IMPACTS OF BRANDING GOODS AND SERVICES ON CONSUMER BUYING BEHAVIOUR (A case of Alcoholic drinks in Kenya)

By

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DECLARATION

I declare that this research proposal is my original work and has not been submitted to any other university for examination purposes.

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This research project has been submitted for examination with my approval as University supervisor.

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ABSTRACT

The purpose of this research is to find out the impacts of branding in consumer buying behavior. This study is aimed at analyzing the most important factors that influence consumer buying behavior. The researcher collected data using questionnaires, interview, and direct observation. The researcher collected data from primary and secondary data such as company records and journals. Stratified random sampling was used to collect data. The study looked in both dependent and independent variables; income, demographic and psychographic status. The researcher employed statistical methods in analyzing data such as a descriptive statistic and percentages.

This research will be very useful to students taking diploma courses as well as undergraduate courses in the university. Students will find this research very important; it will enable them to have more knowledge as they identify the research statement problem and the objectives of the study. This research will also help students and the society understand the reason to why they should first study the consumer behavior as far as consumption is concerned. The study defines how consumers make decisions in spending their available resources in terms of money and effort, and how individual groups and organizations select by the use and disposal of goods and services to satisfy their needs and wants.

The study looked into both dependent and independent: attraction, persuasion and brand awareness. Tables, bar graphs, pie charts and diagrams were also used to present data, the researcher employed statistical methods in analyzing data such as descriptive statistic and percentages.

The study recommends that consumer buying decision is influenced by age, sex, education, occupation, tribe and religion. From the foregoing analysis it can be concluded that the following factors influence branding on consumer buying behaviour. These factors are education and income of an individual that can either increase or reduce the levels of consumer buying decision.