ANALYSIS OF THE FACTORS AFFECTING PRICING STRATEGIES OF SELECTED CONSUMER GOODS IN THE RETAIL MARKET.

(A CASE STUDY OF SUPERMARKETS IN NAIROBI, KENYA)

BY
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L123/10453/2008

PROJECT PAPER SUBMITTED TO THE FACULTY OF BUSINESS STUDIES IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE AWARD OF A DIPLOMA IN BUSINESS MANAGEMENT OF THE UNIVERSITY OF NAIROBI

July 2009
DECLARATION:
This research project is my original work and has not been presented to any other examination body. No part of this research should be reproduced without my consent or that of University of Nairobi.

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Declaration by the supervisor

This research project has been submitted for defense with my approval as the University of Nairobi Supervisor.

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ABSTRACT

The purpose of the study was to establish the factors affecting pricing strategy in retail markets. The study was conducted at various supermarket in city centre, Nairobi. The researcher used descriptive research design in collecting the data from the respondents. The design was preferred because it was concerned with answering questions such as how much, what, which and who Cooper and Schinder (2001) A descriptive study was carefully designed to ensure complete description of the situation.

The researcher used stratified sampling procedure to select a sample that represents the entire population. He further used simple sampling method to ensure each person in the strata has an equal chance of being chosen. This procedure was preferred since all the target population had equal chance of being selected. Mugenda and Mugenda (1999) points out that stratified sampling method ensures small groups which could be otherwise excluded entirely are included.

The data analysis was based on the research objective and questionnaires items which were analyzed using statistical tools like pie charts, frequency distribution tables and graphs and the results of the analyses presented. The researcher found out that target market, location harsh economic times are some of the factors which affect pricing strategy. This was concluded after getting a target population of 70 and a sample size of 30. The data used was primary data and secondary data. The finding was based on the data which was collected from the respondents, edited, classified, coded and tabulated