IMPACTS OF PROMOTION STRATEGY ADOPTED BY COMPANIES ON
CONSUMER BUYING DECISION
CASE OF DAIRY PRODUCTS IN NAIROBI COUNTY

BY
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Impacts of promotion strategy adopted by dairy companies on consumer buying decision.
DECLARATION

This is my original work that has not been presented in any other university for an award of any academic certificate.

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This research project has been submitted for examination with my authority as a university supervisor.

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ABSTRACT

This study was carried out to determine the impact of promotion strategy adopted by dairy companies on consumer buying decision in Nairobi County and the surrounding environments. The researcher started by giving the overview of the background that enabled an in depth analysis of the study phenomena, by highlighting the main objectives with the aim of addressing the gaps. The specific objectives of the study were; to determine influence in price of dairy products, to establish the effects advertisement on dairy products and to evaluate the level of brand awareness of the dairy products. The researcher carried out literature review of the other researchers for the purpose of identifying the gap, and make clear distinction between variables which were used to measure the strength of the research by explains the relationship between the independent and dependent variables with help of conceptual frame work diagram. Descriptive research design inform of survey was used in target population of 980 and simple random sampling of 100 samples were put under a study. Both primary and secondary data were collected by the use of well structured questionnaires, interviews and observation, which were administered to respondents. This was done after pilot survey to test the validity of instrument that was going to be used to carry out the data collection was done. Thereafter data was analyzed by the use of SPSS, tabulated and interpreted to make conclusion. Researcher concluded the study by making recommendations to the dairy companies to employ promotion strategy for high return on investment, maintain and build customer loyalty by being in the market for long period and develop products with addition and overall benefits.