.0
	Happy cow (Jolly Fresh)	1	.6	.6	59.5
	Brrokside	16	9.2	9.2	68.8
	TUZO Fresh	21	12.1	12.1	80.9
	Raw Fresh milk	33	19.1	19.1	100.0
	Total	173	100.0	100.0	

Source: Survey, 2006

Diagram 7: Pie Chart showing fresh milk brand choice by respondents
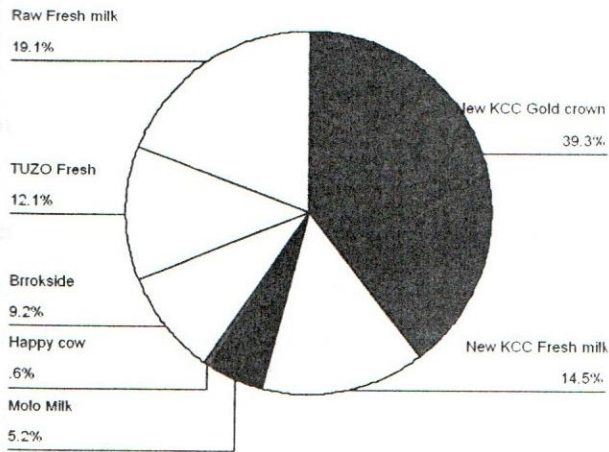
Source: Survey, 2006

39.3% of the interviewees consume New KCC Gold Crown, 14.5% of the respondents consume New KCC Fresh Milk, 5.2% of the respondents consume Molo Milk, 0.6% of the interviewees consume Happy Cow, 9.2% of the respondents consume Brookside, 12.1% of the interviewees consume Tuzo Fresh, and 19.1% of the respondents consume raw fresh milk. New K.C.C Gold Crown and Rwa fresh milk are the most popular brands within Nakuru municipality. Tuzo fresh, Brookside, Happy cow and Molo milk are mildly represented.

Table A7 Frequencies

How often do buy the fresh milk

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	116	67.1	67.1	67.1
	Once a week	9	5.2	5.2	72.3
	Twice a week	45	26.0	26.0	98.3
	4.00	2	1.2	1.2	99.4
	8.00	1	.6	.6	100.0
	Total	173	100.0	100.0	

Source: Survey, 2006

Diagram 8: Graph showing the buying frequency by the respondents.

How often do buy the fresh milk
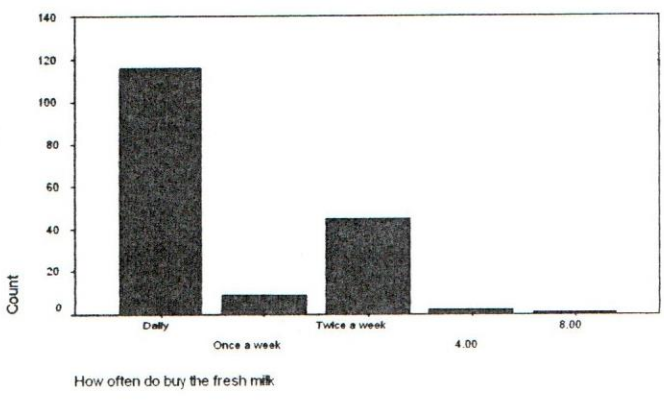
Source: Survey, 2006

67.1%of the respondents buy fresh milk daily, 5.2% of the respondents buy fresh milk once a week, 26% of the respondents buy fresh milk twice a week, 1.2% of the interviewees buy fresh milk 4 times a week, and of the respondents buy fresh milk 8 times a week. Fresh milk in this town is a daily commodity for most respondents who are represented by 67.1%

Table A8 Frequencies

Price is lower than others

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	120	69.4	69.4	69.4
	Importamt	32	18.5	18.5	87.9
	Somewhat Important	8	4.6	4.6	92.5
	Not Important	8	4.6	4.6	97.1
	Not at alll important	5	2.9	2.9	100.0
	Total	173	100.0	100.0	

Source: Survey, 2006

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Diagram 9: Graph showing how important respondents rank price.

Price is lower than others
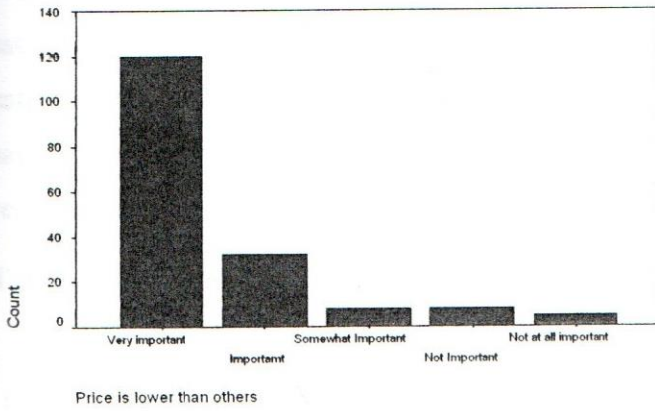
Source: Survey, 2006

69.4% of the respondents rated price as very important, 18.5% of the respondents rated price as important, 4.6% of the interviewees rated price as somewhat important, 4.6% of the respondents rated price as not important and 2.9% of the respondents rated price as not at all important. Most respondents prefer milk that is lowly priced to highly priced one, these are requested by 87.1% of the respondents.

Table A9 Frequencies

Milk has satisfactory butter fat content

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	84	48.6	48.6	48.6
	Importamt	68	39.3	39.3	87.9
	Somewhat Important	13	7.5	7.5	95.4
	Not Important	7	4.0	4.0	99.4
	Not at alll important	1	.6	.6	100.0
	Total	173	100.0	100.0	

Source: Survey, 2006

Diagram 10: Graph showing how important respondent rank "milk has satisfactory butter content".

Milk has satisfactory butter fat content

Source: Survey, 2006

22
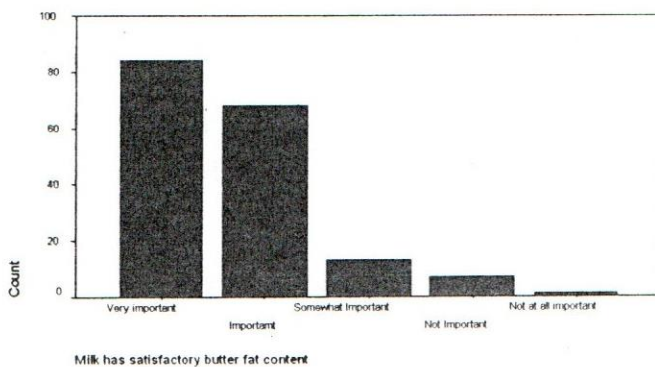
48.6% of the respondents rated satisfactory butter, fat content as very important, 39.3% of the respondents rated satisfactory butter, fat content as important, 7.5% of the interviewees rated satisfactory butter, fat content as somewhat important, 4% of the respondents rated satisfactory butter, fat content as not important, and 0.6% of the interviewees rated satisfactory butter, fat content as not at all important. Satisfactory, fat content milk is highly regarded as high quality milk.

Table A10 Frequencies

Milk brand has long expiry

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	73	42.2	42.2	42.2
	Importamt	44	25.4	25.4	67.6
	Somewhat Important	19	11.0	11.0	78.6
	Not Important	17	9.8	9.8	88.4
	Not at all important	20	11.6	11.6	100.0
	Total	173	100.0	100.0	

Source: Survey, 2006

Diagram 11: Graph showing how important respondents rank "milk brand has long expiry dates".

Milk brand has long expiry
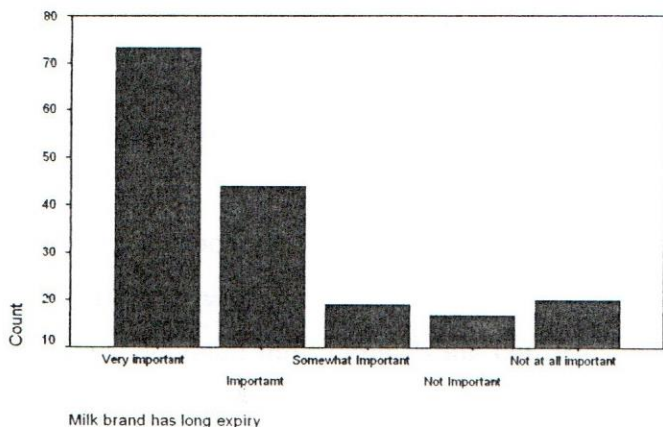
Source: Survey, 2006

2.2% of the respondents rated milk with long expiry as very important, 25.4% of the interviewees rated milk with long expiry as important, 11% of the respondents rated milk with long expiry as somewhat important, 9.8% of the interviewees rated milk with long expiry as not important, and 11.6% of the respondents rated milk with long expiry as not at all important. In general, respondents like milk with long expiry dates, because 68.6% of them rate the quality factor as very important and important.

Table A11 Frequencies

Milk brand is consistently available

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	96	55.5	55.5	55.5
	Importamt	54	31.2	31.2	86.7
	Somewhat Important	19	11.0	11.0	97.7
	Not Important	3	1.7	1.7	99.4
	Not at all important	1	.6	.6	100.0
	Total	173	100.0	100.0	

Source: Survey, 2006

Diagram 12: Graph showing how important respondents rank, "milk brand is consistently available".

Milk brand is consistently available
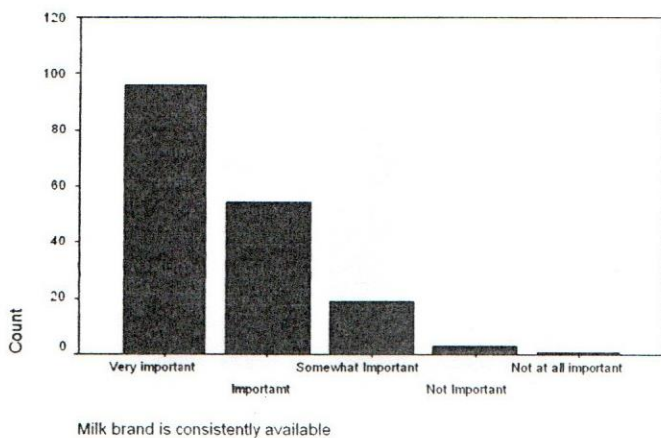
Source: Survey, 2006

55.5% of the respondents rated milk brand being consistently available as very important, 31.2% of the interviewees rated milk brand being consistently available as important, 11% of the respondents rated milk brand being consistently available as somewhat important, 1.7% of the interviewees rated milk brand being consistently available as not important, 0.6% of the respondents rated milk brand being consistently available as not at all important.

Most consumers choose milk brands that are consistently available.

Table A12 Frequencies

Packaging material or container is attractive

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	21	12.1	12.1	12.1
	Importamt	63	36.4	36.4	48.6
	Somewhat Important	55	31.8	31.8	80.3
	Not Important	18	10.4	10.4	90.8
	Not at all important	16	9.2	9.2	100.0
	Total	173	100.0	100.0	

Source: Survey, 2006

Diagram 13: Graph showing how important respondents rank, "packaging material or container is attractive".

Packaging material or container is attractive
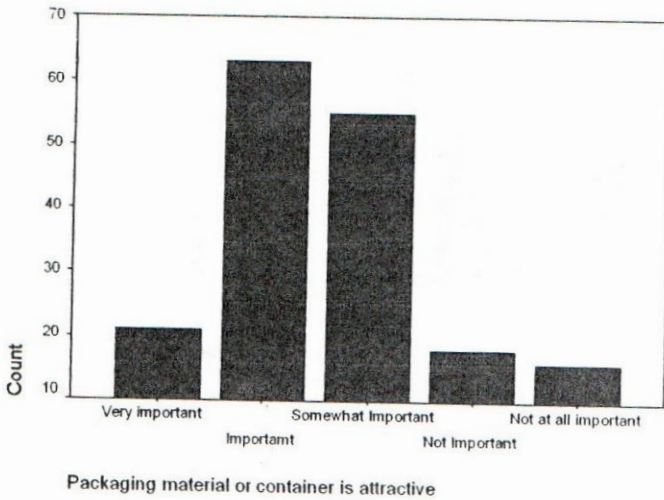
Source: Survey, 2006

12.1% of the respondents rated packaging material or container being attractive as very important, 36.4% of the interviewees rated packaging material or container being attractive as important, 31.8% of the respondents rated the factor as somewhat important, 10.4% of the interviewees rated the factor as not important, 9.2% of the respondents rated the factor as not all important. Packaging material or container being attractive is not a packaging factor that is considered by consumers when choosing a milk brand to purchase.

Table A13 Frequencies

Milk container is reusable

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	21	12.1	12.1	12.1
	Importamt	33	19.1	19.1	31.2
	Somewhat Important	49	28.3	28.3	59.5
	Not Important	34	19.7	19.7	79.2
	Not at all important	36	20.8	20.8	100.0
	Total	173	100.0	100.0	

Source: Survey, 2006

Diagram14: Graph showing how important respondents rank, "milk container is re-usable".

Milk container is reusable
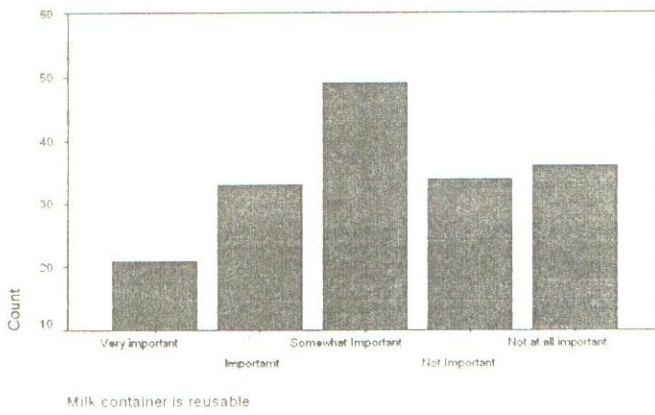
Source: Survey, 2006

Milk container being reusable was rated by 12.1% of the respondents as very important, 19.1% of the interviewees rated the factor as important, 28.3% of the respondents rated the factor as somewhat important, 19.7% of the interviewees rated the factor as not important, 20.8% of the respondents rated the factor as not at all important. Milk container being re-usable is not a major factor, because, only 31.2% of the respondents regard it as important.

Table A14 Frequencies

milk brand is available in desired lot sizes

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	64	37.0	37.0	37.0
	Importamt	76	43.9	43.9	80.9
	Somewhat Important	22	12.7	12.7	93.6
	Not Important	5	2.9	2.9	96.5
	Not at all important	6	3.5	3.5	100.0
	Total	173	100.0	100.0	

Source: Survey, 2006

Diagram 15: Graph showing how important respondents rank, "milk brand is available in desired lot sizes".

milk brand is available in desired lot sizes
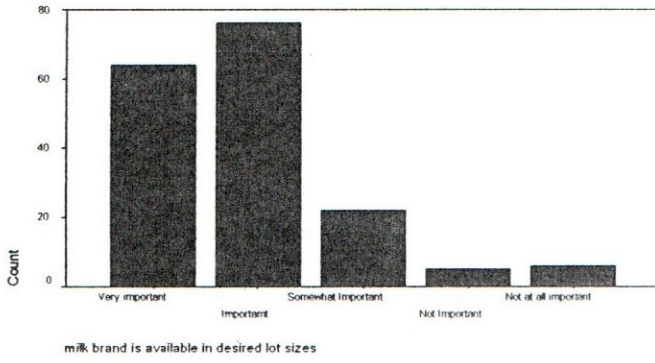
Source: Survey, 2006

Milk brand being available in desired lot sizes was rated as very important by 37% of the respondents, 43.9% of the interviewees rated the factor as important, 12.7% of the respondents rated the factor as somewhat important, 2.9% of the respondents rated the factor as not important, 3.5% of the interviewees rated the factor as not at all important. This is a key packaging factor that is considered by consumers, because 80.9% of the respondents rate this, as important.

Table A15 Frequencies

Milk container or package is properly sealed

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	127	73.4	73.4	73.4
	Importamt	23	13.3	13.3	86.7
	Somewhat Important	13	7.5	7.5	94.2
	Not Important	6	3.5	3.5	97.7
	Not at all important	4	2.3	2.3	100.0
	Total	173	100.0	100.0	

Source: Survey, 2006

Diagram 16: Graph showing how important respondents rank, "milk container or package is properly sealed".

Milk container or package is properly sealed
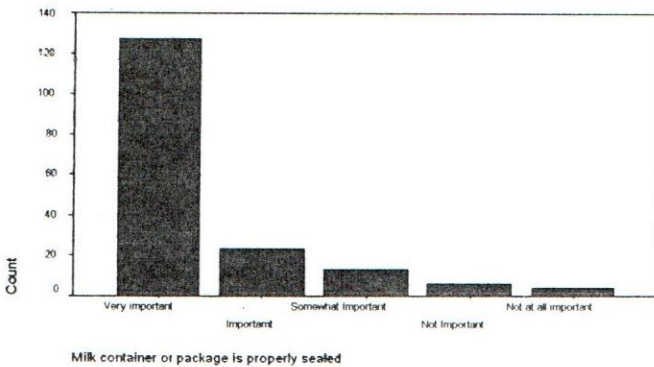
Source: Survey, 2006

Milk container or package being properly sealed was rated as very important by 73.4% of the respondents, 13.3% of the respondents rated the factor as important, 7.5% of the interviewees rated the factor as somewhat important, 3.9% of the respondents rated the factor as not important while 2.3% of the interviewees rated the factor as not at all important. Milk containers have to be properly sealed to avoid spillage and this is regarded by a majority as important.

Table A16 Frequencies

What do you consider to be good quality fresh milk?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Low fat fresh milk	40	23.1	23.1	23.1
	High fat fresh milk	76	43.9	43.9	67.1
	Long expiry period	50	28.9	28.9	96.0
	Short Expiry period	7	4.0	4.0	100.0
	Total	173	100.0	100.0	

Source: Survey, 2006

Diagram 17: Graph showing what respondents consider good quality milk to be.

What do you consider to be good quality milk
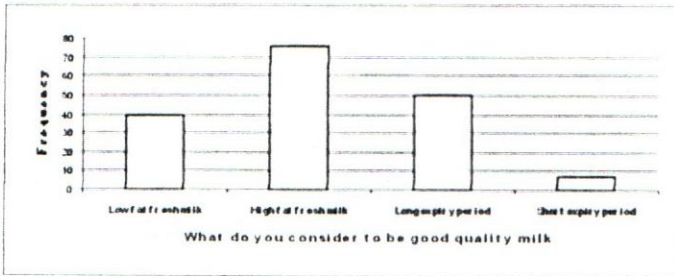
Source: Survey, 2006

23.1% of the respondents consider low fat fresh milk as good quality fresh milk, 43.9% of the respondents consider high fat fresh milk as good quality fresh milk, 28.9% of the interviewees consider milk with long expiry period as good quality fresh milk, and 4% of the respondents consider milk with short expiry period as good quality fresh milk. High fat fresh milk is regarded as the key quality factor that determines quality of the fresh milk.

Table A17 Frequencies

How much does quality influence choice of milk brand?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Much	90	52.0	52.0	52.0
	Much	62	35.8	35.8	87.9
	Fairly	20	11.6	11.6	99.4
	Not at all	1	.6	.6	100.0
	Total	173	100.0	100.0	

Source: Survey, 2006

Diagram 18: Graph showing how much quality influences respondents in their choice of fresh milk brand.
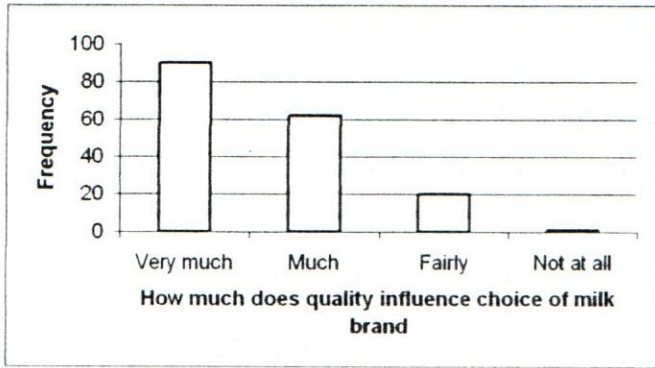
Source: Survey, 2006

52% of the respondents are very much influenced by quality in their choice of fresh milk brand. 35.8% of the respondents are much influenced by quality in their choice of fresh milk brand, 11.6% of the interviewees are fairly influenced by quality in their choice of fresh milk brand, 0.6% of the respondents are not at all influenced by quality in their choice of fresh milk brand. Quality is a major factor that influences choice of fresh milk, as this is represented by 52%.

Table A18 Frequencies

Advertisements

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	75	43.4	43.4	43.4
	Agree	50	28.9	28.9	72.3
	Neither agree nor disagree	33	19.1	19.1	91.3
	Disagree	13	7.5	7.5	98.8
	Strongly disagree	2	1.2	1.2	100.0
	Total	173	100.0	100.0	

Source: Survey, 2006

Diagram 19: Graph showing the level of agreement or disagreement by respondents to the fact that advertisement influences their choice of fresh milk brand.

Source: Survey, 2006

29
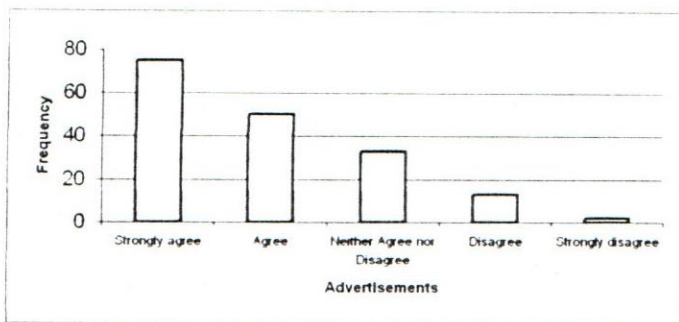
43.4% of the respondents strongly agreed that advertisements influence their choice of fresh milk brand, 28.9% of the respondents agreed that advertisements influence their choice of fresh milk brand, 19.1% of the interviewees neither agreed nor disagreed whether advertisements influence their choice of fresh milk brand, 7.5% of the interviewees disagreed to the fact that advertisements influence their choice of fresh milk brand, 1.2% of the respondents strongly disagreed to the fact that advertisements influence their choice of fresh milk brand. 72.3% of the respondents agree that advertisements influence their choice of fresh milk brand. Milk sellers can therefore invest in advertisements.

Table A19 Frequencies

Sales promotions

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	71	41.0	41.0	41.0
	Agree	39	22.5	22.5	63.6
	Neither agree nor disagree	28	16.2	16.2	79.8
	Disagree	31	17.9	17.9	97.7
	Strongly disagree	4	2.3	2.3	100.0
	Total	173	100.0	100.0	

Source: Survey, 2006

Diagram 20: Graph showing the level of agreement or disagreement by respondents to the fact that sales promotion influences their choice of fresh milk brand.

Source: Survey, 2006

41% of the interviewees strongly agreed that sales promotion influences their choice of fresh milk brand. 22.5% of the respondents also agreed that they are influenced by sales promotion in their choice of fresh milk brand. 16.2% of the respondents neither agreed nor disagreed to the fact that they are influenced by sales promotion in their choice of fresh milk brand. 17.9% of the interviewees disagreed to the fact that sales promotion influences their choice of fresh milk brand, and 2.3% of the respondents strongly disagreed to the fact that they are influenced sales promotion in their choice of fresh milk brand. Sales promotions greatly influences consumer choice for fresh milk brands as represented by 63.5%. Milk providers can therefore invest in this promotion mix element.

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Table A20 Frequencies

Public relations

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	27	15.6	15.6	15.6
	Agree	79	45.7	45.7	61.3
	Neither agree nor disagree	48	27.7	27.7	89.0
	Disagree	15	8.7	8.7	97.7
	Strongly disagree	4	2.3	2.3	100.0
	Total	173	100.0	100.0	

Source: Survey, 2006

Diagram 21: Graph showing the level of agreement or disagreement by respondents to the fact that public relations influence their choice of fresh milk brand.
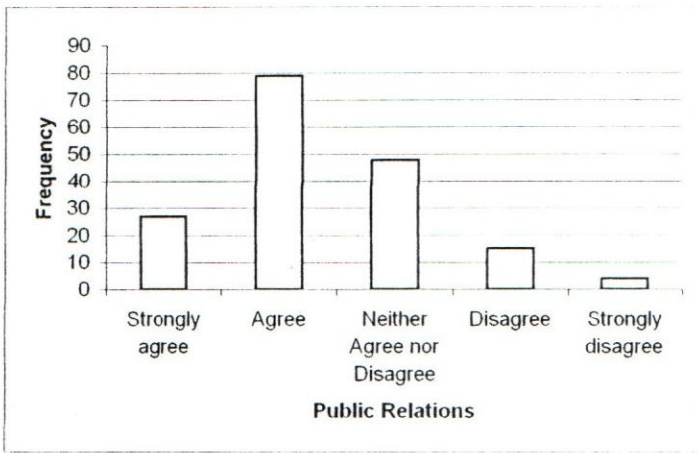
Source: Survey, 2006

15.6% of the interviewees strongly agreed that public relations influences their choice of fresh milk brand. 45.7% of the respondents also agreed that public relations influences their choice of fresh milk brand, 27.7% of the respondents neither agreed nor disagreed to the fact that public relations influences their choice of fresh milk brand, 8.7% of the respondents disagreed to the fact that public relations influences their choice of fresh milk brand, and 2.3% of the interviewees, strongly disagreed to the fact that public relations influences their choice of fresh milk brand. Public relations are another major influence in the choice of fresh milk brands. Milk sellers can therefore engage in activities that retain their customers and create others, for example, handling customer's complaints promptly.

Table A21 Frequencies

Publicity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	17	9.8	9.8	9.8
	Agree	81	46.8	46.8	56.6
	Neither agree nor disagree	52	30.1	30.1	86.7
	Disagree	19	11.0	11.0	97.7
	Strongly disagree	4	2.3	2.3	100.0
	Total	173	100.0	100.0	

Source: Survey, 2006

Diagram 22: Graph showing the level of agreement or disagreement by respondents to the fact that publicity influences their choice of fresh milk brand.
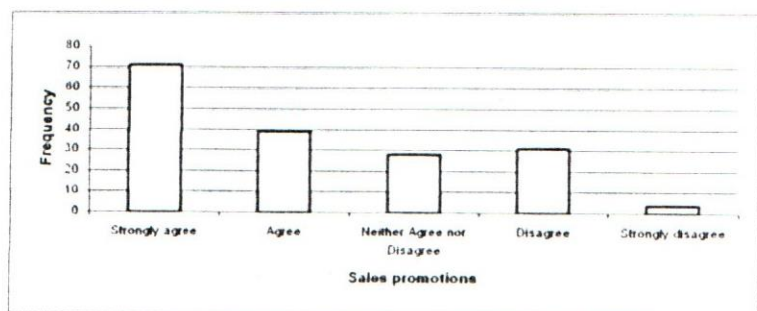

Source: Survey, 2006

9.8% of the respondents strongly agreed that publicity influences their choice of fresh milk brand. 46.8% of the respondents agreed that publicity influences their choice of fresh milk brand, 30.1% of the respondents neither agreed nor disagreed to the fact that publicity influences their choice of fresh milk brand, 11% of the respondents disagreed to the fact that publicity influences their choice of fresh milk brand, and 2.3% of the interviewees strongly disagreed to the fact that publicity influences their choice of fresh milk brand. Publicity is not a strong influencer but milk sellers can invest in this promotion mix element to a limited extent.

Table A22 Frequencies

Personal selling

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	32	18.5	18.5	18.5
	Agree	63	36.4	36.4	54.9
	Neither agree nor disagree	52	30.1	30.1	85.0
	Disagree	19	11.0	11.0	96.0
	Strongly disagree	7	4.0	4.0	100.0
	Total	173	100.0	100.0	

Source: Survey, 2006

Diagram 23: Graph showing the level of agreement or disagreement by respondents to the fact that personal selling influences their choice of fresh milk brand.

Source: Survey, 2006

18.5% of the respondents strongly agreed that personal selling influences their choice of fresh milk brand. 36.4% of the interviewees agreed that personal selling influences their choice of fresh milk brand, 3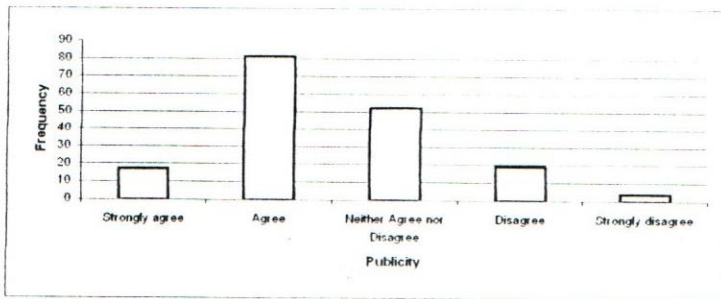0.1% of the interviewees neither agreed nor disagreed to the fact that personal selling influences their choice of fresh milk brand, 11% of the respondent disagreed to the fact that personal selling influences their choice of fresh milk brand, and 4% of the respondents strongly disagreed to the fact that personal selling influences their choice of fresh milk brand. 54.9% of the respondents agree that this promotional mix element influences their choice of fresh milk brand. Milk sellers can therefore invest in personal selling so as to maximize milk sales.

Table A23 Frequencies

Unanticipated circumstances (for example urgency)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	33	19.1	19.1	19.1
	Agree	70	40.5	40.5	59.5
	Neither agree nor disagree	54	31.2	31.2	90.8
	Disagree	10	5.8	5.8	96.5
	Strongly disagree	6	3.5	3.5	100.0
	Total	173	100.0	100.0	

Source: Survey, 2006

Diagram 24: Graph showing the level of agreement or disagreement by respondents to the fact that unanticipated circumstances, for example, urgency influence their choice of fresh milk brand.
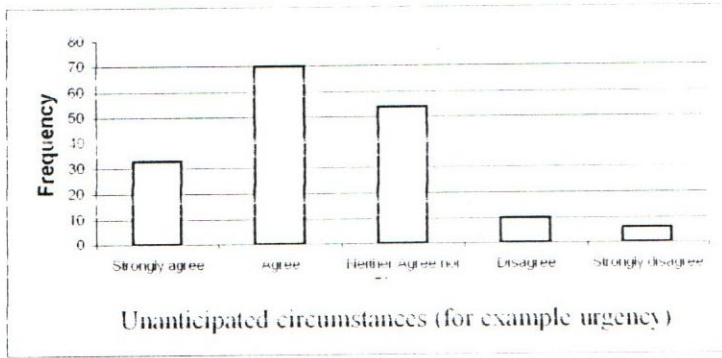
Source: Survey, 2006

19.5% of the respondents strongly agreed that unanticipated circumstances influences their choice of fresh milk brand. 40.5% of the interviewees agreed that unanticipated circumstances influence their choice of fresh milk brand, 31.2% of the interviewees neither agreed nor disagreed to the fact that unanticipated circumstances influence their choice of fresh milk brand, 5.8% of the respondents disagreed to the fact that unanticipated circumstances influence their choice of fresh milk brand, and 3.5% of the respondents strongly disagreed to the fact that unanticipated circumstances influence their choice of fresh milk brand. Most consumers choice brands to purchase due to unanticipated circumstances like urgency. This calls for milk sellers to avail their brands where and when the consumers want them.

Table A24 Frequencies

Reference groups

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	18	10.4	10.4	10.4
	Agree	53	30.6	30.6	41.0
	Neither agree nor disagree	67	38.7	38.7	79.8
	Disagree	27	15.6	15.6	95.4
	Strongly disagree	8	4.6	4.6	100.0
	Total	173	100.0	100.0	

Source: Survey, 2006

Diagram 25: Graph showing the level of agreement or disagreement by respondents to the fact that reference groups influence their choice of fresh milk brand.
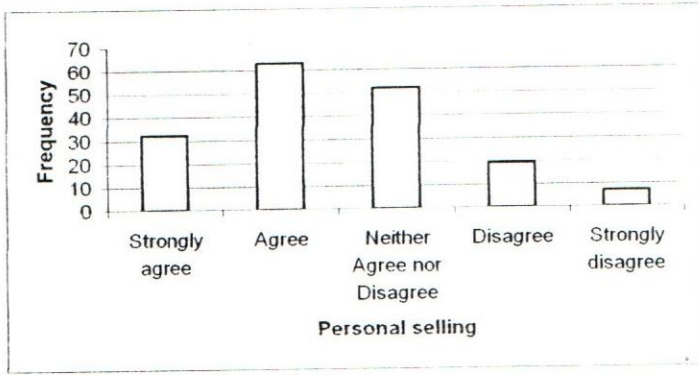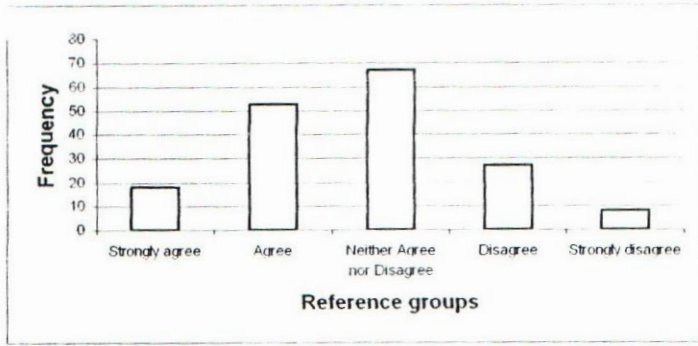

Source: Survey, 2006

10.4% of the respondents strongly agreed that reference groups influence their choice of fresh milk brand, 30.6% of the interviewees agreed that reference groups influence their choice of fresh milk brand, 38.7% of the interviewees neither agreed nor disagreed to the fact that reference groups influence their choice of fresh milk brand, 15.6% of the respondent disagreed to the fact that reference groups influence their choice of fresh milk brand, and 4.6% of the respondents strongly disagreed to the fact that reference groups influence their choice of fresh milk brand. Reference group is not a major influencer in the choice of fresh milk brands by consumers.

Table A25 Frequencies

Social class

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	11	6.4	6.4	6.4
	Agree	25	14.5	14.5	20.9
	Neither agree nor disagree	49	28.3	28.5	49.4
	Disagree	65	37.6	37.8	87.2
	Strongly disagree	23	12.7	12.8	100.0
	Total	172	99.4	100.0	
Total		173	100.0		

Source: Survey, 2006

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Diagram 26: Graph showing the level of agreement or disagreement by respondents that social class influences their choice of fresh milk brand.
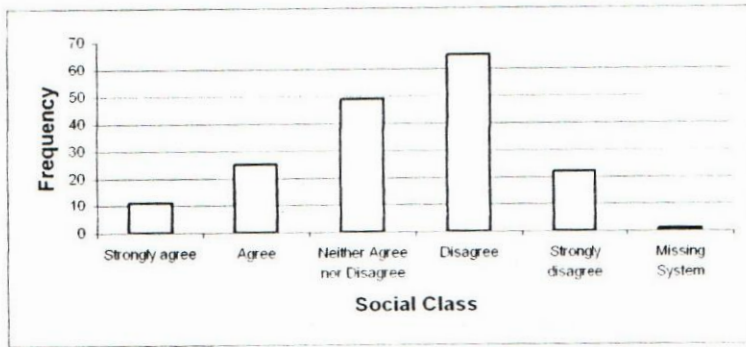
Source: Survey, 2006

Social class is not a major influencer on brand choice because, from the table, it is clear that 6.4% of the respondents strongly agreed that social class influences their choice of fresh milk brand, 14.5% of the interviewees agreed that social class influences their choice of fresh milk brand, 28.3% of the respondents neither agreed nor disagreed that social class influences their choice of fresh milk brand, 37.6% of the respondents disagreed that social class influences their choice of fresh milk brand and 12.7% of the respondents disagreed that social class influences their choice of fresh milk brand. Social class is not a major factor that influences choice for fresh milk brand.

GENDER, AGE AND INCOME LEVEL LIVING ESTATE CROSS TABULATION

Table A26 Frequencies

Gender of Respondent = Male , Income level = Upper income Estates

Age (Years) * Fresh milk brand Crosstabulation

			Fresh milk brand						
			New KCC Gold crown	New KCC Fresh milk	Molo Milk	Brrokside	TUZO Fresh	Raw Fresh milk	Total
Age (Years)	18 - 30	Count	2	3	1	1	2	4	13
		% within Age (Years)	15.4%	23.1%	7.7%	7.7%	15.4%	30.8%	100.0%
		% within Fresh milk bran	16.7%	75.0%	50.0%	25.0%	50.0%	66.7%	40.6%
	31 - 50	Count	7	1	0	3	2	2	15
		% within Age (Years)	46.7%	6.7%	.0%	20.0%	13.3%	13.3%	100.0%
		% within Fresh milk bran	58.3%	25.0%	.0%	75.0%	50.0%	33.3%	46.9%
	50 and above	Count	3	0	1	0	0	0	4
		% within Age (Years)	75.0%	.0%	25.0%	.0%	.0%	.0%	100.0%
		% within Fresh milk bran	25.0%	.0%	50.0%	.0%	.0%	.0%	12.5%
Total		Count	12	4	2	4	4	6	32
		% within Age (Years)	37.5%	12.5%	6.3%	12.5%	12.5%	18.8%	100.0%
		% within Fresh milk bran	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Gender of Respondent = Male . Income level = Upper income Estates

Source: survey 2006

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- 15.4% of the male respondents from Upper income estates who fall within the age group of 18-30 choose New KCC Gold Crown. 46.7% of the male respondents from Upper income estates who fall within the age group of 31-50 choose New KCC Gold Crown. 75% of the male respondents from Upper income estates who fall within the age group of 50 and above choose New KCC Gold Crown.

- 23.1% of the male respondents from Upper income estates who fall within the age group of 18-30 choose New KCC fresh milk. 6.7% of the male respondents from Upper income estates who fall within the age group of 31-50 choose New KCC fresh milk. None of the male respondents from Upper income estates who fall within the age group of 50 and above chooses New KCC fresh milk.

- 7.7% of the male respondents from Upper income estates who fall within the age group of 18-30 choose Molo milk. None of the male respondents from Upper income estates who fall within the age group of 31-50 chooses Molo milk. 25% of the male respondents from Upper income estates who fall within the age group of 50 and above choose Molo milk.

- 7.7% of the male respondents from Upper income estates who fall within the age group of 18-30 choose Brookside milk.10% of the male respondents from Upper income estates who fall within the age group of 31-50 choose Brookside milk. None of the male respondents from Upper income estates who fall within the age group of 50 and above chooses Brookside milk.

- 15.4% of the male respondents from Upper income estates who fall within the age group of 18-30, choose Tuzo fresh milk. 13.3% of the male respondents from Upper income estates who fall within the age group of 31-50 choose Tuzo fresh milk. None of the male respondents from Upper income estates who fall within the age group of 50, and above chooses Tuzo fresh milk.

- 30.8% of the male respondents from Upper income estates who fall within the age group of 18-30 choose Raw fresh milk. 13.3% of the male respondents from Upper

income estates who fall within the age group of 31-50 choose Raw fresh milk. None of the male respondents from Upper income estates who fall within the age group of 50 and above choose Raw fresh milk.

New KCC Gold Crown, New KCC fresh milk and Raw milk are the most popular brands in the upper income males market segment. Molo milk, Brookside and Tuzo fresh are least popular in this market segment.

Table A27 Frequencies

Gender of Respondent = Male, Income level = Middle income estates

Age (Years) * Fresh milk brand CrosstaBulation

			Fresh milk brand						Total
			New KCC Gold crown	New KCC Fresh milk	Molo Milk	Brrokside	UZO Fresh	Raw Fresh milk	
Age (Years)	18 - 30	Count	6	0	1	0	3	0	10
		% within Age (Years)	60.0%	.0%	10.0%	.0%	30.0%	.0%	100.0%
		% within Fresh milk	30.0%	.0%	33.3%	.0%	75.0%	.0%	23.8%
	31 - 50	Count	7	2	2	3	1	5	20
		% within Age (Years)	35.0%	10.0%	10.0%	15.0%	5.0%	25.0%	100.0%
		% within Fresh milk	35.0%	100.0%	66.7%	42.9%	25.0%	83.3%	47.6%
	50 and abo	Count	7	0	0	4	0	1	12
		% within Age (Years)	58.3%	.0%	.0%	33.3%	.0%	8.3%	100.0%
		% within Fresh milk	35.0%	.0%	.0%	57.1%	.0%	16.7%	28.6%
Total		Count	20	2	3	7	4	6	42
		% within Age (Years)	47.6%	4.8%	7.1%	16.7%	9.5%	14.3%	100.0%
		% within Fresh milk	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Gender of Respondent = Male , Income level = Middle income estates

Source: survey 2006

- 60% of the male respondents from middle income estates who fall within the age group of 18-30, choose New KCC Gold Crown. 35% of the male respondents from middle income estates who fall within the age group of 31-50, choose New KCC Gold Crown. 58.3% of the male respondents from middle income estates who fall within the age group of 50 and above, choose New KCC Gold Crown.

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- None of the male respondents from middle income estates who fall within the age group of 18-30, choose New KCC fresh milk. 10% of the male respondents from middle income estates who fall within the age group of 31-50, choose New KCC fresh milk. None of the male respondents from middle income estates who fall within the age group of 50 and above, chooses New KCC fresh milk.

- 10% of the male respondents from middle income estates who fall within the age group of 18-30, choose Molo fresh milk.10% of the male respondents from middle income estates who fall within the age group of 31-50, choose Molo fresh milk. None of the male respondents from middle income estates who fall within the age group of 50 and above, chooses Molo fresh milk.

- None of the male respondents from middle income estates who fall within the age group of 18-30, chooses Brookside milk. 15% of the male respondents from middle income estates who fall within the age group of 31-50, choose Brookside milk. 33.3% of the male respondents from middle income estates who fall within the age group of 50 and above, chooses Brookside milk.

- 30% of the male respondents from middle income estates who fall within the age group of 18-30, choose Tuzo fresh milk.5% of the male respondents from middle income estates who fall within the age group of 31-50, choose Tuzo fresh milk. None of the male respondents from middle income estates who fall within the age group of 50 and above, chooses Tuzo fresh milk.

- None of the male respondents from middle income estates who fall within the age group of 1,8-30 choose Raw fresh milk.25% of the male respondents from middle income estates who fall within the age group of 31-50 choose Raw fresh milk.8.3% of the male respondents from middle income estates who fall within the age group of 50 and above choose Raw fresh milk.

New KCC Gold Crown is the most popular brand in this market segment, even though raw fresh milk is popular brand among the old people.

Table A28 Frequencies

Gender of Respondent = Male , Income level = Low income estates

Age (Years) * Fresh milk brand Crosstabulation

			New KCC Gold crown	New KCC Fresh milk	Molo Milk	TUZO Fresh	Raw Fresh milk	Total
Age (Years)	18 - 30	Count	1	4	1	2	2	10
		% within Age (Years)	10.0%	40.0%	10.0%	20.0%	20.0%	100.0%
		% within Fresh milk b	50.0%	66.7%	50.0%	33.3%	20.0%	38.5%
	31 - 50	Count	1	2	1	3	6	13
		% within Age (Years)	7.7%	15.4%	7.7%	23.1%	46.2%	100.0%
		% within Fresh milk b	50.0%	33.3%	50.0%	50.0%	60.0%	50.0%
	50 and abov	Count	0	0	0	1	2	3
		% within Age (Years)	.0%	.0%	.0%	33.3%	66.7%	100.0%
		% within Fresh milk b	.0%	.0%	0%	16.7%	20.0%	11.5%
Total		Count	2	6	2	6	10	26
		% within Age (Years)	7.7%	23.1%	7.7%	23.1%	38.5%	100.0%
		% within Fresh milk b	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Gender of Respondent = Male , Income level = Low income estates

Source: Survey 2006

- 10% of the male respondents from low income estates who fall within the age group of 18-30, choose New KCC Gold Crown. 7.7% of the male respondents from low income estates who fall within the age group of 31-50, choose New KCC Gold Crown. None of the male respondents from low income estates who fall within the age group of 50 and above, chooses New KCC Gold Crown.

- 40% of the male respondents from low income estates who fall within the age group of 18-30, choose New KCC Fresh Milk. 15.4% of the male respondents from low income estates who fall within the age group of 31-50, choose New KCC Fresh Milk. None of the male respondents from low income estates who fall within the age group of 50 and above, chooses New KCC Fresh Milk.

- 10% of the male respondents from low income estates who fall within the age group of 18-30, choose Molo Milk. 7.7% of the male respondents from low income estates

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who fall within the age group of 31-50, choose Molo Milk.None of the male respondents from low income estates who fall within the age group of 50 and above, chooses Molo Milk.

- 20% of the male respondents from low income estates who fall within the age group of 18-30, choose Tuzo Fresh Milk. 23.1% of the male respondents from low income estates who fall within the age group of 31-50, choose Tuzo Fresh Milk. 33.3% of the male respondents from low income estates who fall within the age group of 50 and above, chooses Tuzo Fresh Milk.

- 20% of the male respondents from low income estates who fall within the age group of 18-30, choose Raw Fresh Milk. 46.2% of the male respondents from low income estates who fall within the age group of 31-50, choose Raw Fresh Milk. 66.7% of the male respondents from low income estates who fall within the age group of 50 and above, chooses Raw Fresh Milk.

Raw fresh milk seems to be duing well in this market segment while the other packaged New KCC Gold Crown, New KCC Fresh Milk, Molo Milk and Tuzo fairly represented.

Table A 29 Frequencies

Gender of Respondent = Female, Income level = Upper income Estates

Age (Years) * Fresh milk brand Crosstabulation

			Fresh milk brand							
			New KCC Gold crown	New KCC Fresh milk	Molo Milk	Happy cow (Jolly Fresh)	Brrokside	TUZO Fresh	Raw Fresh milk	Total
Age (Years)	18 - 30	Count	6	1	0	0	2	1	4	14
		% within Age (Years)	42.9%	7.1%	.0%	.0%	14.3%	7.1%	28.6%	100.0%
		% within Fresh milk bran	75.0%	16.7%	.0%	.0%	100.0%	100.0%	100.0%	60.9%
	31 - 50	Count	2	5	0	1	0	0	0	8
		% within Age (Years)	25.0%	62.5%	.0%	12.5%	.0%	.0%	.0%	100.0%
		% within Fresh milk bran	25.0%	83.3%	.0%	100.0%	.0%	.0%	.0%	34.8%
	50 and above	Count	0	0	1	0	0	0	0	1
		% within Age (Years)	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	100.0%
		% within Fresh milk bran	.0%	.0%	100.0%	.0%	.0%	.0%	.0%	4.3%
Total		Count	8	6	1	1	2	1	4	23
		% within Age (Years)	34.8%	26.1%	4.3%	4.3%	8.7%	4.3%	17.4%	100.0%
		% within Fresh milk bran	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Gender of Respondent = Female, Income level = Upper income Estates

Source: survey 2006

- 42.9% of the female respondents who fall within age group, 18-30 from upper income estates choose New K.C.C. Gold Crown. 25% of the female respondents who fall within 31-50 age group choose New K.C.C Gold Crown. None of the female respondents who fall within 50 and above age bracket chooses New K.C.C Gold Crown.

- 7.1% of the female respondents who fall within age group, 18-30 choose New K.C.C. Fresh Milk. 62.5% of the female respondents who fall within 31-50 age group, choose New KCC fresh milk. None of the female respondents who fall within 50 and above age bracket chooses New K.C.C Fresh Milk.

- None of the female respondents from upper income estates who fall within age group 18-30 choose Molo Milk. None of the female respondents from upper income estates who fall within age group 31-50 choose Molo Milk. 100% of the female respondents from upper income estates who fall within age group 50 and above choose Molo Milk.

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- None of the female respondents from upper income estates who fall within age group 18-30, choose Happy Cow (Jolly Fresh). 12.5% of the female respondents from upper income estates who fall within age group 31-50, choose Happy Cow (Jolly Fresh). None of the female respondents from upper income estates who fall within age group 50 and above, choose Happy Cow (Jolly Fresh)

- 14.3% of the female respondents from upper income estates who fall within age group 18-30, choose Brookside Fresh Milk. None of the female respondents from upper income estates who fall within age group 31-50, choose Brookside Fresh Milk.

  None of the female respondents from upper income estates who fall within age group 50 and above, choose Brookside Fresh Milk.

- 7.1% of the female respondents from upper income estates who fall within the age group 18-30, choose Tuzo fresh milk. None of the female respondents from upper income estates who fall within the age group 31-50 choose Tuzo fresh milk. None of the female respondents from upper income estates who fall within the age group 50 and above choose Tuzo fresh milk.

- 28.6% of the female respondents from upper income estates who fall within the age group 18-30 choose Raw fresh milk. None of the female respondents from upper income estates who fall within the age group 31-50 choose Raw fresh milk. None of the female respondents from upper income estates who fall within the age group 50 and above choose Raw fresh milk.

New KCC Gold Crown and New KCC fresh milk are the most popular brands in this upper income female category. Raw fresh milk follows in the terms of popularity in this market segment. Happy Cow, Molo Milk, Brookside and Tuzo Fresh Milk are not popular brands in this market segment.

Table A30 Frequencies

Gender of Respondent = Female, Income level = Middle income estates

Age (Years) * Fresh milk brand Crosstabulation

			New KCC Gold crown	New KCC Fresh milk	Brrokside	TUZO Fresh	Raw Fresh milk	Total
Age (Years)	18 - 30	Count	13	2	2	1	3	21
		% within Age (Years)	61.9%	9.5%	9.5%	4.8%	14.3%	100.0%
		% within Fresh milk brand	54.2%	40.0%	100.0%	33.3%	60.0%	53.8%
	31 - 50	Count	10	1	0	2	2	15
		% within Age (Years)	66.7%	6.7%	.0%	13.3%	13.3%	100.0%
		% within Fresh milk brand	41.7%	20.0%	.0%	66.7%	40.0%	38.5%
	50 and above	Count	1	2	0	0	0	3
		% within Age (Years)	33.3%	66.7%	.0%	.0%	.0%	100.0%
		% within Fresh milk brand	4.2%	40.0%	.0%	.0%	.0%	7.7%
Total		Count	24	5	2	3	5	39
		% within Age (Years)	61.5%	12.8%	5.1%	7.7%	12.8%	100.0%
		% within Fresh milk brand	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Gender of Respondent = Female, Income level = Middle income estates

Source: Survey 2006

- 61.9% of the female respondents from middle income estates who fall within age group 18-30, choose New K.C.C. Gold Crown. 66.7% of the female respondents from middle income estates who fall within age group 31-50, choose New K.C.C Gold Crown. 33.3% of the female respondents from middle income estates, who fall within 50 and above age bracket, choose New K.C.C Gold Crown.

- 9.5% of the female respondents from middle income estates who fall within age group 18-30, choose New K.C.C. fresh milk. 6.7% of the female respondents from middle income estates who fall within age group 31-50, choose New K.C.C fresh milk. 66.7% of the female respondents from middle income estates, who fall within 50 and above age bracket, choose New K.C.C fresh milk.

- 9.5% of the female respondents from middle income estates who fall within age group 18-30, chooses Brookside milk. None of the female respondents from middle income estates who fall within age group 31-50, chooses Brookside milk.

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- 4.8% of the female respondents from middle income estates who fall within age group 18-30, choose Tuzo Fresh milk. 13.3% of the female respondents from middle income estates who fall within age group 31-50 choose Tuzo Fresh milk. None of the female respondents from middle income estates who fall within 50 and above age bracket chooses Tuzo Fresh milk.

- 14.3% of the female respondents from middle income estates who fall within age group 18-30, choose Raw Fresh milk. 13.3% of the female respondents from middle income estates who fall within age group 31-50, choose Raw Fresh milk. None of the female respondents from middle income estates that fall within 50 and above age bracket chooses Raw Fresh milk.

Molo Milk and Happy Cow (Jolly Fresh) do not seem to be well distributed on this market segment, while new KCC Gold Crown and Raw fresh milk seem to be doing well within the females of age groups 18-30 and 31-50.

Table A 31 Frequencies

Gender of Respondent = Female, Income = Low Income Estates

Age (Years) * Fresh milk brand Crosstabulation

| | | | Fresh milk brand | | | | | | |
			New KCC Gold crown	New KCC Fresh milk	Molo Milk	Brrokside	TUZO Fresh	Raw Fresh milk	Total
Age (Years)	18 - 30	Count	1	1	0	1	0	0	3
		% within Age (Years)	33.3%	33.3%	.0%	33.3%	.0%	.0%	100.0%
		% within Fresh milk brand	50.0%	50.0%	.0%	100.0%	.0%	.0%	27.3%
	31 - 50	Count	1	1	1	0	3	2	8
		% within Age (Years)	12.5%	12.5%	12.5%	.0%	37.5%	25.0%	100.0%
		% within Fresh milk brand	50.0%	50.0%	100.0%	.0%	100.0%	100.0%	72.7%
Total		Count	2	2	1	1	3	2	11
		% within Age (Years)	18.2%	18.2%	9.1%	9.1%	27.3%	18.2%	100.0%
		% within Fresh milk brand	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Gender of Respondent = Female, Income level = Low income estates

Source: Survey 2006

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- 33.3% of the female respondents from low income estates who fall within age group 18-30, choose New K.C.C. Gold Crown. 12.5% of the female respondents from low income estates who fall within age group 31-50, choose New K.C.C Gold Crown.

- 33.3% of the female respondents from low income estates, who fall within 18-30 age bracket, choose New K.C.C fresh milk. 12.5% of the female respondents from low income estates who fall within age group 31-50, choose New K.C.C fresh milk.

- None of the female respondents from low income estates, who fall within 18-30 age bracket, chooses Molo milk. 12.5% of the female respondents from low income estates who fall within age group 31-50 choose Molo milk.

- 33.3% of the female respondents from low income estates, who fall within 18-30 age bracket, choose Brookside fresh milk. None of the female respondents from low income estates, who fall within 31-50 age bracket, chooses Brookside milk.

- None of the female respondents from low income estates, who fall within 18-30 age bracket, chooses Tuzo fresh milk. 37.5% of the female respondents from low income estates, who fall within 31-50 age bracket, chooses Tuzo fresh milk.

- None of the female respondents from low income estates, who fall within 50 and above age bracket, chooses Tuzo fresh milk. 25% of the female respondents from low income estates, who fall within 31-50 age bracket, chooses Raw fresh milk.

New KCC Gold Crown, New KCC Fresh Milk and Raw milk seem to be the most popular brands here, with a milk representation from Tuzo, Brookside and Molo Milk.

4.2 Factor analysis

Table B1. The table shows a summary of the responses to various statements relating to price, availability, perceived quality and packaging.

	Very Important	Important	Somewhat Important	Not Important	Not at all Important
S_1, price is lower than others.	120	32	8	8	5
S_2, packet or container is clean.	131	14	14	10	4
S_3, milk brand has satisfactory butter, fat content.	84	68	13	7	1
S_4, milk brand has long expiry date.	73	44	19	17	20
S_5, milk brand is consistently available.	96	54	19	3	1
S_6, packaging material or container is attractive.	21	63	55	18	16
S_7, milk container reusable.	21	33	49	34	36
S_8, milk brand available in desired lot sizes.	64	76	22	5	6
S_9, milk container or package is properly sealed.	127	23	13	6	4

Source: Survey, 2006

Table B2. Correlation matrix showing coefficients between 2 pairs of statements.

Statement number	1	2	3	4	5	6	7	8	9
1	1	0.094	0.260	0.046	-0.14	0.102	0.052	0.107	0.030
2		1	0.348	0.409	-0.067	0.452	0 422	0.096	0.699
3			1	0.282	0.33	0.278	0.036	0.071	0.313
4				1	-0.065	0.101	0.481	0.123	0.435
5					1	0.081	0.091	0.224	-0.072
6						1	0.303	0.96	0.469
7							1	0.347	0.419
8								1	0.152
9									1

Source: Survey, 2006

The table shows matrix of correlation coefficients that were calculated for the responses of possible pairs of statements 1 through 9.

The principal component extraction method was used to extract commonalities between the factors. The principal component method explained the variances between the factors by establishing the Eigen values that measure the level of significance of factors. Three critical factors with Eigen values equal or more than one were extracted, that is, factor 1,2 and 3 with Eigen values of 2.979,1.297 and 1.177 respectively. A component matrix resulted showing the relationship between the 1 through 9 statements and the 3 (three) identified critical factors. (see appendix)

Table B3. Factor analysis output of the fresh milk brands study.

Statement No.	Factors		
	F_1	F_2	F_3
S_1	0.199	-0.021	0.743
S_2	0.819	-0.214	-0.071
S_3	0.502	-0.233	0.568
S_4	0.640	-0.048	-0.267
S_5	0.021	0.717	0.239
S_6	0.614	-0.037	0.181
S_7	0.670	0.366	-0.332
S_8	0.321	0.718	0.072
S_9	0.823	-0.171	-0.147

Source: Survey, 2006

The nine rows are associated with the nine statements given earlier that is, S_1, S_2, S_3, S_4, S_5, S_6, S_7, S_8 and S_9. The factor analysis uses the principal component extraction method to identify 3 critical factors (F_1, F_2 and F_3). The following equations are used to represent the factors:

$F_1 = 0.199S_1 + 0.819 S_2 + 0.502 S_3 + 0.640 S_4 + 0.021 S_5 + 0.614 S_6 + 0.670 S_7 + 0.321 S_8 + 0.823 S_9$

$F_2 = -0.021 S_1 + -0.214 S_2 + -0.233 S_3 + -0.048 S_4 + 0.717 S_5 + -0.037 S_6 + 0.366 S_7 + 0.718 S_8 + -0.171S_9$

$F_3 = 0.743S_1 + -0.071S_2 + 0.568S_3 + -0.267S_4 + 0.239S_5 + 0.181S_6 + -0.332S_7 + 0.072S_8 + -0.147S_9$

The factor loadings in each of the columns is the correlation between a factor and a statement standardized response score. The component matrix shows that quality and packaging are rated highest when choosing fresh milk brands by consumers, this is evident by packet or container being clean, milk has satisfactory butter fat content, milk brand has long expiry, milk container or package is attractive and milk container is reusable being correlated with factor 1 as: 0.819, 0.502, 0.640, 0.021, 0.614, 0.670, 0.321 and 0.823 respectively

Availability is second in the choice of fresh milk brands by consumers because availability related statements that is, milk brand is available in desired lot sizes correlated with factor 2 as: 0.717 and 0.718 respectively. Price is correlated with factor 3 by 0.743 and forms the third highest considered factor in the choice of fresh milk brands by consumers.

CHAPTER FIVE;

5.0 Conclusion and Recommendations

The various factors considered in the choice of fresh milk brands do not carry the same weight when consumers choose which fresh milk brand to buy. The analysis shows that, the most important factors are quality, packaging, availability and price in that order.

Packet or container is supposed to be clean and properly sealed to protect milk from dirt. Other than the packaging material being reusable, it is supposed to be attractive. Quality issues like having milk with high butter, fat content and packaging milk with long expiry dates are of importance to the consumers.

Consumers seem to be buying milk that is available as and when they want. this means that fresh milk has to be availed when and where the consumers want to buy. It was noted from the analysis that some milk brands were not available at all the living estates. This calls for milk brand providers to streamline their distribution systems so that they consistently avail milk brands where and when needed by consumers.

Having fresh milk brands being sold at affordable price is of importance for the consumers' milk processors and sellers need to design milk packages that meet the needs of the various income level groups of consumers within Nakuru Municipality. As witnessed from the analysis, much of the raw milk (unprocessed milk) is sold at the low income living estates. This is an opportunity for the milk processors to hygienically package their milk in small units and charge prices that match this class of consumers.

Brand providers need to recognize the influence promotional mix elements have on the choice of fresh milk brands by consumers. To a large extent advertisements and sales promotions influence choice of fresh milk brands. It is therefore of importance that fresh milk sellers invest in advertisements on television, radio or print media. Milk sellers need to use price offers at different times of the year and take advantage of events. Milk sellers need to make use of point of purchase materials, which can be placed at strategic points within the retail and wholesale units. To a limited extent, milk sellers need to recognise the influence of public relations, publicity; personal selling unanticipated circumstances like urgency reference groups and social class have on the choice of fresh milk brands. Milk sellers can reasonably invest in these promotional activities as they play a role in influencing the consumers of fresh milk.

5.1 Problems encountered in the field

1. Lack of cooperation from women respondents who insisted that the husbands be interviewed. Research assistants were patient and made appointments to meet the husbands as proposed by the wives.

2. Some respondents requested that the questionnaires be left for picking at a later date and it took quite a long time for them to fill the questionnaires. Research assistants kept on reminding the respondents on filling the questionnaires, until they were filled. Some respondents quite often misplaced the questionnaires, an action that necessitated that they be given questionnaires the second time.

5.2 Suggestions for further study

This study was carried out within Nakuru Municipality. There is need for this kind of study to be carried out in other towns of Kenya where consumers are likely to exhibit a different behaviour. This will help milk sellers design different marketing strategies for various markets.

The study concentrated on external factors that influence choice of fresh milk brands. There is need to have a study that focuses on internal factors influencing consumer choice of fresh milk brands.

APPENDICES

WORK PLAN

ACTIVITY NUMBER	ACTIVITY	DURATION
1	Write proposal	2 weeks
2	Proposal printing 5 copies	4 days
3	Submit 5 copies to the faculty Department for verification by Lecturers before presentation	1 day
4	Make presentation of the proposal to the panel	1 day
5.	Data collection	2 weeks
6.	Data organization for analysis	2 weeks
7.	Analysis of data	8 weeks
8.	Report writing and proof reading	3 weeks
9.	Printing and binding	4 days
10.	Submission of the report	1 day

BUDGET

NO.	ITEM	KSHS
1.	Traveling	2,000
2.	Typing	1,500
3.	Printing	700
4.	Consultation	1,000
5.	Data collection	4,200
6.	Consultation fee for coding data for analysis	2,500
7.	SPSS Program hiring for data analysis	4,000
8.	Printing final copy about 80 pages x 30	2,400
9.	Binding report copies 200 @ 5	1,000
10.	Contingencies	4,000
	TOTAL	23,300

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Factor Analysis

Correlation Matrix

		Price is lower than others	Packet or container is clean	Milk has satisfactory butter fat content	Milk brand has long expiry	Milk brand is consistently available	Packaging material or container is attractive	Milk container is reusable	milk brand is available in desired lot sizes	Milk container or package is properly sealed
Correlation	Price is lower than others	1.000	.094	.262	.046	-.014	.102	.052	.107	.030
	Packet or container is clean	.094	1.000	.348	.409	-.067	.452	.422	.096	.699
	Milk has satisfactory butter fat content	.262	.348	1.000	.282	.033	.278	.036	.071	.313
	Milk brand has long expiry	.046	.409	.282	1.000	-.065	.101	.481	.123	.435
	Milk brand is consistently available	-.014	-.067	.033	-.065	1.000	.081	.091	.224	-.072
	Packaging material or container is attractive	.102	.452	.278	.101	.081	1.000	.303	.096	.469
	Milk container is reusable	.052	.422	.036	.481	.091	.303	1.000	.347	.419
	milk brand is available in desired lot sizes	.107	.096	.071	.123	.224	.096	.347	1.000	.152
	Milk container or package is properly sealed	.030	.699	.313	.435	-.072	.469	.419	.152	1.000

Communalities

	Initial	Extraction
Price is lower than others	1.000	.592
Packet or container is clean	1.000	.721
Milk has satisfactory butter fat content	1.000	.629
Milk brand has long expiry	1.000	.483
Milk brand is consistently available	1.000	.572
Packaging material or container is attractive	1.000	.411
Milk container is reusable	1.000	.694
milk brand is available in desired lot sizes	1.000	.623
Milk container or package is properly sealed	1.000	.728

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.979	33.101	33.101	2.979	33.101	33.101
2	1.297	14.415	47.517	1.297	14.415	47.517
3	1.177	13.076	60.592	1.177	13.076	60.592
4	.980	10.887	71.479			
5	.797	8.854	80.333			
6	.651	7.228	87.561			
7	.488	5.419	92.980			
8	.352	3.908	96.888			
9	.280	3.112	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component		
	1	2	3
Price is lower than others	.199	-.021	.743
Packet or container is clean	.819	-.214	-.071
Milk has satisfactory butter fat content	.502	-.233	.568
Milk brand has long expiry	640	-.048	-.267
Milk brand is consistently available	.021	.717	.239
Packaging material or container is attractive	.614	-.037	.181
Milk container is reusable	.670	.366	-.332
milk brand is available in desired lot sizes	.321	.718	.072
Milk container or package is properly sealed	.823	-.171	-.147

Extraction Method: Principal Component Analysis.

a. 3 components extracted.

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Nakuru

Self-Sponsored Programmes Office

30th, January, 2006

TO WHOM IT MAY CONCERN

RE: JEREMIAH OTWORI REG.NO. CM11/0194/04

This is to confirm that the above named person is a bona fide student of Egerton University, Nakuru Town Campus taking MBA degree course. He is currently in Year two, Semester two.

Any assistance accorded to him is highly appreciated.

J.I. Mokera
Senior Administrative Assistant
NAKURU TOWN CAMPUS

QUESTIONNAIRE

Section One.

Please kindly tick / fill / state to indicate your answer.

1) Respondent ☐ Female ☐ Male

2) Age (years) ☐ 18-30 ☐ 31-50 ☐ 50 and above

3) Educational Level ☐ Primary ☐ Secondary ☐ College

☐ University

4) Employment ☐ Formal ☐ Informal

5) Please state where you reside _____

6) Income level in Kshs. '000' (per month) ☐ 0.5 ☐ 6-15 ☐ 16-25

☐ 26-50 ☐ 51-250 ☐ 251

7) Which fresh milk brand do you buy?

    (i)   New KCC Gold Crown ☐

    (ii)   New KCC Fresh Milk ☐

    (iii)   Molo Milk ☐

    (iv)   Happy Cow (Jolly Fresh) ☐

    (v)   Brook side ☐

    (vi)   University Fresh Milk ☐

    (vii) TUZO Fresh ☐

    (viii) Others (for example raw milk ☐

    (Specify)

8. How often do you buy the identified fresh milk brand? Tick where appropriate.

☐ Daily ☐ Once a week ☐ twice a week

Others (specify frequency)

Section two

Please kindly tick to indicate which of the statements are important to you as far as your choice of a fresh milk brand is concerned.

	Very Important 1	Important 2	Somewhat important 3	Not Important 4	Not at all Important 5
1. Price is lower Than others	☐	☐	☐	☐	☐
2. Packet or Container is clean	☐	☐	☐	☐	☐
3. Milk brand has satisfactory butter fat content	☐	☐	☐	☐	☐
4. Milk brand has Long expiry	☐	☐	☐	☐	☐
5. Milk brand is consistently available	☐	☐	☐	☐	☐
6. Packaging material or container is attractive	☐	☐	☐	☐	☐
7. Milk container Is re-usable	☐	☐	☐	☐	☐
8. Milk brand is Available in desired Lot sizes.	☐	☐	☐	☐	☐
9. Milk container or package is properly sealed.	☐	☐	☐	☐	☐
10. Others (Specify)	☐	☐	☐	☐	☐
_____	☐	☐	☐	☐	☐
_____	☐	☐	☐	☐	☐
_____	☐	☐	☐	☐	☐

Section Three

1) From your personal feelings, what do you consider to be good quality fresh milk? Please tick or specify

    1) Low fat fresh milk ☐   2) High fat fresh milk ☐

    3) Long expiry period ☐   4) Short expiry period ☐

    5) Others (Specify)

---

2) How much does quality influence your choice of fresh milk brand ? Please tick where appropriate.

Very much ☐   Much ☐   Fairly ☐

Slightly ☐   Not at all ☐

3) The following factors influence your choice of fresh milk brand.

	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
	1	2	3	4	5
1. Advertisements	☐	☐	☐	☐	☐
2. Sales Promotion	☐	☐	☐	☐	☐
3. Public relations	☐	☐	☐	☐	☐
4. Publicity	☐	☐	☐	☐	☐
5. Personal selling	☐	☐	☐	☐	☐
6. Unanticipated Circumstances For example Urgency	☐	☐	☐	☐	☐
7. Reference groups (Friends, neighbours, working colleagues, family and opinion leaders	☐	☐	☐	☐	☐

Social Class

Other factors (Specify)

_____

_____

_____

THANK YOU