

THE INTERNATIONAL JOURNAL OF BUSINESS & MANAGEMENT

Cultural Factors Affecting Customers Buying Behaviour of Fast-Moving Consumer Goods in Supermarkets in Eldoret Town, Kenya

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Abstract:

Fast moving consumer goods make a customer to visit their preferred supermarket on a routine basis. Supermarket needs to be particularly vigilant and maintain high standards consistent with consumers' buying behaviour so as to continue providing an offer that will satisfy the consumer, gain their loyalty and ultimate patronage. The study sought to identify cultural factors effect on customers purchasing behaviour in supermarkets in Eldoret town. The study adopted Theory of Reasoned Action. The study adopted explanatory research design, since this study that focus on determinants of customers buying behaviour on fast moving consumer goods. The target population of this study will be 1000 respondents comprising of 900 customers and 100 managers of selected supermarket. Stratified and simple random sampling procedures used in selecting the respondents. A sample size of 257 customers and 29 managers was selected. The questionnaire was used to collect data. A pilot study was conducted in the Nakuru Town. Cronbach alpha coefficient used to establish reliability and expert judgment on validity. Pearson product correlation used to analyze the data. The cultural factors influence the consumer buying behaviour ($r=0.565$, $p\text{-value}=0.00$). The cultural factors influence consumer buying behaviour of fast-moving consumer goods significantly. The supermarket management need to evaluate consumer their needs, values and expectations, when they are designing FMCGs for the Kenyan market.

Keywords: Cultural, factors, customers, buying, behaviour, fast-moving, consumer, goods, supermarkets

1. Introduction

Consumer behavior is a major factor in marketing actions in order for customers to do the right decision on buying certain products (Fratu, 2011). Fast Moving Consumer Goods are always used commodities in most households and their buying decision is predicted by the choice. The role of culture in the consumer purchase decisions is prominent and has been increasing over time. The impact of culture on consumer decision making process is not well understood and therefore its influence on consumer behavior should not be ignored.

Accordingly, such cultural influence on purchase behavior encourages more research to be done across ethnic groupings in Kenya. However, there is few studies regarding how culture may influence the buying behaviour of FMCG (Nayeem, 2012). Consumers' procuring behavior is diverse from little participation, and therefore studying its buying decision is rather complex (Luo & James, 2013).

De Mooij, (2011) study on Cross cultural consumer behavior whereby he concluded that collectivists are loyal and less likely to voice post purchase behavior complains but engage highly in the in-group negative word of mouth talks. Nayeem (2012) study on Culture influence on consumer behavior who concluded that individualist will search for information extensively on internet unlike the collectivists who will prefer word of mouth advice from friends and relatives.

Lagat (2015) studied purchase behavior in the Kipsigis Community whereby the results indicate that the community is highly risk averse, by preferring clear instructions on product use. They are also collectivists, by buying products based on family needs, consultation before purchase and considering welfare of others to be important. There is therefore need to study purchase behavior in high involvement products in order to understand cultural influences in this context.

Local study, Lagat (2015) studied purchase behavior in the Kipsigis Community, whose study was focused on one ethnic group in a rural setting and therefore limiting the study in a small geographical area. The current study focused the cultural factors influencing consumer buying behaviour for FMCG in Eldoret town.

2. Theoretical Framework

Theory of Reasoned Action adopted (Fishbein & Ajzen 1960). According to this theory, consumers will, for example, compare product prices to be able to get the best deal (Brynjolfsson & Smith, 2000). Men desiring to appeal to women will thus be drawn to buy Axe to fulfill this need. Marketers can benefit from this by providing information about their brands and convincing the consumers to buy them (Peter & Donnelly, 2011). Theory of reasoned action has been criticized for not taking into consideration situations where behavior is not under individual's control (Schultz, 2006).

3. Research Methodology

An explanatory research design was used to establish the determinants of consumer buying behaviour of Fast-Moving Consumer Goods (FMCG) in supermarkets in Eldoret town. The target population of this study was 1000 respondents comprising of 900 customers and 100 managers of supermarkets in Eldoret town. Simple random sampling technique used in identifying customers that were involved in the study. Purposive sampling was used to select managers since they are informed and have similar characteristic and therefore more homogeneous. Using Yamane's (1972) sample size formula a sample size of 286 respondents was selected comprising of 257 customers and 29 managers. The questionnaire instrument was used to collect data. The questionnaire was designed to address specific objectives. Validity determined by utilizing expert judgment. Cronbach's Alpha Coefficient establish reliability based on Fraenkel and Wallen (2000) $p > 0.7$. After all data was collected, data cleaning was done and coded into SPSS V. 22 for analysis. Inferential statistics employed the Pearson product moment correlation to analyze relationship between variables.

4. Correlation Results

The relationship between cultural factors and consumer buying behaviour on FMCGS established using Pearson's moment correlation was used. Cultural factors influenced consumer buying behaviour ($r=0.565$, $p\text{-value}=0.00$) positively as shown in Table 1. Therefore, an increase in cultural factors will lead to an increase in consumer buying behaviour. Agrees with De Mooij, (2011) concluded that collectivists are loyal and less likely to voice post purchase behavior complains but engage highly in the in-group negative word of mouth talks. Also agrees with Nayeem (2012) that individualist will search for information extensively on internet unlike the collectivists who will prefer word of mouth advice from friends and relatives.

| | | Behaviour | Cultural |
|-----------|---------------------|-----------|----------|
| Behaviour | Pearson Correlation | 1 | |
| | Sig. (2-tailed) | .000 | |
| Cultural | Pearson Correlation | .565** | 1 |
| | Sig. (2-tailed) | .000 | |

Table 1: Correlation Analysis
 **. Correlation 0.01 level (2-tailed)
 b. N=236

5. Conclusion

Findings indicated that cultural norms always, shape their buying behaviour, belief systems and use of certain products. The customs affect the way things are done, cultural values affirm what desirable to buy and the rituals of culture affect their buying behaviour. The cultural factors positively affected the consumer buying behaviour of fast-moving consumer goods.

6. Recommendation

The study recommends that the supermarket management should consider the cultural factors as clientele purchase and use FMCGs with respect to them. Retail outlets should appreciate the dynamics of culture and religion while designing FMCG sales outlets, since most people are less restricted by these factors while choosing their FMCGs.

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