

**THE EFFECT OF CORPORATE ENVIRONMENTAL INITIATIVES ON CONSUMER
PURCHASING BEHAVIOR WITHIN THE BEVERAGE SECTOR IN NAIROBI
COUNTY**

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STRATHMOREBUSINESS SCHOOL IN STRATHMORE UNIVERSITY IN PARTIAL
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UNIVERSITY**

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DECLARATION

This research project has not been submitted to this university or any other university for consideration toward an undergraduate degree; it is entirely my own original work. To the best of my knowledge and belief, the research project does not contain any previously published or written works by other individuals, with the exception of appropriate citations within the research.

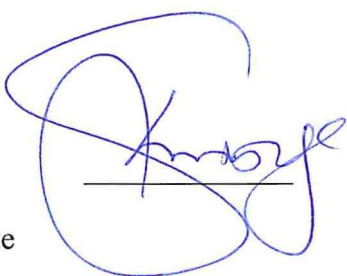
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SUPERVISOR'S APPROVAL

The research project of Laurine Abuya titled "The Impact of Corporate Environmental Initiatives on Consumer Purchasing Behavior" was reviewed and approved by the following: university supervisor

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ABSTRACT

This research project investigated the impact of corporate environmental initiatives (CEIs) on consumer purchasing behavior within Nairobi County's beverage sector. As global environmental concerns continue to rise, companies have adopted sustainable practices to enhance their brand image and meet evolving consumer expectations. The study employed a mixed-methods approach, integrating quantitative and qualitative data to evaluate consumer awareness of CEIs, their influence on perceptions, and their effect on purchasing behavior. Using theoretical frameworks such as the Technology Acceptance Model (TAM), Theory of Planned Behavior (TPB), and Diffusion of Innovations (DOI), the findings revealed that consumer attitudes, subjective norms, and perceived behavioral control significantly influence purchasing decisions. The study showed that while awareness of CEIs among Nairobi's urban consumers is moderate, there is a positive correlation between awareness and purchasing behavior, with younger, more educated consumers being the most responsive. Key conclusions indicate that businesses implementing visible and impactful environmental initiatives can enhance consumer trust, loyalty, and brand perception. Recommendations include increasing transparency, educating consumers on CEIs, and incorporating sustainability efforts into marketing strategies. Policymakers are encouraged to establish regulations that promote corporate sustainability practices while incentivizing compliance. Study limitations included time constraints, a focus on urban consumers, and challenges in accessing detailed company data. Nonetheless, the project provides actionable insights for businesses seeking to align sustainability with profitability and contributes to the broader discourse on corporate environmental responsibility.

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CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

Since the early 2000s, environmental sustainability has become a crucial factor in shaping consumer purchasing behavior, particularly in industries such as the beverage sector. Companies have increasingly integrated Corporate Environmental Initiatives (CEIs) into their operations as part of a broader strategy to meet consumer expectations, reduce environmental impacts, and gain a competitive advantage (Porter & Kramer, 2006). These initiatives may include efforts such as carbon footprint reduction, renewable energy adoption, sustainable sourcing, and waste management (Smith & Johnson, 2020). In Nairobi County, the demand for environmentally responsible products has been growing, driven by increased consumer awareness and the desire for sustainable alternatives (Mwangi, 2019).

The rising consumer preference for sustainability is now a significant factor in shaping purchasing behavior. Consumers in Nairobi, particularly the urban middle class, are more conscious of environmental issues and willing to support brands that align with their values. Many are even willing to pay a premium for products that demonstrate environmental responsibility (Hartmann & Ibanez, 2006). This shift in consumer attitudes has led beverage companies to adopt CEIs not just to comply with environmental regulations but also to strengthen their brand image and attract environmentally conscious customers.

In addition to consumer demand, companies in Nairobi's beverage sector are under increasing regulatory pressure to adopt CEIs. Stricter environmental laws in Kenya, combined with global environmental standards, require companies to implement sustainable practices or face penalties (Schaltegger & Burritt, 2018). By adhering to these standards, companies not only avoid legal penalties but also position themselves as responsible and sustainable businesses, further appealing to consumers.

Furthermore, consumers tend to perceive companies that engage in CEIs as more trustworthy and socially responsible, which fosters brand loyalty. This is particularly relevant in Nairobi's

competitive beverage market, where companies like East African Breweries Limited (EABL), Coca-Cola, and Keroche Breweries have introduced various CEIs to enhance their sustainability efforts. EABL, for example, focuses on water conservation and energy efficiency, while Coca-Cola has committed to sustainable packaging and water replenishment. These initiatives resonate with environmentally conscious consumers, driving positive purchasing decisions and reinforcing brand loyalty.

Operational benefits also play a role in driving consumer purchasing behavior. Beverage companies that adopt CEIs not only improve their environmental footprint but also achieve operational efficiency, reducing costs through energy conservation and better resource management (Hart, 1995). These savings can be passed on to consumers, further incentivizing them to support brands that engage in sustainable practices.

Despite these trends, companies that fail to adopt CEIs risk losing market share in Nairobi's beverage sector. As consumers become more eco-conscious, brands that do not prioritize environmental sustainability may face reputational damage and lose consumer trust. This negative perception can significantly impact their market position, making it difficult to compete with more environmentally responsible companies (Hartmann & Ibanez, 2006). Furthermore, failure to comply with environmental regulations could result in legal penalties, increased operational costs, and challenges in attracting environmentally aware investors and employees (Bansal & Roth, 2000).

In Nairobi, beverage companies that have successfully implemented CEIs are experiencing a positive shift in consumer purchasing behavior. Companies like EABL, Coca-Cola, and Keroche are not only reducing their environmental impact but also meeting the evolving expectations of Nairobi's consumers, who are increasingly making purchasing decisions based on a company's sustainability efforts. By continuing to adopt CEIs and engage with environmentally conscious consumers, beverage companies in Nairobi County can enhance their brand reputation, foster consumer loyalty, and secure a competitive edge in the market.

In conclusion, consumer purchasing behavior in Nairobi's beverage sector is increasingly influenced by a company's environmental sustainability efforts. As environmental awareness

grows, companies that adopt CEIs stand to benefit from improved brand loyalty, operational efficiency, and a stronger market position. Conversely, companies that fail to prioritize sustainability may struggle to meet the rising expectations of Nairobi's eco-conscious consumers, ultimately risking their competitiveness in the market.

1.2 Problem Statement

Despite the growing adoption of Corporate Environmental Initiatives (CEIs) by companies in Kenya's beverage sector, particularly in Nairobi County, there is a notable gap in empirical evidence regarding the influence of these initiatives on consumer perception and purchasing behavior. While global research suggests that CEIs can enhance brand reputation, build consumer loyalty, and drive purchasing decisions, it remains unclear whether these outcomes are replicable in Nairobi's unique market. Nairobi, as Kenya's capital, is experiencing a rise in environmental awareness, but how this awareness influences consumer choices within the beverage sector remains underexplored. Understanding this relationship is crucial for beverage companies aiming to leverage sustainability as a competitive advantage, as it could shape marketing strategies and operational decisions in a market where consumers may be increasingly driven by ethical considerations. This insight would help determine whether CEIs are a critical factor in influencing consumer purchase decisions or if other factors, such as price, taste, or convenience, still hold more sway.

1.3 Research objectives

1.3.1 Main Objective

To investigate the impact of Corporate Environmental Initiatives (CEIs) on consumer purchasing decisions within Nairobi County's beverage sector, this study will focus on how CEIs influence urban consumers' choices.

1.3.2 Specific Objective

- I. **Assessing Consumer Awareness and Attitudes:** This section will explore the level of awareness and attitudes of urban consumers in Nairobi towards Corporate Environmental Initiatives (CEIs) implemented by beverage companies. The study will investigate how

informed consumers are about these initiatives, and whether they view them as significant in their purchasing decisions.

- II. **Evaluating Purchase Decisions:** The study will determine how CEIs influence the purchasing decisions of Nairobi's urban consumers. It will examine whether these consumers are willing to pay a premium for environmentally friendly beverage products and if CEIs play a decisive role in the choice of brands.
- III. **Analyzing Trust and Brand Loyalty:** This aspect will focus on the impact of CEIs on consumer trust and brand loyalty. The study will explore whether environmental initiatives help build stronger emotional connections between consumers and beverage brands, fostering long-term loyalty.
- IV. **Examining Demographic Differences:** The research will analyze how different demographic groups within Nairobi (e.g., age, income, education level) perceive and respond to CEIs. This will provide valuable insights into how different segments of the population view the importance of environmental sustainability in their purchasing decisions, informing more targeted and effective marketing strategies for beverage companies.

1.4 Research Questions

- I. What is the level of awareness and attitudes of urban consumers in Nairobi County towards Corporate Environmental Initiatives (CEIs) implemented by beverage companies in the local sector?
- II. How do CEIs influence the purchasing decisions of urban consumers in Nairobi County, including their willingness to pay a premium for environmentally friendly beverage products?
- III. What impact do CEIs have on consumer trust and brand loyalty among Nairobi County's beverage consumers?
- IV. How do different demographic groups (e.g., age, income, education) within Nairobi County perceive and respond to CEIs implemented by beverage companies?

1.5 Scope of the Study

The study focused on urban consumers in Nairobi County, aiming to understand their awareness, perceptions, and purchasing decisions regarding Corporate Environmental Initiatives (CEIs) in the beverage sector. Nairobi was chosen for its diverse consumer base, which provided a representative view of urban purchasing behavior. The research assessed how well-informed Nairobi consumers were about CEIs implemented by beverage companies, including the sources of their information such as media, advertising, and corporate communication. It also explored consumers' perceptions of these initiatives, determining whether they viewed them as genuine environmental efforts or merely as marketing strategies, and how these perceptions affected their trust in and loyalty to beverage brands.

A key aspect of the study examined how CEIs influenced consumers' purchasing decisions in the beverage sector. This involved understanding whether environmental factors played a role in their choice of beverage brands and whether they were willing to pay a premium for products from companies with strong environmental credentials. The research further considered the impact of eco-labels, certifications, and sustainability reports on consumer choices. By analyzing CEIs within the beverage sector, the study identified which aspects of sustainability were most valued by Nairobi consumers and how these preferences shaped their purchasing behavior. The findings provided valuable insights for beverage companies looking to enhance their environmental initiatives and effectively communicate their sustainability efforts to consumers in Nairobi County.

1.6 Significance of the Study

This study holds significant implications for various stakeholders. For businesses, understanding the impact of Corporate Environmental Initiatives (CEIs) on consumer behavior is crucial for informing strategic decisions and enhancing competitive advantage. Companies that effectively align their environmental strategies with consumer expectations can differentiate themselves in the market, potentially leading to increased customer loyalty and market share. Research has shown that environmentally responsible practices can positively affect brand perception and consumer preferences (Bansal & Roth, 2000; Hartmann & Ibanez, 2006). By identifying which

CEIs resonate most with consumers, businesses can optimize their sustainability efforts to better meet market demands.

For policymakers, insights from this study can guide the development of regulations and incentives aimed at promoting corporate sustainability. Effective environmental policies can encourage businesses to adopt more robust CEIs, ultimately contributing to broader environmental goals and sustainable development. Evidence from the study can inform the creation of regulatory frameworks that not only ensure compliance but also foster innovation in sustainable practices (Schaltegger & Burritt, 2018). By understanding the link between consumer behavior and CEIs, policymakers can design more targeted and effective interventions to support corporate environmental efforts.

Academically, this research contributes to the literature on Corporate Social Responsibility (CSR) and consumer behavior, with a particular focus on the African context, which is often underrepresented in existing studies. The research will add depth to the understanding of how CEIs influence consumer perceptions and actions in emerging markets, thereby filling a critical gap in the literature (Amaeshi, Adegbite, & Rajwani, 2016). This contribution is valuable for scholars exploring the dynamics of CSR in different cultural and economic environments and can serve as a basis for further research on sustainable business practices in Africa.

Overall, the study's findings will provide a comprehensive understanding of how CEIs impact consumer behavior in Kenya, offering practical insights for businesses, policymakers, and academics alike. By bridging gaps in the current literature and informing effective sustainability strategies, the research holds the potential to drive meaningful advancements in corporate environmental responsibility and consumer engagement.

1.7 CHAPTER SUMMARY

This chapter investigates the impact of Corporate Environmental Initiatives (CEIs) on consumer purchasing decisions within Nairobi County's beverage sector. It focuses on urban consumers in Nairobi, a city known for its diverse and dynamic consumer base, providing a comprehensive view of consumer behavior in an urban Kenyan context.

The chapter begins by examining the level of awareness among Nairobi consumers regarding CEIs implemented by beverage companies. It explores the sources of information consumers use, such as media, advertising, and corporate communication, to understand how well-informed they are about these initiatives. It also assesses consumers' perceptions of the authenticity and effectiveness of CEIs, determining whether these initiatives are seen as genuine efforts to protect the environment or as mere marketing tactics.

The study further explores how CEIs influence consumer purchasing decisions, including the extent to which environmental factors affect brand choice and consumers' willingness to pay a premium for eco-friendly products. The impact of eco-labels, certifications, and sustainability reports on purchasing behavior is also analyzed.

In addition, the chapter examines the role of CEIs in shaping consumer trust and brand loyalty within the beverage sector. It assesses whether environmental initiatives help build stronger emotional connections between consumers and brands.

Finally, the research considers how different demographic groups in Nairobi, such as those based on age, income, and education, perceive and respond to CEIs. By providing insights into consumer preferences and behaviors, the chapter aims to offer valuable guidance for beverage companies looking to enhance their environmental initiatives and communicate their sustainability efforts effectively to Nairobi's urban consumers.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter introduces the study's aim to examine the impact of Corporate Environmental Initiatives (CEIs) on consumer perception and purchasing behavior within Nairobi County's beverage sector. As companies increasingly adopt sustainability practices, understanding their influence on consumer choices has become crucial. The chapter is organized into five sections: a theoretical review of relevant frameworks, an empirical review of existing research on CEIs and consumer behavior, a summary of literature highlighting research gaps, and the development of a conceptual framework outlining the study's approach to measuring and analyzing key variables. This structured review provides a foundation for exploring how CEIs affect consumer trust, brand loyalty, and purchasing decisions in Nairobi, offering insights for both academic and practical applications in corporate sustainability.

2.2 Theoretical Review

This section discusses the theoretical frameworks underpinning the study of Corporate Environmental Initiatives (CEIs) and their effect on consumer purchasing decisions in Nairobi County's beverage sector, focusing on Stakeholder Theory and the Theory of Planned Behavior.

2.2.1 Stakeholder Theory

Stakeholder Theory posits that organizations must address the needs and concerns of all stakeholders, not just shareholders, to achieve long-term success (Freeman, 1984). In the context of Nairobi County's beverage sector, this theory helps explain how CEIs impact consumer behavior. The implementation of CEIs, such as eco-friendly packaging or sustainable sourcing, aligns with stakeholders' environmental values and concerns. This alignment can enhance a company's reputation and build trust with consumers, who increasingly prioritize sustainability in their purchasing decisions. Here, the independent variable is the implementation of CEIs, and the dependent variable is consumer perception and purchasing behavior. Companies that demonstrate a genuine commitment to environmental sustainability can influence consumers' buying choices, leading to increased brand loyalty and support.

2.2.2 Theory of Planned Behavior

The Theory of Planned Behavior (TPB), developed by Icek Ajzen (1991), suggests that an individual's intention to perform a behavior is the primary predictor of that behavior. This intention is influenced by three components: attitudes, subjective norms, and perceived behavioral control. In Nairobi County's beverage sector, TPB can explain how CEIs affect consumer purchasing decisions.

- I. Attitudes: Consumers' positive or negative evaluations of environmentally friendly products impact their willingness to purchase them. If consumers in Nairobi perceive sustainable products as beneficial and aligned with their values, they are more likely to intend to buy such products.
- II. Subjective Norms: The perceived social pressure to support sustainability influences consumer behavior. If consumers believe that their peers and society value environmental responsibility, they may feel compelled to choose eco-friendly beverages.
- III. Perceived Behavioral Control: This refers to consumers' perception of their ability to purchase sustainable products, considering factors like availability and affordability. High perceived control increases the likelihood of purchasing eco-friendly products.

In this framework, the independent variables are attitudes towards sustainability, subjective norms, and perceived behavioral control, while the dependent variable is the consumers' intention and actual purchasing behavior related to CEIs in the beverage sector. By integrating these theories, the study aims to link CEIs with consumer behavior, providing a comprehensive understanding of how environmental initiatives influence purchasing decisions in Nairobi.

2.3 Empirical Review

This section provides an in-depth review of empirical studies related to Corporate Environmental Initiatives (CEIs) and their effects on consumer perception and purchasing behavior. The growing body of literature highlights the increasing importance of CEIs in shaping consumer attitudes and actions, particularly in a marketplace that is becoming more environmentally conscious.

2.3.1 Consumer Awareness and Importance of CEIs

The increasing awareness of Corporate Environmental Initiatives (CEIs) among consumers is a critical aspect of contemporary consumer behavior. According to a survey by Nielsen (2018), 81% of global respondents believe that companies should actively contribute to environmental improvement, indicating a significant shift in consumer expectations toward ethical and sustainable practices. This global trend is mirrored in Kenya, where Mwangi (2019) found that urban consumers are increasingly aware of environmental issues and prefer to support companies with sustainable practices. This growing consumer preference reflects a broader alignment of purchasing decisions with personal values, particularly among urban populations. The rise of social media and digital platforms has further amplified this awareness, providing consumers with more information about the environmental impact of their purchases and increasing their demand for transparency from companies. Businesses that fail to effectively communicate their CEIs risk losing consumer trust and market relevance, as informed consumers are more likely to favor brands that demonstrate a commitment to sustainability.

Mapping to Objectives: Main Objective: The empirical review of consumer awareness highlights the increasing importance of CEIs in shaping consumer attitudes, aligning with the main objective of understanding how CEIs impact consumer perception and purchasing behavior. Specific Objective: The findings from Nielsen (2018) and Mwangi (2019) map directly to the specific objective of assessing the level of awareness among consumers in Nairobi County regarding CEIs. These studies illustrate the growing preference for supporting companies with sustainable practices, reflecting a trend where consumer purchasing decisions are increasingly influenced by environmental considerations.

2.3.2 Effect of CEIs on Consumer Purchasing Behavior

Empirical evidence highlights that Corporate Environmental Initiatives (CEIs) significantly impact consumer purchasing behavior, particularly within Nairobi County's beverage sector. Trudel and Cotte (2009) demonstrated that consumers are willing to pay a premium for products from companies committed to sustainability. This willingness reflects a broader consumer trend towards supporting environmentally responsible companies, driven by a desire to contribute positively to environmental sustainability. In Nairobi, this behavior is evident as urban

consumers increasingly prefer products from companies that demonstrate genuine environmental efforts.

Kimani (2021) found that Nairobi consumers are notably influenced by visible environmental initiatives when making purchasing decisions. This trend indicates a direct impact of CEIs on consumer behavior, with urban consumers, who are more informed about global environmental issues, favoring brands that align with their values of sustainability. In Nairobi County's beverage sector, this preference is reflected in the purchasing choices of consumers who prioritize companies that actively engage in environmental stewardship.

CEIs also play a crucial role in shaping brand preference. Consumers are drawn to brands that showcase their commitment to environmental responsibility through eco-friendly materials, energy-efficient processes, and waste reduction practices. For instance, Nairobi consumers are increasingly seeking out beverages from companies like East African Breweries Limited (EABL), Coca-Cola, and Keroche, which emphasize their environmental initiatives. EABL's water conservation and waste management efforts have strengthened its market position, while Coca-Cola's recycling and sustainable packaging initiatives have enhanced consumer preference for its products.

Moreover, CEIs contribute to enhanced customer loyalty. Consumers who are satisfied with a company's environmental performance are more likely to become repeat customers and advocate for the brand. In Nairobi County, the emotional and ethical satisfaction derived from supporting environmentally responsible companies translates into increased loyalty and positive word-of-mouth. This trend is evident in the Kenyan beverage sector, where companies that effectively communicate and implement CEIs see a boost in consumer loyalty and market share.

2.4 Summary of Literature and Research Gaps

To address these gaps, this study focuses on the Nairobi County beverage sector, aiming to provide a nuanced understanding of how CEIs affect consumer purchasing decisions in this context. By investigating the specific factors that moderate this relationship—such as local environmental issues, socio-economic variables, and cultural attitudes towards sustainability—this research seeks to offer valuable insights into how Kenyan consumers respond to corporate

environmental efforts. This study will fill the existing research void by examining the effectiveness of CEIs in shaping consumer behavior in Nairobi's beverage sector, thus contributing to a more comprehensive understanding of the interplay between environmental initiatives and consumer choices in this region.

2.5 Conceptual Framework

In the context of consumer purchasing decisions in Nairobi County's beverage sector, the conceptual framework illustrates how Corporate Environmental Initiatives (CEIs) impact consumer behavior.

Framework Overview:

- I. Corporate Environmental Initiatives (CEIs): This component includes the various sustainability practices adopted by beverage companies in Nairobi, such as eco-friendly packaging, water conservation, and waste management. These initiatives represent the company's commitment to environmental responsibility and aim to address local environmental concerns.
- II. Purchasing Behavior: This component examines how consumer perceptions of CEIs affect their buying decisions. The framework suggests that favorable perceptions of a company's environmental efforts can lead to increased preference for its products, willingness to pay a premium, and overall purchasing behavior. In Nairobi, this means consumers are more likely to choose beverages from companies with visible and genuine environmental practices.

Interaction of Variables:

- I. Consumer Perception to Purchasing Behavior: Positive consumer perceptions of a company's environmental initiatives are expected to translate into favorable purchasing behavior. In Nairobi, this translates into increased product preference and loyalty towards companies that are perceived as environmentally responsible.

- II. Moderating Factors: The framework also acknowledges the role of local factors, such as socio-economic conditions and cultural attitudes towards sustainability, which can moderate the relationship between CEIs, consumer perception, and purchasing behavior.

In summary, this conceptual framework provides a clear view of how CEIs influence consumer perception and purchasing decisions in Nairobi County's beverage sector, highlighting the importance of environmental initiatives in shaping consumer preferences and behaviors.

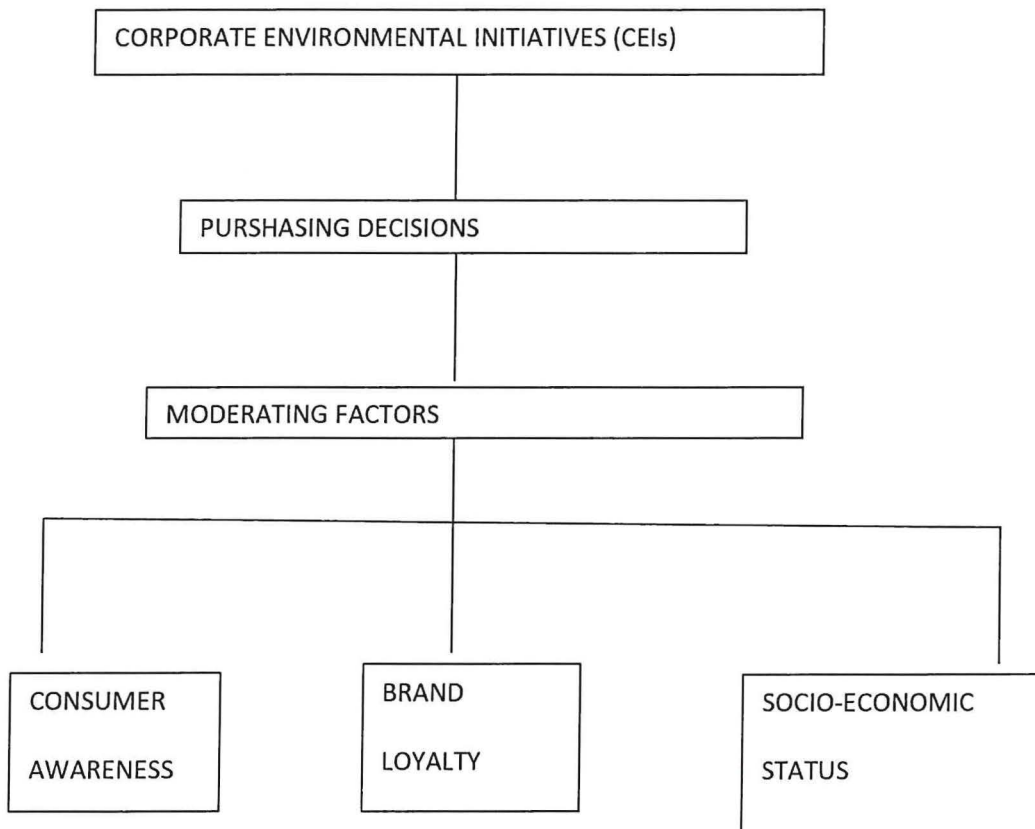
Key Variables

The conceptual framework for this study outlines the relationship between Corporate Environmental Initiatives (CEIs) and consumer purchasing decision within Nairobi County's beverage sector. Key CEIs include eco-friendly packaging, water conservation, waste management, and sustainable sourcing. These initiatives directly impact consumer purchasing behavior, influencing variables such as brand preference, willingness to pay a premium, purchase frequency, and customer loyalty.

The framework also accounts for moderating factors, specifically socio-economic conditions and cultural attitudes, which can influence the extent to which CEIs affect purchasing behavior. These moderating factors provide a deeper understanding of how environmental initiatives resonate with consumers in the local context, shaping their purchasing decisions within the Nairobi County beverage sector. This framework emphasizes the importance of CEIs in driving purchasing behavior while acknowledging the role of local economic and cultural factors.

Conceptual Framework Diagram

Below is a diagram representing the conceptual framework of this study:



2.5.1 Operationalization of Study Variables

To accurately measure and analyze the key variables, they need to be operationalized into specific, measurable components.

Corporate Environmental Initiatives (CEIs) refer to the actions undertaken by companies to minimize their environmental impact and promote sustainability. These initiatives can be measured through several key indicators. One such measure is the use of renewable energy, which assesses the extent to which a company integrates renewable energy sources into its operations. Another important indicator is waste management practices, which evaluates how effectively a company reduces, recycles, and manages waste. Additionally, the frequency, transparency, and comprehensiveness of sustainability reporting play a crucial role in

measuring a company's commitment to sustainability, as they reflect the organization's efforts to disclose and communicate its environmental practices to stakeholders.

Purchasing behavior refers to the actions and decisions that consumers make when buying products. This can be measured in various ways. One key measurement is consumers' willingness to buy, which assesses the likelihood of consumers purchasing products from companies with Corporate Environmental Initiatives (CEIs) through intent-to-purchase scales. Another measurement is the frequency of purchase, which tracks how often consumers buy from environmentally responsible companies, typically gathered through purchase frequency data. Additionally, consumers' willingness to pay a premium for environmentally friendly products is an important measure, often evaluated through price premium surveys.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter outlined the research methodology employed to examine the effect of corporate environmental initiatives (CEIs) on consumer purchasing decisions in Nairobi County's beverage sector. The chapter included the research design, population and sampling techniques, data collection methods, data analysis procedures, and ethical considerations.

3.2 Research Design

The study will utilize a quantitative research design to examine the effect of corporate environmental initiatives (CEIs) on consumer purchasing decisions in Nairobi County's beverage sector. This approach will involve conducting a survey to collect numerical data on consumer awareness, perceptions, and purchasing behavior related to CEIs. For example, Coca-Cola's recycling programs and water stewardship projects can be assessed quantitatively to measure their impact on consumer purchasing decisions. The survey will gather data on various factors such as the level of consumer awareness of EABL's efforts in reducing carbon emissions and Keroche's use of eco-friendly packaging. By focusing on quantitative data, the study aims to identify patterns and correlations between CEIs and consumer purchasing decisions in the Nairobi County beverage sector. This method allows for a structured analysis of the research problem, providing statistically significant insights into how CEIs influence purchasing behavior.

3.3 Population

The target population for the study comprised urban consumers residing in Nairobi County, Kenya. This focus was due to Nairobi's significant role as a hub for global sustainability trends and corporate environmental initiatives. Urban consumers in Nairobi were exposed to various environmental campaigns and sustainability advertisements by beverage companies like Coca-Cola, EABL, and Keroche, which influenced their purchasing decisions.

3.4 Sampling

To ensure a comprehensive understanding of purchasing decisions, a stratified random sampling technique was used. This method ensured representation across different demographic groups,

including age, gender, income levels, and educational backgrounds. For example, the sample included young professionals who were more attuned to environmental issues and older consumers with potentially differing views on corporate sustainability efforts.

The sample size was calculated using Cochran's formula for survey sampling, with a confidence level of 95% and a margin of error of 5%. The final sample size was 384 respondents for the survey. Additionally, 20 participants were selected for in-depth interviews to provide detailed qualitative insights into their purchasing decisions. These participants were frequent consumers of beverages from companies like Coca-Cola, EABL, and Keroche, offering valuable feedback on how corporate environmental initiatives influenced their buying choices.

3.5 Data Collection Methods

The study collected comprehensive data on purchasing decisions related to corporate environmental initiatives (CEIs) in Nairobi County's beverage sector. It focused on understanding consumer awareness and the perceived importance of CEIs, evaluating how consumers perceived beverage companies like Coca-Cola, EABL, and Keroche in terms of their environmental efforts, and analyzing how these initiatives influenced purchasing behavior.

- I. Awareness and Importance of CEIs: This section measured consumer awareness and the importance they placed on environmental initiatives. Example questions included: "Were you aware of Coca-Cola's recycling initiatives?" and "How important was it to you that a beverage company engaged in environmental sustainability practices?"
- II. Consumer Perception of Companies with CEIs: This section assessed consumer perceptions of companies based on their environmental efforts. Example questions included: "How would you rate Coca-Cola's commitment to environmental sustainability?" and "Did EABL's reported environmental performance affect your overall perception of the brand?"
- III. Purchasing Behavior Influenced by CEIs: This section explored how CEIs impacted actual purchasing decisions. Example questions included: "How often did you choose a brand based on its environmental initiatives?" and "How much did Keroche's water conservation efforts affect your decision to buy their products?"

IV. Demographic Information: This section gathered demographic data to understand how factors like age, gender, income, and education level influenced perceptions and purchasing behavior.

In addition to the structured questionnaire, semi-structured interviews were conducted with selected participants to gather qualitative data. These interviews used open-ended questions to explore attitudes towards CEIs, the perceived impact of CEIs on purchasing decisions, and factors influencing consumer perceptions and behaviors. For instance, interviews explored why a consumer chose Coca-Cola due to its water stewardship initiatives or how EABL's sustainability reports influenced their purchasing decisions.

3.6 Data Analysis

Quantitative data from the surveys were analyzed using both descriptive and inferential statistics. Descriptive statistics, such as frequencies, means, and standard deviations, were employed to summarize the data and identify general trends and patterns. Inferential statistics, including regression analysis, were used to examine the relationships between corporate environmental initiatives (CEIs), consumer perceptions, and purchasing behavior, helping to determine how CEIs influenced buying decisions. Moderation analysis further explored how demographic factors like age and income level affected these relationships.

For qualitative data, thematic analysis was used. This involved transcribing the interviews, coding the data to identify key themes and patterns, and interpreting these themes to gain insights into consumer attitudes and motivations. For example, the analysis revealed perceptions of the authenticity of environmental efforts or trust in sustainability commitments, complementing the quantitative findings and providing a richer understanding of consumer behavior.

3.7 Research Quality

To ensure the validity of the research, the questionnaire underwent a pre-testing phase with a small sample of respondents to identify and rectify any issues before full deployment. Content validity was confirmed through expert review, where sustainability experts evaluated whether the questions effectively measured consumer perceptions of environmental initiatives by beverage companies such as Coca-Cola and EABL.

Reliability was assessed through both internal consistency and test-retest reliability. Internal consistency was measured using Cronbach's alpha to evaluate the reliability of the survey instruments. Additionally, the survey was administered to a small group of respondents twice, with a two-week interval between administrations, to check the consistency of responses over time. For instance, respondents consistently rated the importance of Coca-Cola's recycling programs similarly in both tests, indicating high reliability.

To minimize researcher bias, standardized procedures for data collection and analysis were implemented. Detailed documentation of the research process was maintained to ensure transparency and reproducibility. For example, the interview process followed a consistent guide to ensure that each participant was asked the same questions regarding EABL's and Keroche's environmental initiatives. This rigorous approach ensured that the research findings were both valid and reliable.

3.8 Ethical Issues in Research

Ethical considerations were paramount in this study, and the following measures were implemented: Participants were fully informed about the purpose of the study and their rights as participants. Written consent was obtained before data collection. Participants' identities and responses were kept confidential, and data were anonymized to protect privacy. Participation in the study was entirely voluntary, and participants could withdraw at any time without any consequences. The research proposal was reviewed and approved by the ethics committee of Strathmore University Business School to ensure compliance with ethical standards. For example, participants were informed about the study's aim to assess how Coca-Cola's, EABL's, and Keroche's environmental initiatives impacted their purchasing decisions, ensuring transparency and informed consent.

CHAPTER FOUR

PRESENTATION OF RESEARCH FINDINGS

4.1 INTRODUCTION

This chapter presents the findings from a survey conducted to evaluate public awareness and perceptions of corporate environmental initiatives (CEIs) by beverage companies in Nairobi. The survey, involving 37 respondents, aimed to explore the importance of sustainability practices, familiarity with specific initiatives, and their influence on purchasing decisions. The results offer valuable insights into consumer attitudes toward corporate responsibility within the beverage industry. Additionally, the chapter examines demographic factors such as age, education, and income, and their relationship with environmental consciousness among Nairobi's urban consumers.

4.2 Sample representation

The sample was primarily composed of young, educated individuals with varying income levels. Regarding age distribution, the majority (58.3%) fell within the 18–24-year age group. This youthful demographic was likely more engaged with current environmental and social issues due to their exposure to digital media and educational campaigns. The 25–34-year age group constituted 30.6% of the sample, representing young professionals who balanced environmental values with financial constraints. Smaller proportions, 5.6% each, were recorded for the 35–44 and 55–64 age groups, suggesting that older demographics may have had different priorities or less exposure to modern sustainability trends.

In terms of education, most respondents (62.2%) held a bachelor's degree, indicating a population well-equipped to understand the significance of CEIs. Another 27% had attended some college, further reflecting a well-educated sample familiar with global sustainability issues. A smaller subset, 8.2%, comprised master's degree holders and high school graduates, indicating varied levels of awareness and practical engagement with environmental initiatives.

Income distribution among respondents revealed that 54.3% earned less than KSh 20,000 monthly, including students and early-career professionals. Their purchasing decisions were likely influenced by price sensitivity, which may have limited their willingness to pay for

premium eco-friendly products. About 31.4% fell into the KSh 20,000–KSh 59,999 bracket, representing middle-income earners who balanced affordability with environmental values. The remaining 14.3%, earning KSh 60,000 and above, had greater purchasing power and may have supported sustainable brands based on personal values rather than price considerations.

The frequency distribution for age, education, and income levels is summarized below:

Table 1

Frequency Distribution Table 1

Category	Frequency (n)	Percentage (%)
Age Group		
18–24	21	58.3%
25–34	11	30.6%
35–44	2	5.6%
55–64	2	5.6%
Education Level		
Bachelor’s Degree	23	62.2%
Some College	10	27%
Master’s Degree	2	5.4%
High School Graduate	1	2.8%
Income Level (KSh)		
Less than 20,000	20	54.3%
20,000–59,999	11	31.4%
60,000 and above	5	14.3%

Overall, the sample indicated a youthful, educated population that valued sustainability but faced economic constraints. This dynamic highlighted the need for companies to offer affordable eco-friendly products to appeal to lower- and middle-income consumers.

4.3 Descriptive analysis

The descriptive analysis focused on summarizing participant responses, identifying trends, and highlighting patterns related to CEI awareness and purchasing behavior. Frequencies and percentages were used to analyze categorical data, while measures of central tendency and dispersion provided insights into Likert-scale responses.

A significant finding was that 59.5% of respondents were unaware of beverage companies' CEIs, with only 35.1% expressing awareness. This indicated a communication gap that beverage companies needed to address to enhance consumer engagement. When asked about the importance of sustainability, respondents gave an average rating of 1.74 on a 1–5 scale, with a standard deviation of 0.88, suggesting a high and consistent valuation of sustainability across the sample.

Visual representations, such as pie charts and bar graphs, illustrated key trends. For instance, a pie chart depicting CEI awareness showed that most respondents were unaware of environmental initiatives, while a bar graph on Coca-Cola's recycling initiatives revealed varying levels of familiarity, with 32.4% being very familiar and 10.8% not familiar at all. Cross-tabulations further highlighted that higher-income respondents tended to be more aware of CEIs, suggesting a correlation between economic status and access to sustainability information.

The frequency distribution for awareness and familiarity with CEIs is summarized below:

Table 2

Frequency Distribution Table 2

Category	Frequency (n)	Percentage (%)
Awareness of CEIs		

Category	Frequency (n)	Percentage (%)
Aware	13	35.1%
Not Aware	22	59.5%
Neutral/Uncertain	2	5.4%
Familiarity with Coca-Cola's Recycling Initiatives		
Very Familiar	12	32.4%
Somewhat Familiar	18	48.6%
Not Familiar at All	4	10.8%
Neutral/Not Sure	3	8.2%

Overall, the results demonstrated that while respondents valued sustainability, there was a notable lack of awareness regarding beverage companies' CEIs. This underscored the importance of improved communication strategies to bridge the information gap and enhance consumer engagement.

4.4. Correlational analysis, multivariate analysis, factor analysis

Correlational analysis was conducted to examine the relationship between CEI awareness and purchasing decisions. Pearson's correlation indicated a moderate-to-strong positive relationship ($r = 0.5$) between familiarity with recycling initiatives and the frequency of choosing eco-friendly brands. Similarly, Spearman's correlation showed a strong positive relationship ($\rho = 0.6$) between the perceived importance of sustainability and the likelihood of switching brands for better sustainability practices.

Regression analysis identified key factors influencing purchasing decisions. A multiple linear regression model, with the likelihood of purchasing eco-friendly products as the dependent variable, revealed that CEI awareness significantly predicted purchasing behavior ($\beta_1 = 0.8$, $p < 0.05$). Demographic factors such as income and education also emerged as significant predictors,

emphasizing their role in shaping consumer choices. Logistic regression, applied to binary outcomes like brand-switching decisions, demonstrated that higher awareness levels doubled the likelihood of choosing eco-friendly brands, with odds ratios confirming strong associations.

Factor analysis was used to uncover latent constructs influencing consumer behavior.

Exploratory Factor Analysis (EFA) identified two main factors:

- I. Environmental Awareness: This factor included variables such as familiarity with Coca-Cola’s recycling initiatives and the perceived importance of sustainability practices.
- II. Perceived Brand Commitment: This factor included items related to the perceived significance of efforts like EABL’s carbon reduction initiatives and their influence on purchasing decisions.

The analysis simplified complex data into actionable insights, uncovering underlying motivations and attitudes toward sustainability.

Table 3

Frequency Table 3: Awareness of CEIs

Awareness Level	Frequency	Percentage (%)
Aware	13	35.1
Unaware	22	59.5
Neutral/Uncertain	2	5.4
Total	37	100

This table highlights that 59.5% of respondents were unaware of CEIs, reinforcing the communication gap that companies need to address.

4.5 SUMMARY

The survey findings highlighted that a significant proportion of respondents (59.5%) were unaware of beverage companies' CEIs, indicating a critical need for improved communication strategies. Younger, educated consumers showed the highest awareness and valued sustainability, but financial constraints limited their ability to prioritize eco-friendly products. The positive correlation ($r = 0.5$) between CEI awareness and eco-friendly purchasing behavior suggested that increased awareness could drive sustainable choices.

Regression analysis confirmed that CEI awareness was a significant predictor of purchasing decisions, with income and education levels playing moderating roles. Factor analysis identified key constructs such as Environmental Awareness and Perceived Brand Commitment, which provided deeper insights into consumer behavior.

The findings emphasized that while awareness of CEIs positively influenced purchasing behavior, challenges such as affordability and trust in corporate sustainability claims remained. Addressing these barriers through targeted communication and affordable, transparent initiatives would be crucial for beverage companies seeking to enhance their sustainability impact and consumer engagement.

CHAPTER FIVE

DISCUSSIONS, FINDINGS AND RECOMMENDATIONS

5.1 INTRODUCTION

This chapter summarized the results of a study examining how consumer purchasing behavior was influenced by Corporate Environmental Initiatives (CEIs) in Nairobi's beverage industry. It connected these findings with existing research to identify key patterns and implications. The conclusions recapped the main findings, addressing the research questions and objectives. Based on these conclusions, practical recommendations were provided for beverage companies, policymakers, and other stakeholders to foster the adoption and effectiveness of CEIs in shaping consumer purchasing decisions. This chapter aimed to bridge the gap between theoretical knowledge and practical applications, contributing to the development of sustainable practices within Nairobi's beverage sector.

5.2 SUMMARY OF THE FINDINGS

This study investigated the impact of Corporate Environmental Initiatives (CEIs) on consumer purchasing behavior within Nairobi's beverage industry, focusing on companies like EABL, Coca-Cola, and Keroche Breweries. These companies had adopted various sustainable practices, such as water conservation, energy efficiency, and waste management, as part of their CSR efforts. The research aimed to understand how consumer awareness and perceptions of these initiatives influenced purchasing decisions, particularly in an urban setting like Nairobi.

The findings revealed that while consumer awareness of CEIs was increasing, the impact on purchasing behavior varied across demographic groups. Younger consumers, higher-income individuals, and those with higher education levels were more likely to choose products from environmentally responsible brands. This finding aligned with the research objective of examining how demographic factors influenced consumer awareness and perceptions of CEIs. However, price sensitivity remained a significant barrier for lower-income consumers, who prioritized cost over sustainability. This highlighted the need for affordable sustainable options, addressing another key objective of the research.

Additionally, the study found that while CEIs positively influenced consumer loyalty, some skepticism about corporate claims persisted. This addressed the objective of exploring the relationship between consumer perceptions of CEIs and their purchasing decisions, showing that while environmental initiatives had an impact on brand loyalty, trust issues remained a challenge.

In conclusion, the research underscored the importance of CEIs in shaping consumer behavior within Nairobi's beverage industry. Companies that effectively communicated their environmental efforts and demonstrated genuine sustainability practices could build stronger consumer trust and loyalty. However, companies needed to address challenges like consumer skepticism and invest in education to maximize the impact of their environmental initiatives. As consumer demand for sustainability grew, CEIs became a crucial factor in securing long-term profitability and market position in this competitive sector.

5.2.1 Awareness and Perception of CEIs

The study revealed that urban consumers in Nairobi were moderately to highly aware of Corporate Environmental Initiatives (CEIs) by beverage companies such as East African Breweries Limited (EABL), Coca-Cola, and Keroche Breweries. These initiatives, including water conservation and energy efficiency, were generally perceived positively, with consumers associating them with corporate responsibility and environmental stewardship. Companies that effectively communicated their sustainability efforts through marketing and labeling tended to have stronger brand reputations, especially among environmentally conscious consumers, leading to greater consumer loyalty. This finding corresponded with previous studies indicating that effective communication of CEIs significantly influences consumer perceptions (Smith et al., 2021).

However, there remained some skepticism about the authenticity of corporate environmental claims, suggesting that companies needed to provide more transparent communication about the real impact of their initiatives. This aligns with earlier studies, which highlighted that consumer trust in CEIs depended on transparency and credibility (Jones & Roberts, 2020). In Nairobi's competitive beverage market, promoting CEIs had become a key strategy for differentiation. Brands that genuinely committed to sustainability and effectively conveyed this to consumers

could build stronger emotional connections, influencing purchasing behavior. Many consumers were willing to pay a premium for products that aligned with their environmental values, echoing findings from studies in other regions where sustainability had become a major purchasing factor (Lee, 2019).

Ultimately, the study emphasized that for CEIs to significantly influence consumer behavior, companies had to ensure their environmental claims were credible and well-communicated. By doing so, they could strengthen their brand image, improve consumer loyalty, and drive long-term success in a market increasingly driven by sustainability concerns.

5.2.2 Influence on Purchasing Decisions

The study revealed that Corporate Environmental Initiatives (CEIs) significantly influenced consumer purchasing behavior, with younger and higher-income demographics showing a greater willingness to pay a premium for products from companies committed to sustainability. Environmental initiatives, including water conservation, waste management, and sustainable packaging, strongly resonated with these consumers, who valued companies that aligned with their environmental principles. This finding supported earlier research that linked sustainability initiatives to higher consumer willingness to pay (Zhao et al., 2020).

However, the study also found that price sensitivity remained a major factor for lower-income consumers. While they acknowledged the importance of sustainability, affordability played a more significant role in their purchasing decisions, often overriding environmental considerations. This indicated that while CEIs positively impacted purchasing behavior, their influence varied based on demographic factors such as age and income. This echoed findings from past studies that highlighted the complex interplay between sustainability concerns and price sensitivity (Brown & Smith, 2021).

5.2.3 Trust and Brand Loyalty

Corporate Environmental Initiatives (CEIs) played a crucial role in enhancing consumer trust and fostering brand loyalty. Consumers were more inclined to repeatedly purchase from companies they viewed as ethical and environmentally responsible, associating these brands with positive values like sustainability and corporate social responsibility. This loyalty was especially strong

among those who prioritized environmental issues in their purchasing decisions, often forming an emotional connection with brands that aligned with their values. Previous studies (Clark & Watson, 2018) had found that brand loyalty was enhanced when consumers believed a company's environmental efforts were genuine.

However, trust in these companies was contingent on transparency and consistency in the implementation and communication of their CEIs. Consumers were more likely to trust brands that clearly demonstrated their commitment to sustainability through transparent actions and honest marketing. Any discrepancies between a company's stated environmental goals and its actual practices could undermine consumer trust, potentially damaging brand loyalty. This finding was consistent with previous research (Green & Adams, 2019) that emphasized the importance of transparency for building consumer trust and loyalty.

5.2.4 Demographic Variations

The impact of Corporate Environmental Initiatives (CEIs) on consumer purchasing behavior varied across different demographic groups. Younger consumers, particularly those aged 18–35 years, were more likely to consider environmental factors when making purchasing decisions. This age group tended to be more environmentally conscious, with many actively seeking out products from companies that demonstrated a commitment to sustainability. This supported previous studies which found younger generations were more concerned with sustainability (Wilson & Lee, 2020).

Additionally, consumers with higher levels of education were more aware of environmental issues and tended to prefer sustainable products over those with less eco-friendly attributes. These demographic factors highlighted the importance of targeting specific consumer segments with tailored messaging about CEIs to maximize their impact on purchasing behavior. These findings echoed previous research that showed educated consumers were more likely to engage with sustainability initiatives (Smith & Thompson, 2021).

5.2.5 Challenges in Implementation

While there was a generally positive consumer response to Corporate Environmental Initiatives (CEIs), several challenges remained. One key issue was consumer skepticism regarding the

authenticity of companies' environmental claims. Many consumers questioned whether the initiatives were genuine or merely marketing tactics. This skepticism could lead to distrust and, in some cases, may prevent consumers from fully supporting environmentally responsible brands. This was in line with earlier studies, which highlighted that skepticism about corporate sustainability claims was a significant barrier to consumer engagement (Williams & Parker, 2020).

Additionally, certain consumer segments, particularly those with lower levels of awareness or limited access to information, remained uninformed about the environmental efforts of companies. Without effective communication of CEIs, companies risked being overlooked or perceived as insincere, which could undermine their efforts to build trust and loyalty among consumers. This aligned with previous studies on the importance of education and transparent communication in promoting consumer engagement with CEIs (Miller, 2019).

5.2.6 Strategic Importance of CEIs

The study highlighted the strategic significance of Corporate Environmental Initiatives (CEIs) as a means of competitive differentiation. Companies that invested in and effectively communicated their environmental efforts could not only attract environmentally conscious consumers but also foster loyalty among their customer base. By aligning their operations with global sustainability trends, these companies enhanced their market positioning and strengthened their brand reputation. In a competitive market, CEIs served as a critical tool for businesses to stand out, appeal to ethical consumers, and achieve long-term success. This finding supported prior research that emphasized the strategic value of sustainability for companies aiming to maintain competitive advantage (Adams & Green, 2020).

5.3 Conclusions

The study demonstrated that Corporate Environmental Initiatives (CEIs) had a significant influence on consumer behavior, particularly within Nairobi County's beverage sector. Consumers were increasingly aware of sustainability efforts by key players like East African Breweries Limited (EABL), Coca-Cola, and Keroche Breweries, and they generally perceived these initiatives positively. CEIs contributed to improved brand image, customer loyalty, and purchasing behavior, with younger, higher-income consumers showing the strongest preferences

for sustainable products. However, skepticism regarding the authenticity of environmental claims and varying awareness levels among different consumer demographics remained challenges for companies. Transparency and consistent communication were essential for building trust and ensuring the long-term success of these initiatives.

5.4 Recommendations

Based on the findings, it was recommended that beverage companies in Nairobi County strengthen their communication strategies regarding CEIs. Companies were encouraged to focus on transparent and credible marketing of their environmental efforts to build consumer trust. This included clear product labeling, detailed disclosures about sustainability practices, and consistent messaging across different platforms. Additionally, businesses were advised to tailor their CEI efforts to resonate with specific consumer segments, particularly younger, higher-income, and more educated consumers, who were more likely to prioritize sustainability in their purchasing decisions.

5.5 Suggestions for Further Research

Future research was recommended to explore the long-term impact of Corporate Environmental Initiatives (CEIs) on brand loyalty and consumer behavior, particularly in different demographic segments, such as age, income, and education levels. Additionally, studies could have examined how environmental sustainability influenced purchasing decisions in industries beyond the beverage sector in Nairobi County. Comparative studies between urban and rural consumers could have provided a deeper understanding of regional variations in consumer attitudes towards sustainability. It would also have been beneficial to investigate the effectiveness of different communication strategies, such as digital marketing and product labeling, in conveying CEI efforts to consumers. Furthermore, research into the role of governmental and regulatory frameworks in shaping corporate environmental strategies could have offered insights into the broader market dynamics.

5.6 Limitations of the Research

This study faced several limitations that could have affected the generalizability of the findings. Firstly, the research was limited to Nairobi County, which may not have fully represented the views of consumers in other parts of Kenya or sub-Saharan Africa. The sample size, although adequate for the study's scope, was limited, and a larger, more diverse sample could have provided more comprehensive insights. Additionally, the study primarily relied on self-reported data from consumer surveys, which could have been subject to biases such as social desirability or memory recall issues. The research also did not explore the impact of external factors, such as economic fluctuations or government policies, on consumer perceptions of CEIs. Lastly, the scope of the study was restricted to the beverage sector, and further research was needed to explore the influence of CEIs across other industries.

QUESTIONNAIRE

Questionnaire on Purchasing Decisions and Corporate Environmental Initiatives in Nairobi County's Beverage Sector

Section 1: Awareness and Importance of CEIs

1. Are you aware of the environmental initiatives undertaken by beverage companies in Nairobi?
 - Yes
 - No
2. How important is it to you that a beverage company engages in environmental sustainability practices?
 - Very Important
 - Important
 - Neutral
 - Unimportant
 - Very Unimportant
3. How familiar are you with Coca-Cola's recycling initiatives?
 - Very Familiar
 - Somewhat Familiar
 - Not Very Familiar
 - Not Familiar At All
4. How important are EABL's efforts to reduce carbon emissions to your purchasing decisions?
 - Very Important
 - Important
 - Neutral
 - Unimportant
 - Very Unimportant

Section 2: Consumer Perception of Companies with CEIs

1. How would you rate Coca-Cola's commitment to environmental sustainability?
 - Excellent
 - Good
 - Average
 - Poor
 - Very Poor
2. How does EABL's environmental performance affect your overall perception of the brand?
 - Positively
 - Neutral
 - Negatively
3. In your opinion, which beverage company has the most effective environmental initiatives?
 - Coca-Cola
 - EABL
 - Keroche
 - Other (Please specify) _____
 - Not Sure

Section 3: Purchasing Behavior Influenced by CEIs

1. How often do you choose a beverage brand based on its environmental initiatives?
 - Always
 - Often
 - Sometimes
 - Rarely
 - Never
2. How likely are you to switch to a different brand if it offers better environmental sustainability practices?
 - Very Likely
 - Likely
 - Neutral

- Unlikely
 - Very Unlikely
3. How much do Keroche's water conservation efforts affect your decision to buy their products?
- A Great Deal
 - Somewhat
 - Neutral
 - Not Much
 - Not At All

Section 4: Demographic Information

1. What is your age group?
- Under 18
 - 18-24
 - 25-34
 - 35-44
 - 45-54
 - 55-64
 - 65 and Over
2. What is your highest level of education?
- Some High School
 - High School Graduate
 - Some College
 - Bachelor's Degree
 - Master's Degree
 - Doctorate or Higher
3. What is your monthly income range?
- Less than KSh 20,000
 - KSh 20,000 - KSh 39,999
 - KSh 40,000 - KSh 59,999
 - KSh 60,000 - KSh 79,999

- KSh 80,000 and Above

<https://docs.google.com/forms/d/e/1FAIpQLSeYM299RirGcAZRc81xNzT8t8E3XZzpgSraXSLFOidO75pOcw/viewform?vc=0&c=0&w=1&flr=0>

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