FACTORS INFLUENCING BRAND CHOICE OF SUPERMARKETS IN NAIROBI COUNTY, KENYA

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DECLARATION

I confirm that this thesis is my own original work and has not been presented for a degree at any institution. To the best of my knowledge and belief, it does not contain any content that has been previously published or written by another person, except where appropriate references are made within the thesis.

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ABBREVIATIONS AND ACRONYMS

BC:	Brand Choice
BL:	Brand Loyalty
PF:	Purchase Frequency
BQ:	Brand Quality
SL:	Supermarket Location
PS:	Promotional Strategy
TPB:	Theory of Planned Behavior
SOR:	Stimulus-Organism-Response Model
GIS:	Geographic Information Systems
SEM:	Structural Equation Modeling
STATA:	Statistical Analysis Software
R^2:	Coefficient of Determination
Adj. R^2Adjusted:	R-squared
VIF:	Variance Inflation Factor
OLS:	Ordinary Least Squares
ANOVA:	Analysis of Variance
p-value :	Probability Value
KEBS:	Kenya Bureau of Standards
CAK:	Competition Authority of Kenya
GDP:	Gross Domestic Product
SME:	Small and Medium Enterprises

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DEDICATION

I dedicated this thesis to my father, whose constant support, love, and encouragement have been my source of strength throughout this journey. His belief in me has been my most significant motivation, and I am forever thankful for his presence in my life.

DEFINITION OF TERMS

Brand Choice: The process through which consumers select one supermarket brand over competing alternatives based on evaluative criteria such as loyalty, perceived value, convenience, and purchase experience (Keller & Swaminathan, 2006).

Brand Loyalty: A consumer's attitudinal commitment and repeated preference for a particular supermarket brand, reflected through trust, repurchase intention, and resistance to switching (Chaudhuri & Holbrook, 2001; Aaker, 1996)

Brand Quality: Consumers' overall perception of a supermarket's excellence, including product variety, freshness, service reliability, store environment, and value-for-money (Keller, 1993; Aaker, 1996; Zeithaml, 1988).

Consumer Behavior: The cognitive, emotional, and behavioral processes through which individuals select, purchase, use, and evaluate goods and services (Kotler & Keller, 2016).

Customer-Based Brand Equity (CBBE): The value of a brand derived from consumers' awareness, associations, perceived quality, and loyalty, which shape consumer responses toward the brand (Keller, 1993, 2001).

Promotional Strategy: Marketing activities used by supermarkets to stimulate consumer interest and purchasing behavior, including discounts, loyalty programs, bundled offers, digital advertising, and special campaigns (Rai & Bhandari, 2021; Niu et al., 2024).

Purchase Frequency: The behavioral dimension of brand choice, referring to how often consumers repeatedly patronize or purchase from a preferred supermarket over time (Chaudhuri & Holbrook, 2002).

Retail Patronage: The tendency of consumers to repeatedly visit and purchase from a particular retail outlet or supermarket based on perceived convenience, value, quality, and satisfaction (Jaravaza & Chitando, 2013; Prinsloo, 2016).

Supermarket Location: The spatial and accessibility attributes of a supermarket, including proximity to home or workplace, transport connectivity, parking availability, visibility, and convenience of access (Jaravaza & Chitando, 2013; Prinsloo, 2016).

ABSTRACT

Consumer choice in retail markets is fundamental to competitive dynamics, firm sustainability, and efficient resource allocation, particularly in rapidly urbanizing economies. This study examined the determinants of brand choice among supermarket consumers in Nairobi City County, Kenya, focusing on brand quality, supermarket location, and promotional strategy within a retail landscape comprising approximately 135 supermarket branches. Anchored in the Theory of Planned Behavior, the Stimulus-Organism-Response (SOR) model, and utility maximization theory, the study adopted a positivist research philosophy and a quantitative, descriptive cross-sectional design. Primary data were collected from 232 respondents using structured questionnaires. Data processing involved cleaning, coding, and screening, followed by analysis in STATA 19. The analytical approach combined descriptive statistics with inferential techniques, including Pearson correlation analysis and multiple linear regression. Model validity was ensured through diagnostic tests such as multicollinearity, heteroskedasticity tests, normality of residuals, and model specification tests. At the bivariate level, all three predictors were positively and significantly associated with brand choice. In the multiple regression, supermarket location and promotional strategy remained significant, while brand quality did not; the three predictors jointly explained a modest 10.5% of the variation in brand choice. Within this sample, supermarket location showed the strongest association with brand choice, consistent with the role of accessibility in converting preference into patronage, while promotional strategy exerted a smaller, secondary influence. Brand quality showed no independent association once the other factors were controlled, a result attributable largely to shared variance among the predictors and to limited quality differentiation across chains. Given the model's modest explanatory power and its cross-sectional, non-probability design, the findings are interpreted as associations within the study context rather than as generalizable determinants of supermarket choice. The study nonetheless offers practical and policy-relevant insights for retail competitiveness in emerging urban markets and identifies the relative weight of structural and tactical retail attributes as a question for further, better-specified research.

CHAPTER ONE

INTRODUCTION

1.1. Background of the Study

The contemporary retail landscape has undergone a profound transformation, characterized by intensifying competition, evolving consumer preferences, and the increasing prominence of retailer-owned brands. Globally, private label products captured 25.5% market share in unit sales in 2024, up from 24.7% in 2022, with consumer perception shifting dramatically, 2% of consumers now perceive private label products as inferior to national brands (Business Wire, 2025). This paradigm shift reflects a fundamental change in consumer behavior, where quality, value, and brand experience increasingly supersede traditional loyalty to manufacturer brands (Ainger, 2025). The theoretical foundations for understanding these shifts draw from Keller's (1993, 2001). Customer-Based Brand Equity (CBBE) model, which posits that brand knowledge, comprising brand awareness and brand image, drives consumer responses, and from Chaudhuri and Holdbrook's (2001) conceptualization of brand loyalty as comprising both attitudinal commitment and behavioral patronage (Çömlek, 2025).

At the regional level, Sub-Saharan Africa represents one of the fastest-growing retail markets globally, with Kenya positioned as the second most developed retail market in Africa after South Africa (Demmler et al., 2018). The Kenyan retail sector contributes significantly to national economic growth, accounting for 7.5% of GDP as the fifth largest industry by output (StatsKenya, 2025; KNBS, 2025), and supports the Vision 2030 economic pillar, which originally targeted sustained annual GDP growth of 10% (Government of Kenya, 2007). Supermarkets have emerged as critical actors in this transformation, reshaping agricultural supply chains, enhancing food security, and modernizing food retail systems (Rischke et al., 2015; Berger & van Helvoirt, 2018). However, research on consumer behavior in African retail contexts remains fragmented, with studies variously emphasizing price sensitivity (Njoka, 2012), location convenience (Kiboro et al., 2017; Kiogora, 2020), or service quality (Nyaga et al., 2022) without integrating these factors into comprehensive theoretical frameworks.

The strategic urgency this question is heightened by recent market disruption. Between 2017 and 2020, the collapse of three former market leaders, Nakumatt, Tuskys, and Uchumi, removed established incumbents and recorded consumer allegiances within a few years (Mwaura, 2023). The resulting vacuum was filled by aggressive domestic expansion and the entry of foreign-owned chains, yet it remains unclear which retailer attributes consumers now reward when forming new allegiances. Currently, Nairobi City County hosts seven major supermarket chains operating 135 branches across Tier 1 and Tier 2 classifications according to the Retail Trade Association of Kenya (RETRAK, 2024). This study is motivated by that uncertainty: in a market that has been structurally reset, the determinants of supermarket brand choice can no longer be assumed from pre-2020 evidence and require fresh empirical examination.

Therefore, the three critical observations in the existing literature are: First, while international research has established the importance of brand quality, location, and promotional strategy in retail patronage (Berger et al., 2007; Jaravaza & Chitando, 2013; Hunneman et al., 2023; Niu et al., 2024), these factors have not been systematically examined within Kenya's unique urban retail context. Second, prior Kenyan studies (Njoka, 2012; Kiogora, 2020; Odongo & Motari, 2022) employed single-factor or descriptive approaches that precluded understanding of factor interrelationships and relative influence. Third, the rapid post-2020 restructuring of Nairobi's supermarket sector, including international entry and domestic consolidation, demands an update. Empirical investigation to inform both managerial strategy and consumer welfare policy.

This study addressed these gaps by examining how brand quality, supermarket location, and promotional strategy collectively influenced brand choice among consumers in Nairobi City County, Kenya.

1.1.1. Brand Choice

Brand choice represents the cognitive and behavioral process through which consumers select one brand over available alternatives based on evaluative criteria (Keller & Swaminathan, 2006). Brand choice is operationalized as a multidimensional construct encompassing two interrelated components: brand loyalty, including psychological commitment and repurchase intention, and purchase frequency, including behavioral manifestation of loyalty through repeated patronage. Chaudhuri and Holbrook (2001) established that attitudinal and behavioural loyalty, although

correlated, capture conceptually distinct facets of the consumer–brand relationship; treating them as one construct therefore risks conflating disposition with behavior. This study nevertheless adopts a composite measure because brand choice, as a managerial outcome, is meaningful only when favorable attitudes are realized in repeated patronage, the intention–behavior link that single-component measures overlook (Ajzen, 1991).

The selection of brand loyalty and purchase frequency as components of brand choice was justified on three grounds. Theoretically, this dual-component approach addresses the intention-behavior gap frequently observed in consumer research, where attitudinal commitment does not automatically translate into behavioral patronage due to situational constraints or competitive interface (Damaschi et al., 2025). Practically, supermarket managers require an understanding of both psychological commitment, which predicts resistance to competitive switching, and behavioral frequency, which determines revenue stability.

This conceptualization explicitly distinguished between supermarket brand choice, selection between competing retail such as Naivas versus Carrefour, and product brand choice within supermarkets, referring to the selection between manufacturer brands such as Coca-Cola versus Pepsi. This study focused exclusively on the former, examining how consumers select among alternative supermarket chains based on retailer-specific attributes. This distinction was critical because the determinants of retail banner choice, such as quality perceptions, location convenience, and promotional value, differ fundamentally from those governing product brand selection within stores (De Wulf et al., 2005; Yokoyama et al., 2022; Brüggemann et al., 2025).

Theoretical foundations for this conceptualization were drawn from Keller's (1993, 2001) Customer-Based Brand Equity model, particularly the Brand resonance dimension that encompasses behavioral loyalty (repeat purchases), attitudinal attachment (emotional connection), active engagement (community involvement), and advocacy (willingness to recommend). While Keller's full resonance framework includes four sub-dimensions, this study focused on behavioral loyalty and attitudinal attachment as the core manifestations of brand choice, operationalized through purchase frequency and brand loyalty measures, respectively (Sharma, 2024).

1.1.2. Factors Influencing Brand Choice

The selection of these variables was grounded in theoretical relevance, empirical support from prior research, and practical significance for Nairobi's competitive retail environment. Brand Quality was conceptualized following Aaker's (1991) brand equity framework and Keller's (1993) CBBE model as consumers' overall judgment of supermarket' excellence or superiority, encompassing product assortment breadth and freshness, private label quality perception, service reliability, store environment, and price-value relationship (Sharma, 2024). In 2024, 68% of global consumers viewed private labels as good alternatives to name brands, with 69% perceiving them as offering good value (Business Wire, 2025). This shift in quality perception has elevated brand quality from a hygiene factor to a primary differentiator. Research by Berger, Draganska, and Simonson (2006) demonstrated that product variety serves as quality cue, signaling retailer commitment and expertise, thereby enhancing brand choice.

Supermarket Location was conceptualized following Jaravaza and Chitando's (2024) retail location theory and Prinsloo's (2016) convenience-based patronage model as the spatial and accessibility attributes that facilitator impede consumer patronage, including proximity to residential areas and workplaces, transportation connectivity, parking availability, complementary retail agglomeration, and store visibility. Location functions as both a practical constraint and a psychological cue, with consumers often inferring store quality from locational prestige (Singh, 2010; Zameer & Mukherjee, 2011).

Promotional Strategy was conceptualized following Niu et al.'s (2024) price promotion effectiveness framework and Rai and Bhandari's (2021) sales promotion typology as the marketing activities designed to stimulate consumer interest and purchase behavior, including price discounts, loyalty programs, digital advertising, and special offers. While promotions can effectively drive traffic and trial, recent generate consumer fatigue and excessive or poorly targeted promotions may generate consumer fatigue and undermine long-term brand (Niu et al., 2024; McColl et al., 2020).

1.1.3. Supermarkets in Nairobi City County, Kenya

Nairobi presents a distinctive context for examining supermarket brand choice. As Kenya's commercial capital and largest urban agglomeration with a metropolitan population exceeding 4.4

million (KNBS, 2025), Nairobi exhibits concentrated retail infrastructure, diverse consumer demographics, and intense competitive dynamics.

The supermarket sector is categorized into three tiers based on size, market coverage, and service offerings (RETRAK, 2024). Tier 1 comprises Naivas (53 branches), QuickMart (28), and Carrefour (20), large-format retailers with extensive geographic coverage and diverse product assortments. Tier 2 includes Chandarana (18), Magunas (7), Cleanshelf (5), and Easmatt (4), mid-sized operators with targeted market positioning. Tier 3 consists of smaller, neighborhood-focused retailers not included in this study. The 135 Tier 1 and Tier 2 branches represent the organized retail sector serving Nairobi's middle and upper-middle consumer segments.

While the supermarket sector-specific GDP contribution is not separately quantified in national accounts, the retail sector collectively contributes approximately 8% to Kenya's GDP and is identified as one of the six key sectors projected to generate nearly half of formal employment (Cytonn, 2025; KNBS, 2025). Supermarkets specifically drive economic impact through backward linkages to agricultural supply chains (sourcing from local farmers), forward linkages to consumer welfare (price stabilization, quality assurance), and direct employment generation. The sector's growth has attracted foreign direct investment, particularly from Gulf-based retail conglomerates, intensifying competitive pressure on domestic chains (Cytonn, 2024; Ng'ang'a et al., 2024).

Supermarkets operate under multiple regulatory frameworks. The Nairobi County Government oversees trade licensing, outdoor advertising, fair trade practices, and county fee collection (KIPPRA, 2023). The Kenya Bureau of Standards (KEBS) enforces product quality and safety standards. The Kenya Revenue Authority (KRA) administers taxation. The Competition Authority of Kenya monitors anti-competitive practices. The Retail Trade Association of Kenya (RETRAK) provides industry representation and advocacy. This multifaceted regulatory landscape influences operational strategies and, consequently, consumer perceptions of brand reliability.

Despite growth opportunities, Nairobi's supermarkets face significant challenges: intensifying competition from international entrants and domestic expansion; supply chain vulnerabilities including inconsistent agricultural supply and quality variation; regulatory compliance costs across multiple jurisdictions; consumer price sensitivity amid economic uncertainty; and infrastructure constraints including inadequate parking, traffic congestion, and security concerns (Demmler et

al., 2018). These challenges elevate the strategic importance of understanding the determinants of consumer brand choice.

1.2. Problem Statement

The supermarket retail sector in Nairobi has experienced rapid transformation characterized by market consolidation, international entry, and evolving consumer expectations. Despite this dynamism, significant knowledge gaps persist regarding the factors driving consumer brand choice, limiting both managerial effectiveness and policy development.

Consumer brand choice in retail contexts represents a well-established domain with marketing and consumer behavior research. International studies have examined quality perceptions (Berger et al., 2006), location convenience, (Jaravaza & Chitando, 2013) and promotional effectiveness (Niu et al., 2024) as determinants of retail patronage. However, these studies predominantly examined Western and Asian contexts, with limited applicability to the African urban retail environment, where infrastructure constraints, informal-sector competition, and rapid format evolution create distinctive decision-making contexts. Despite the strategic importance of Nairobi's supermarket sector, existing research exhibited some critical limitations that this study addresses:

Integrated, multi-factor models of retail patronage already exist in Western and Asian markets (Hunneman et al., 2023; Niu et al., 2024); the gap in the Kenyan literature is therefore not the absence of multi-factor thinking in general, but the absence of model that jointly weighs bran quality, location, and promotion, and their relative influence, within Nairobi's post-consolidation retail structure. This gap can be demonstrated concretely: Njoka (2012) treated price, convenience and variety as isolated attributes with no theoretical integration, while Kiogora (2020) modelled location and service quality but omitted promotion and any brand-level outcome. Neither study could establish which factor matters most when the factors compete.

Comparable African evidence is difficult to transfer to Nairobi. Mahlangu and Makhitha (2019 found that merchandise range and service quality dominated grocery-store choice among South Africa consumers, but their evidence came from a mature, highly concentrated retail market, unlike Nairobi's still-evolving one. Jaravaza and Chitando (2013) identified location convenience as decisive in small-town Zimbabwe, yet a non-metropolitan setting offers limited insight into a congested capital city. Ogbunankwor and Madumere (2023) ranked customer service and location

ahead of their attributes in Nigeria, but their marklet is dominated by informal retail, whereas this study concerns Nairobi's organized, tiered supermarket sector. Each study leaves the same gap: none simultaneously weighs quality, location, and promotion in a metropolitan, formalizing East-African market, the gap this study addresses.

Prior research predominantly employed single-factor or descriptive designs, precluding causal inference regarding the relative importance of completing influences on brand choice. The reliance on convenience sampling without proportional representation of major retail chains potentially introduced systematic bias in consumer preference measurement. Additionally, limited attention to construct validity and measurement reliability threatened the robustness of prior findings.

Therefore, by examining Nairobi's distinctive retail context, the study contributed context-specific understanding to inform both local managerial practice and international theory development.

1.3. Objectives of the Study

1.3.1. General Objective

The general objective of this study was to determine the factors influencing brand choice of supermarkets in Nairobi City County, Kenya.

1.3.2. Specific Objectives

i. To determine the influence of brand quality on brand choice for supermarkets in Nairobi City County, Kenya.
ii. To determine the influence of supermarket location on brand choice of supermarkets in Nairobi City County, Kenya.
iii. To analyze the influence of promotional strategy on brand choice for supermarkets in Nairobi City County, Kenya.

1.4. Research Questions

i. What is the influence of brand quality on the brand choice of supermarkets in Nairobi City County, Kenya?
ii. What is the influence of supermarket location on brand choice for supermarkets in Nairobi City County, Kenya?

iii. What is the influence of promotional strategy on brand choice for supermarkets in Nairobi County, Kenya?

1.5. Scope of the Study

The study was limited to Nairobi City County, Kenya, focusing on consumers patronizing the 135 branches of Tier 1 and Tier 2 supermarkets as classified by RETRAK (2024). The study examined brand choice operationalized through brand loyalty (attitudinal component) and purchase frequency (behavioral component), with brand quality, supermarket location, and promotional strategy influencing factors. Data collection occurred between June and September 2025, ensuring relevant and timely insights. This approach aims to explore how these factors shape consumer decisions in a dynamic retail environment.

1.6. Significance of the Study

This study contributes significantly to policy, practice, and academic discourse by advancing a contextualized understanding of consumer decision-making in the supermarket retail sector in Nairobi City County. Unlike conventional studies that emphasize intrinsic product attributes, this research demonstrates, both theoretically and empirically, that consumer brand choice in an urban African context is primarily shaped by structural and economic constraints, particularly spatial accessibility and cost considerations.

1.6.1. Policymakers

This study is positioned to inform retail and urban policy by examining whether physical accessibility, alongside price and product quality, shapes consumer welfare in the organized retail sector. To the extent that location proves influential, the findings would carry implications for urban planning, zoning and infrastructure decisions that govern where organized retail can locate, offering policymakers an evidence base for considering how equitably retail services are distributed.

1.6.2. Stakeholders

For supermarket operators and investors, the study examines the relative weight of three competitive levers, quality, location, and promotion, under real market conditions. Rather than

assuming which lever matters most, it provides an empirical basis for allocating investment between location intelligence, promotional design and quality assurance, clarifying trade-offs whose relative returns have not previously been quantified in the Nairobi context.

1.6.3. Academicians

The study tests whether established frameworks, the Theory of Planned Behavior (Ajzen, 1991), and the Stimulus-Organism-Response model (Mehrabian & Russell, 1974) adequately explain brand choice in an emerging-market retail setting. By examining the interplay of attitudinal constructs and situational constraints, it aims to clarify the boundary conditions of these models in developing economies and to surface questions, such as the location–promotion interaction, for future research.

1.7. Chapter Summary

This chapter established the foundation for the study by situating the research problem within global retail transformation, regional African market dynamics, and Nairobi's specific competitive context. It identified band choice as a multidimensional construct encompassing brand loyalty and purchase frequency, justified this conceptualization through reference to Chaudhuri and Holbrook (2001, 2002) and Keller (1993, 2001). The chapter identified brand quality, supermarket location, and promotional strategy as main factors with an important impact on brand choice. The problem statement explicitly articulated conceptual, contextual, and methodological gaps to be addressed by the study. The significance, scope, and objectives were specified to guide subsequent chapters.

CHAPTER TWO

LITERATURE REVIEW

2.1. Introduction

This chapter reviewed theoretical and empirical literature relevant to the study's objectives. The review is organized around the main variables derived from the study's objectives, which include the influence of brand quality, supermarket location, and promotional strategy on consumers' brand choice of supermarkets. The chapter presented the theoretical framework, synthesized prior empirical findings with critical analysis, identified knowledge gaps with an explicit typology, developed the conceptual framework, and operationalization scheme guiding the research.

2.2. Theoretical Review

The study employed an integrated theoretical approach combining the Theory of Planned Behavior (TPB) and the Stimulus-Organism-Response (SOR) model. This dual-framework approach addressed limitations inherent in single-theory applications while providing a complementary explanatory mechanism for brand choice behavior.

2.2.1. Theory of Planned Behavior

Ajzen (1991) developed the Theory of Planned Behavior (TPB) as an extension of the Theory of Reasoned Action, incorporating perceived behavioral control to account for situations where individuals lack complete volitional control over their actions. The TPB posits that behavioral intention, the immediate antecedent of actual behavior, is determined by three factors: attitude toward the behavior, subjective norms, and perceived behavioral control.

An attitude toward the behavior reflects individuals' favorable or unfavorable evaluation of performing the behavior, based on perceived outcomes and their valence. In supermarket choice contexts, consumers form attitudes through evaluation of quality attributes, location convenience, and promotional value (Armitage & Arden, 2008; Makhitha, 2014; Grunert et al., 2021). Positive attitudes toward specific supermarket attributes strengthen patronage intentions, particularly when quality perceptions signal reduced risk and enhanced satisfaction (Albarracin & Johnson, 2018).

Subjective norms encompass perceived social pressure to engage or not engage in the behavior, reflecting the influence of significant others' expectations. In collectivist societies such as Kenya, where communal relationships and interdependence are highly valued, subjective norms exert substantial influence on consumption decisions (Melnyk et al., 2022; Mason et al., 2023). Family preferences, peer recommendations, and community endorsement of particular supermarket chains shape individual brand choice through mechanisms of social conformity and identity expression (Kononova et al., 2024).

Perceived behavioral control refers to individuals' perception of the ease or difficulty of performing the behavior, incorporating both internal factors, such as skills, knowledge, and willpower, and external factors, such as resources, opportunities, and obstacles. For supermarket choice, perceived behavioral control manifests as accessibility constraints, consumer may prefer distant high-quality stores but patronize nearer alternatives due to transportation limitations, time constraints, or physical accessibility (Dudziak et al., 2023; Hagger & Hamilton, 2025). High perceived control strengthens intention-behavior consistency, whereas low control may inhibit behavioral realization despite favorable attitudes.

The TPB's applicability to this study rested on its demonstrated validity in predicting consumer behavior across diverse cultural contexts, including retail patronage decisions. However, the theory's emphasis on deliberate, reasoned processing has been critiqued for inadequately capturing habitual behavior, emotional influences, and automatic responses that characterize much supermarket shopping (Verplanken & Orbell, 2006; Sniehotta et al., 2014; Naughton, 2025). This limitation motivated integration with the SOR model to capture environmental and emotional influences.

2.2.2. Stimulus-Organism-Response (SOR) Model

To address the TPB's limitations regarding environmental influences and emotional processes, the study incorporated the Stimulus-Organism-Response (SOR) Model developed by Mehrabian and Russell (1974). The SOR paradigm posits that environmental stimuli (S) induce internal organismic states (O), cognitive and affective, that subsequently drive behavioral responses (R) (Hochreiter et al., 2023).

Stimuli (S) represent external environmental cues that consumers encounter in retail settings. In this study, stimuli comprised brand quality, location attributes, and promotional elements. Organism (O) encompasses the internal processes mediating between stimuli and responses, including cognitive evaluations and affective reactions. The organismic state represents the consumer's momentary psychological condition shaped by stimulus processing, individual characteristics, and situational moderators. Response (R) constitutes the observable behavioral outcomes of organismic processing (Zhu et al., 2020; Jeong et al., 2022).

The two theories are combined sequentially rather than additively, each compensating for the other's blind spot. The SOR model specifies how external retail stimuli, quality cues, locational attributes, and promotional offers are registered and processed into internal cognitive and affective states. The Theory of Planned Behavior then specifies how those states are converted into a behavioural intention and, ultimately, into brand choice, subject to perceived behavioural control. In this integrated logic, SOR's "organism" stage supplies the evaluative content that TPB treats as "attitude," while TPB's "perceived behavioural control" captures the situational constraints, chiefly accessibility, that SOR leaves under-specified.

2.3. Empirical Review

This section reviews empirical evidence on the three predictors of brand choice. It is organized by variable, brand quality, supermarket location, and promotional strategy, and, for each, moves from definition to a critical synthesis of findings, identifying where the evidence converges, where it conflicts, and what it implies for the Nairobi context.

2.3.1. Brand Quality and Brand Choice

Brand quality refers to the consumer's overall judgement of a retailer's excellence relative to alternatives, encompassing product assortment and freshness, service reliability, store environment, private-label credibility, and the price–value relationship (Keller, 1993; Aaker, 1996) . Aaker conceptualized brand equity as comprising brand loyalty, name awareness, perceived quality, brand associations, and proprietary assets, establishing perceived quality as a core asset distinct from objective quality yet equally influential in consumer decision-making. Keller extended this foundation through the Customer-Based Brand Equity (CBBE) pyramid, which

positions brand resonance, characterized by behavioral loyalty, attitudinal attachment, active engagement, and advocacy, as the pinnacle of brand-building efforts, achievable only through consistent quality delivery that fosters trust and emotional connection (Sharma, 2024).

Contemporary empirical research has operationalized these theoretical foundations through diverse methodological approaches. Berger et al. (2006) established through experimental studies that product variety serves as a quality cue, with supermarkets offering broader compatible assortments perceived as more committed and knowledgeable, thereby enhancing customer preference and loyalty. This finding demonstrates that variety signals expertise, which increases purchase likelihood and positive post-experience evaluations, a mechanism particularly relevant for supermarket contexts where assortment breadth serves as a readily observable quality cue.

Allaway et al. (2011) corroborated these findings through a multi-retailer study identifying consistent quality, product assortment, and service level as foundational for consumer loyalty in supermarkets. Their research introduced a critical nuance: loyalty programs achieve varying success depending on alignment with broader quality and branding strategies, suggesting that quality serves as a necessary but insufficient condition for loyalty, requiring integration with relationship-building mechanisms.

The translation of the quality-loyalty relationship to emerging markets has generated distinctive findings requiring critical examination. Diallo (2012) investigated store image and perceived pricing effects on store brand purchase intentions in West African markets, finding that consumers selected store brands when retailers were perceived as offering both quality and value, with store image perceptions mediating willingness-to-buy. This research highlighted the dual-cue nature of quality evaluation in emerging markets, where price-quality inferences are complicated by less established private label credibility and higher baseline quality uncertainty.

Odongo and Motari (2020) provided the most direct Kenyan evidence, examining consumer perceptions of supermarket store brands through mixed-methods research with 110 Nairobi participants. Their findings indicated that consumers are highly influenced by brand quality, affordability, and overall convenience of store brands compared to traditional local retail stores, revealing an increasing preference for private labels driven by quality perception shifts. This trend aligns with global patterns where 68% of consumers now view private labels as good alternatives

to name brands (Business Wire, 2025), yet the study's focus on product-level store brands rather than retail-banner choice limits direct applicability to this study's supermarket brand choice focus.

Barros-Arrieta and García-Cali (2021) extended quality-loyalty analysis through internal branding research, demonstrating that brand quality influences decision-making by enhancing perceived value and customer-based brand equity. Their findings established that higher perceived value results from consistent quality delivery, building trust that fosters loyalty and encourages repeat purchases. Kumaresan & Chandramohan (2024) reinforced this through brand resonance analysis, confirming that perceived quality drives behavioral loyalty and active engagement.

Taken together, this evidence is less consistent than it first appears. Berger et al. (2006) and Allaway et al. (2011) treat quality as a primary driver of loyalty, but both rely on experimental or developed-market designs in which competing retailers differ substantially in quality, a condition that may not hold in a market where chains converge on similar standards. The emerging-market studies most relevant here (Diallo, 2012; Odongo & Motari, 2022) examined product-level store brands rather than retailer-banner choice, so their support for a strong quality effect does not transfer directly to this study's outcome. Methodologically, the cited works also vary in rigour: several report associations without controlling for competing attributes such as location or price, which inflates the apparent effect of quality. The weight of evidence, therefore, suggests that quality matters most where retailers are clearly differentiated, and that its influence may attenuate in convergent, price-sensitive markets such as Nairobi.

2.3.2. Location and Brand Choice

Supermarket location refers to the spatial and accessibility attributes that facilitate or impede patronage, including proximity to home and workplace, transport connectivity, parking, co-location with complementary retail, and visibility (Jaravaza & Chitando, 2013; Prinsloo, 2016). Their Zimbabwean research established that store location characteristics, including traveling time, location convenience, proximity to complementary outlets, and store visibility, constituted four of the seven most important factors in consumer store choice. Mainly, they demonstrated that outlets with superior parking and complementary retail agglomeration attracted higher-income consumers and increased pedestrian traffic, revealing socioeconomic segmentation in location sensitivity.

Prinsloo (2016) developed the convenience-based patronage model, emphasizing accessibility and proximity as primary determinants, with parking availability and transportation access serving as critical facilitators of frequent patronage. This framework was extended by Martinez-Ruiz et al (2017), who identified store operation hours and ease of access as pivotal in supermarket selection, particularly for time-constrained urban consumers.

Hung and Nguyen (2020) examined Vietnamese supermarket selection, finding that proximity to residence played a crucial role, with consumers prioritizing stores within easy reach over alternatives offering superior product variety or ambience. This convenience premium was corroborated by Nguyen et al (2019), who identified transportation links, parking availability, and accessibility as major determinants, further observing that location influences quality inferences, with prime locations associated with superior products and services (Zameer & Mukherjee, 2011).

Beyond Jaravaza and Chitando (2013), Ogbunankwor and Madumere (2023) provided Nigerian evidence confirming location's significant effect on retail outlet choice, with accessibility, nearness, and convenience emerging as critical predictors. Their regression analysis identified location as the second-most influential attribute after customer service. Kiriri (2019) examined Nairobi shopping mall attractiveness specifically, identifying convenience, variety, and ambience as determinants, though this study's focus on malls rather than supermarkets limits direct applicability.

Pramono & Oppewal (2021) and Peng et al. (2024) discovered that retailers along commuting routes attract substantial customer traffic, with the side of the road relative to traffic flow influencing convenience perceptions. Kanoga (2016) and Kioroga (2020) extended this to Nairobi's specific geography, noting that supermarkets are positioned along both sides of Nairobi-Thika Superhighway (Thika Road Mall, Garden City Mall). Kioroga (2020) confirmed that supermarket location significantly influenced consumer purchasing decisions in Nairobi, though this study predated the 2020 market restructuring.

These studies confirm location importance but rarely examine location-quality tradeoffs, whether consumers sacrifice quality for convenience or vice versa. The interaction between location and promotional strategy, whether distant stores can compensate through aggressive promotion, remains underexplored. Furthermore, the specific infrastructure challenges of Nairobi, such as

traffic congestion, parking scarcity, and security concerns, may create distinctive location-choice relationships not captured in prior research.

2.3.3. Promotional Strategy and Brand Choice

Promotional strategy refers to the marketing activities designed to stimulate interest and purchase, price discounts, loyalty programmes, digital advertising and special offers, together with their depth, breadth and transparency (Rai & Bhandari, 2021; Niu et al., 2024). However, they identified a critical boundary condition: excessive or poorly targeted promotions risked consumer confusion and resentment, particularly when discounts were perceived as misleading or misaligned with needs (Andzelet, 2025). Niu et al. (2024) extended this analysis, finding that promotional depth, breadth, and duration positively affected purchasing patterns, with essential items more responsive than discretionary categories. Their research established category-specific promotional elasticity, suggesting that promotional strategy effectiveness depends on alignment with product characteristics, a nuance frequently neglected in aggregate promotional analysis.

Beyond price discounts, loyalty programs have emerged as critical promotional instruments. Elberg et al. (2018) demonstrated that well-designed loyalty programs, price discounts, and bundle offers drive customer preferences in urban areas, with consistency and transparency identified as program success factors. Rai and Bhandari (2021) examined sales promotion effects on FMCG buying behavior, finding that promotional strategies tailored to consumer preferences strengthen brand loyalty and attract new segments. Volpe et al. (2021) provided a critical counterpoint, cautioning that promotional activities, while driving traffic, might cannibalize non-promoted product sales and undermine long-term loyalty if overused. This “promotion fatigue” effect was corroborated by Shamout (2016) and Lin et al. (2020), who found that aggressive or repetitive promotions generated skepticism and reduced brand selection likelihood, a finding with particular relevance for Nairobi’s competitive environment, where promotional intensity has increased.

The digitization of promotional strategy has generated distinctive empirical findings. Salameh et al. (2022) and Kamyabi et al. (2025) established that online advertisements enhance brand knowledge, which mediates customer satisfaction effects on purchase intent, with information transparency identified as a critical success factor. Anita et al. (2025), Rajab et al. (2025), and

Aliata (2025) corroborated that clear, accessible product information in digital promotions positively influences satisfaction and brand loyalty.

Özturan et al. (2024) and Niu et al. (2024) examined feature advertising effectiveness, finding that advertisements emphasizing discounts significantly drive customer traffic to competing stores, with product category selection playing a key role in drawing consumers. This research highlighted cross-store promotional elasticity, promotions at one retail affecting competitor traffic.

Existing promotional research predominantly examines price discounts, with limited attention to non-price promotions, including loyalty programs, experiential events, and digital engagement, that may differentially influence brand choice. The effectiveness of digital versus traditional promotions in African urban contexts, where digital literacy varies, and informal information channels (word-of-mouth, community networks) remain influential, requires examination. Furthermore, the interaction between promotional intensity and brand positioning, whether promotions enhance or dilute quality perceptions for premium versus value-positioned retailers, remains under-theorized.

2.4. Research Gap

Whereas the problem established the practical issue that the determinants of choice in Nairobi's reset retail market are not understood, this section specifies what the scholarly literature has not yet done and prioritizes the gaps rather than presenting them as equivalent. The primary gap is integrative: no study has jointly modelled brand quality, location, and promotion to establish their relative influence in a metropolitan East-African market. A secondary, methodological gap concerns measurement and sampling: prior Kenyan studies used single-factor designs and convenience samples without validating their constructs. A third, contextual gap is temporal: the post-2020 restructuring has not been captured empirically.

Table 2.1 summarizes prior studies, their findings, and the methodology utilized.

Table 2.1: Summary of Knowledge Gaps

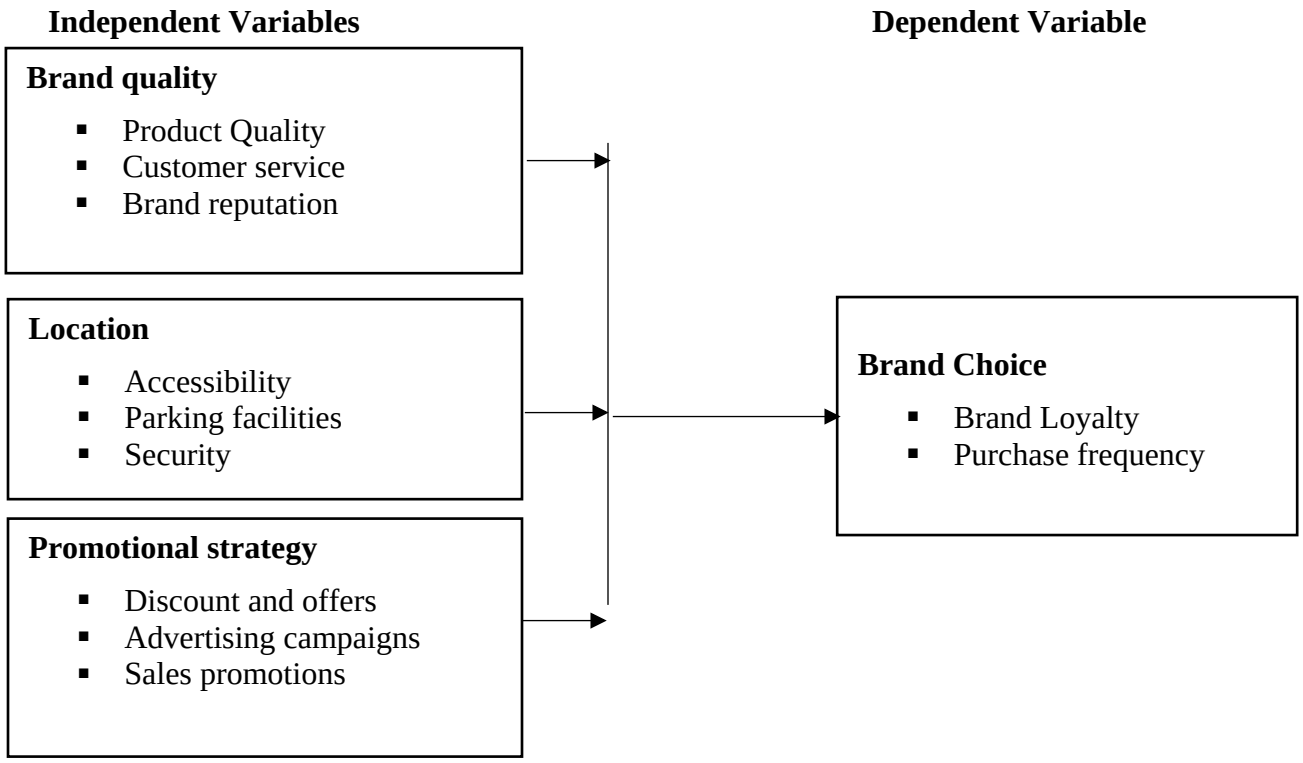
Study	Focus	Findings	Research Gap (Typology)	Current Study Focus
Simonson et al. (2006)	Product variety and brand quality	Variety signals quality commitment, enhancing preference	Single-factor focus; no location or promotion integration; Western context only	Multi-factor integration with location and promotion in African context
Odongo & Motari (2020)	Kenyan store brand perceptions	Growing private label preference driven by quality and value	Limited to store brands (products), not supermarket banners (retailers); Pre-2020 market structure	Supermarket brand choice with post-2020 market analysis
Kiogora (2020)	Nairobi supermarket determinants	Location, product range, and service quality influence choice	No promotional factor; Descriptive design without causal inference; Pre-consolidation market	Post-consolidation causal analysis with promotional strategy inclusion
Ogbunankwor & Madumere (2023)	Nigerian retail attributes	Customer service, quality, and location significantly influence choice	No promotional strategy; Limited theoretical development; Nigerian informal retail context differs from Nairobi's organized sector	Full factor inclusion with TPB-SOR theoretical integration; Nairobi organized retail focus
Jaravaza & Chitando (2024)	Store location	Location attributes (parking, complementarity) influence choice	No quality or promotional factors examined; Zimbabwean context may not generalize to Nairobi	Comprehensive factor inclusion with Nairobi-specific analysis
Niu et al. (2024)	Price promotions	Promotions effective for high-volume, low-price categories	No quality or location integration; Limited to price promotions, neglecting loyalty programs and digital advertising	Nairobi-specific multi-factor analysis with diverse promotional instruments

Sources: Autor (2026)

2.5. Conceptual Framework

A conceptual framework serves as a fundamental guide for research by illustrating the hypothesized relationships among key variables (DeCuir-Gunby & McCoy, 2023). The conceptual framework depicted the hypothesized relationships among study variables based on the integrated TPB-SOR theoretical foundation. The framework posited that brand quality, supermarket location, and promotional strategy influenced brand choice.

Figure 2.1: Conceptual Framework



Source: Author (2026)

To provide a more comprehensive explanation of supermarket brand choice, this study integrates the Theory of Planned Behavior (Ajzen, 1991)and the Stimulus–Organism–Response (SOR) model (Mehrabian & Russell, 1974). While TPB explains consumer behavior through the cognitive mechanisms of attitudes, perceived behavioral control, and intentions, the SOR framework emphasizes the role of environmental stimuli in shaping consumers' internal evaluations and subsequent responses. The integration of these theories enables a richer understanding of how supermarket-related attributes influence brand choice.

Table 2.2 presents the mapping of the study variables within the integrated TPB–SOR framework and the expected relationships underpinning this study.

Table 2.2: Mapping of study variables to TPB and SOR

Study variable	SOR role (stimulus → organism)	TPB role	Integrated expectation
Brand quality	Quality cues as stimulus shaping perceived value (organism)	Forms the attitude toward the supermarket	Influences intention through evaluation, but mainly above a baseline level
Supermarket location	Accessibility stimulus shaping the convenience appraisal and affect	Operates through perceived behavioural control	Converts favorable attitudes into actual choice; can override preference when access is poor
Promotional strategy	Promotional stimulus triggering perceived gain and affect	Shapes the attitude (perceived desirability)	Raises intention tactically; effect conditional on accessibility
Brand choice (outcome)	Response (R)	Behavior following intention	Joint product of evaluation and perceived control

Source: Author, integrating Ajzen (1991) and Mehrabian and Russell (1974).

2.6. Operationalization of Study Variables

Operationalization involved translating abstract concepts into measurable elements, enabling their observation and assessment through specific indicators. To assess both the dependent and independent variables, a rating scale from 1 (strongly disagree) to 5 (strongly agree) will be employed. The indicators for the study are presented in Table 2.3 below.

Table 2.3: Operationalization of Study Variables

Variable	Abbreviation	Indicators	Source
Dependent Variable			
Brand Choice	BD	**Brand Loyalty**: Emotional attachment; Repurchase intention; Resistance to switching. **Purchase Frequency:** Visit regularity; Habitual patronage; Share of wallet	Chaudhuri & Holbrook (2001, 2002); Oliver (1999); Siddik & Kabiraj (2018)
Independent Variables			
Brand Quality	BQ	Product variety and freshness; Service reliability and staff competence; Store environment and atmosphere; Private label quality perception; Price-value relationship	Aaker (1991); Keller (1993, 2001); Hanifati & Salehudin (2021)
Supermarket Location	SL	Proximity to home/workplace; Transportation connectivity; Parking availability; Complementary retail presence; Store visibility	Jaravaza & Chitando (2024); Prinsloo (2016)
Promotional Strategy	PS	Discount depth and frequency; Loyalty program attractiveness; Digital advertising clarity; Special offer awareness; Promotional transparency	Rai & Bhandari (2021) ; Niu et al. (2024)

Source: Author (2026)

2.7. Chapter Summary

This chapter explored the theoretical foundations supporting the study and reviewed prior empirical research on the relationship between factors influencing consumers' choice of supermarket. It highlighted the research gaps identified in previous studies. A conceptual framework illustrates the connections between the variables, while the operationalization table provides a detailed overview of the variables and their respective measures.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1. Introduction

This chapter presents the methodological framework that guides the investigation of the factors influencing brand choice of supermarkets in Nairobi City County, Kenya. It details the research design, data collection methods, and analytical techniques employed in the study. The chapter is structured by first discussing research philosophy and design, followed by an examination of the target population, sampling approach, data collection procedures, and data analysis methods. The chapter further concludes with an overview of research quality and ethical considerations.

3.2. Research Philosophy

Research philosophy refers to the foundational assumptions governing how knowledge is developed, interpreted, and validated within a study (Saunders et al., 2019). In business and social science research, the principal philosophical orientations include interpretivism, postmodernism, critical realism, pragmatism, and positivism, each of which differs in its ontological and epistemological assumptions and, consequently, in its methodological implications (Sun & Zuo, 2024; Saunders et al., 2024). Saunders et al. (2024) identify research philosophy as the basis upon which methodological choices are justified, while Creswell and Creswell (2018) similarly emphasize that philosophical assumptions shape how researchers frame problems, collect evidence, and interpret findings.

According to interpretivism, which favors qualitative research into meanings and lived experiences, reality is socially produced and subjectively perceived (Creswell & Poth, 2018). More drastically, postmodernism completely rejects systemic measurement and universal knowledge claims, making it inappropriate for hypothesis-driven research (Saunders et al., 2019). While acknowledging the existence of an objective world, critical realism contends that deeper, frequently unobservable mechanisms cause observable occurrences. To capture this complexity, mixed-methods techniques are usually needed (Bhaskar, 1975). According to Tashakkori and Teddlie (2010), pragmatism advocates a method to the subject at hand and places a higher priority on research utility than philosophical conviction.

This study was therefore anchored on the positivist philosophy, which holds that reality is objective, observable, and measurable, and that relationships among variables can be empirically tested using statistical techniques (Bayezid, 2019; Creswell & Creswell, 2022). This philosophical stance was appropriate because the current study used quantitative data from a structured questionnaire to investigate the relationship between brand choice (the dependent variable) and brand quality, supermarket location, and promotional strategy, the independent variables (Hirose & Creswell, 2023). Consistent with positivism, the study adopted a deductive orientation in which theoretical expectations drawn from consumer behavior literature were tested empirically. The choice of positivism was therefore suitable for generating objective, systematic, and statistically interpretable evidence on supermarket brand choice in Nairobi City County.

3.3. Research Design

This study adopted a quantitative, cross-sectional survey design with both descriptive and explanatory components. It is quantitative because the constructs were measured numerically through structured Likert items and analyzed statistically (Saunders et al., 2019). It is cross-sectional because data were collected from each respondent at a single point in time, between June and September 2025, which suits a study that seeks to describe and explain associations across a population rather than to track change over time (Saunders et al., 2019). It is descriptive in profiling consumer perceptions and explanatory in testing, through regression, how the three predictors relate to brand choice. This combination was chosen because the objectives require both a snapshot of current perceptions and a test of the relative association of each predictor with choice.

3.4. Target Population

Population refers to the entire set of individuals, objects, or events sharing common characteristics relevant to the research problem within a defined geographic or institutional domain (Willie, 2024; Saunders et al., 2024).

In this study, the target population comprised customers shopping in Tier 1 and Tier 2 supermarkets in Nairobi City County, Kenya. As presented in Table 3.1, the study focused on customers shopping in the seven selected supermarket chains, namely Naivas, QuickMart, Carrefour, Chandarana, Magunas, Cleanshelf, and Eastmatt.

Table 3.1: Number of Supermarket Branches in Nairobi

Supermarket	Branches in Nairobi
Naivas	53
QuickMart	28
Carrefour	20
Chandarana	18
Magunas	7
Cleanshelf	5
Eastmatt	4
Total	**135**

Source: RETRAK (2025)

The study relied on RETRAK-based branch schedules presented in Table 3.1, which identified 135 supermarket branches for the seven chains within Nairobi County. On that basis, the target population was operationalized as customers shopping at the appropriate supermarket because it provided direct access to consumers actively making supermarket choice decisions in the Nairobi urban retail context.

3.5. Sampling Design

3.5.1. Sampling technique

Sampling refers to the process of selecting a subset of elements from a population in order to obtain information that can be used to make inferences about that population (Saunders et al., 2024; Zrineh et al., 2026). This study employed a convenience sampling technique. Convenience sampling is a non-probability approach in which respondents are selected based on their accessibility, availability, and willingness to participate at the point of data collection (Etikan et al., 2015; Andrade, 2020). It is widely used in survey-based consumer research where the study population is mobile, fluid, and not listed in any complete frame.

The use of convenience sampling was appropriate for this study because supermarket customers constitute a dynamic and continuously changing population, making it impractical to generate a complete list of all eligible respondents in advance. Data were therefore collected from shoppers who were readily available at selected supermarket branches and who consented to participate in the study. Although convenience sampling limits strict statistical generalization, it remains

methodologically acceptable for descriptive quantitative studies of consumer behavior where access to respondents depends on field realities (Memon et al., 2025; Cabanelas et al., 2025).

3.5.2. Sample Size Determination

A sample is a subset of the target population selected to represent that population in a study (Cochran, 1977; Ahmed, 2024). Determining an appropriate sample size is necessary to ensure adequate statistical precision and reliable estimation. Because the exact number of supermarket customers in Nairobi City County is unknown, the sample size for this study was determined using the Cochran formula for large or unknown populations:

$$n = \frac{Z^2\, p(1-p)}{c^2}$$

Where:

- n = required sample size
- Z = standard normal deviation at the selected confidence level
- p = estimated proportion of the population possessing the characteristic of interest
- c = margin of error

The study used a 90% confidence level (Z=1.645), a population proportion of 0.5, and a 5% margin of error. A population proportion of 0.5 is methodologically appropriate when the actual population proportion is unknown because it yields the maximum required sample size. Using these assumptions, the sample size was calculated as follows:

$$n = \frac{(1.645)^2\,(0.5)(0.5)}{(0.05)^2}$$

$$n = \frac{2.706 * 0.25}{0.0025} = 270.6\ (\sim 271)$$

The minimum required size was therefore rounded to 271 respondents. While a 95% confidence level is more commonly used, the adoption of a 90% confidence level in this study is justified by field constraints and the practical challenges associated with intercepting respondents in open retail environments (Egbuchulem, 2022).

Table 3.2: Proportionate Sample Allocation

Supermarket	**Branches in Nairobi**	Population Share	Minimum
Naivas	53	39%	106
QuickMart	28	21%	56
Carrefour	20	15%	40
Chandarana	18	13%	36
Magunas	7	5%	14
Cleanshelf	5	4%	10
Eastmatt	4	3%	8
Total	**135**	100%	271

Source: Author (2026)

This allocation technique in Table 3.2 increased coverage across the formal retail segment by guaranteeing that supermarkets with more branches were fairly represented in the data collection process.

3.6. Data Collection and Procedure

According to Creswell and Creswell (2018), data collection constitutes a systematic and rigorous process through which relevant information is gathered, organized, and prepared for empirical analysis in order to address research objectives and test theoretical propositions. In line with the positivist and quantitative orientation of this study, Primary data were collected with a structured, self-administered questionnaire. Respondent demographics and Likert-scaled perceptions of brand quality, supermarket location, promotional strategy, and brand choice. The questionnaire had four sections: demographics; brand quality (9 items); location (7 items); promotion (7 items); and brand choice (brand loyalty, 4 items, and purchase frequency, 3 items), all measured on a five-point Likert scale (1 = strongly disagree to 5 = strongly agree) and drawn from the operationalization in Table 2.3. Items were adapted from validated prior scales and mapped to each construct's conceptual definition. A field-based intercept was used at the selected branches between June and September 2025; participation was voluntary and responses were coded in Excel and analyzed in Stata.

3.7. Data Analysis

The data analysis process involved sequential stages comprising data cleaning and screening, construction of composite indices, descriptive statistical analysis, correlation analysis, and inferential analysis using simple and multiple linear regression techniques. Each analytical procedure was undertaken to address a specific objective of the study and to provide a comprehensive understanding of the determinants of supermarket brand choice.

3.7.1. Composite Score and Descriptive Analysis

Each construct in this study was represented by a composite variable indexed by the subscript i, denoting individual respondents. For instance, BC_i (Brand Choice), BQ_i (Brand Quality), SL_i (Supermarket Location), and PS_i (Promotional Strategy) were each constructed from multiple Likert-scale items completed by respondent i.

Following the approach recommended by Taber (2018), a composite score method was applied by computing the summated mean of all relevant items for each construct. This method ensures that each construct captures the underlying latent concept while maintaining scale consistency across variables.

The generic formula for constructing composite scores is given as:

$$Xi_i = \frac{1}{m} \sum_{k=1}^{m} x_i k$$

Where x_{ik} is the response of individual i to item k, and m is the total number of items for the construct.

This approach reduces measurement error and enhances construct validity by aggregating multiple indicators into a single index. Descriptive statistics were then computed for both demographic variables and study constructs. Frequencies and percentages were used for categorical data, while means and standard deviations summarized continuous and Likert-scale variables. Means and standard deviations were calculated both at the item level and for the composite construct scores,

thereby providing insight into central tendencies and variability in respondents' perceptions of brand quality, supermarket location, promotional strategy, and brand choice behavior.

3.7.2. Inferential Analysis: Multiple Linear Regression

Following the construction of composite indices for all variables, inferential analysis was conducted in two stages to examine the relationship between the independent variables and brand choice.

First, simple linear regression models were estimated for each independent variable, Brand Quality (BQ), Supermarket Location (SL), and Promotional Strategy (PS), in line with the specific objectives. This initial step enabled the assessment of the individual (bivariate) effect of each predictor on Brand Choice (BC), without controlling for the influence of other variables.

Subsequently, a multiple linear regression model was estimated to examine the joint and independent effects of the predictors on brand choice while controlling for potential interrelationships among variables.

The general specification of the model is presented as follows:

$$\boldsymbol{BC_i = \alpha + \beta_1 BQ_i + \beta_2 SL_i + \beta_3 PS_i + \varepsilon_i}$$

Where:

- BC_i = Brand Choice score for respondent i
- α = Constant (intercept)
- β_1, β_2, β_3 = Regression coefficients for the independent variables
- BQ_i = Brand Quality score
- SL_i = Supermarket Location score
- PS_i = Promotional Strategy score
- ε_i = Error term

The significance of each predictor was assessed at the 5% level ($p < 0.05$). Model fit and explanatory power were assessed using the coefficient of determination (R^2), adjusted R^2, and the F-statistic. This two-step approach allowed for a more nuanced interpretation of the results by

distinguishing between gross (bivariate) relationships and net (multivariate) effects, thereby identifying the variables that retain independent explanatory power in determining brand choice

3.8. Research Quality

3.8.1. Validity

Validity refers to the extent to which a research instrument adequately measures what it is intended to measure and supports meaningful interpretation of the findings (Haghani, 2023). In survey-based quantitative research, validity is commonly considered from the perspective of content validity and construct validity. Content validity concerns the degree to which the questionnaire items sufficiently represent the theoretical domain of the constructs under investigation, while construct validity relates to whether the operational indicators behave consistently with their underlying conceptual definitions (Ranganathan et al., 2024; Alqahtani, 2025).

In the present study, content validity was established by mapping each questionnaire item to its respective construct and ensuring consistency with the conceptual and operational definitions adopted in the study. The questionnaire items measuring brand loyalty, purchase frequency, brand quality, supermarket location, and promotional strategy were developed from the study objectives, the conceptual framework, and the operationalization of variables. Concerning construct validity, the study relied on theoretically guided construct specification and composite score formation rather than confirmatory factor analysis. Specifically, each construct was represented by a composite mean score created from its underlying Likert-scale items.

3.8.2. Reliability Test

Reliability refers to the consistency with which the questionnaire measures a construct across respondents and contexts (Ranganathan et al., 2024). Internal consistency was assessed using Cronbach's alpha (α), with a minimum acceptable threshold of 0.70 (Nunnally, 1975; Taber, 2018) . Although 0.70 is commonly used as a rule-of-thumb benchmark for acceptable reliability, recent methodological guidance also recognizes that values slightly below 0.70 may still be tolerated in exploratory or early-stage social science studies, particularly where constructs are broad or measured using few items (Daud, Khidzir et al., 2018).

Table 3.3: Reliability Statistics (Cronbach's Alpha)

Construct	Number of Items	Cronbach's Alpha (α)
Brand Choice (BC)	7	0.6452
Brand Quality (BQ)	9	0.6524
Supermarket Location (SL)	7	0.6465
Promotional Strategy (PS)	7	0.7686

Source: Author's computation using STATA (2026)

The results in Table 3.3 indicate varying levels of internal consistency across the constructs. Promotional Strategy (PS) recorded a Cronbach's alpha of 0.7686, exceeding the recommended threshold and demonstrating acceptable reliability, suggesting that the items' consistency captures promotional influences on consumer behavior. In constant, Brand Quality (0.6524), and Supermarket Location (0.6465) exhibit moderate reliability. Although these values fall slightly below the conventional 0.70 threshold, they remain acceptable within an explanatory research context.

The dependent construct, Brand Choice (BC), was operationalized as a composite of Brand Loyalty (BL) and Purchase Frequency (PF), and recorded a Cronbach's alpha of 0.6452, indicating moderate internal consistency. The construct captures BC behavior reasonably well, although its reliability is affected by the variability of its underlying components, especially purchase frequency. However, its retention in the study is theoretically and empirically justified. First, purchase frequency represents a behavioral dimension of brand choice, complementing the attitudinal dimension captured by brand loyalty. In consumer behavior literature, behavioral and attitudinal measures are often combined to provide a more comprehensive representation of choice outcomes (Bandyopadhyay & Martell, 2007; VonRiesen & Herndon, 2011). Second, Cronbach's alpha is sensitive to the number of items and the heterogeneity of the construct; constructs such as purchase frequency, which may capture diverse purchasing patterns (e.g., habitual, situational, or convenience-driven purchases), may naturally exhibit lower internal consistency.

The study relied on theory-guided composite scores in place of factor analysis. Best practice for multi-item constructs is to establish dimensionality and convergent validity through exploratory and/or confirmatory factor analysis before computing composites (Fornell & Larcker, 1981; Hair et al., 2019).

3.9 Diagnostic Tests

Diagnostic tests were conducted to assess whether the assumptions underlying multiple linear regression were satisfied before interpreting the regression results. Compliance with these assumptions enhances the validity, reliability, and robustness of the estimated coefficients and statistical inferences (Gujarati & Porter, 2009; Hair et al., 2019). Specifically, the study examined multicollinearity among the independent variables, the normality of the residuals, and the presence of heteroskedasticity. The results of these tests informed the suitability of the regression model and whether corrective measures were necessary prior to hypothesis testing.

3.9.1 Multicollinearity Test

Multicollinearity was assessed using the Variance Inflation Factor (VIF). The VIF values were 1.196 for PS, 1.172 for BQ, and 1.094 for SL, with a mean VIF of 1.154. These values are well below commonly cited concern thresholds, indicating that multicollinearity was not a threat to coefficient stability or interpretability in the regression model. Recent applied studies and methodological guidance continue to treat low VIF values as evidence that the predictors do not exhibit harmful linear dependence.

3.9.2 Normality Tests

Normality of residuals was examined using the skewness and kurtosis test, histogram, and normal Q-Q plot. The joint skewness-kurtosis test for the regression residuals returned Prob > chi^2 = 0.8884, indicating failure to reject the null hypothesis of normality. This suggests that the regression residuals were approximately normally distributed. The histogram and Q-Q plot further supported this conclusion. The normality result strengthens the validity of the inference based on the estimated model.

3.9.3 Heteroskedasticity

Heteroskedasticity was examined using both the Breusch–Pagan/Cook–Weisberg test and White's test. The Breusch–Pagan/Cook–Weisberg test returned chi^2 (1) = 3.50, p = 0.0612, which is not statistically significant at the 5% level and therefore does not reject homoskedasticity. However, White's test returned chi^2 (9) = 30.58, p = 0.0003, indicating evidence of heteroskedasticity under the more general specification. Since White's test is more flexible in detecting unrestricted heteroskedasticity, the findings suggest that the variance of the errors was not fully constant.

Finally, the Ramsey RESET test (p = 0.0037) indicated potential model misspecification, suggesting omitted variables or non-linear relationships. This implies that while the model provides useful insights, it may not fully capture all determinants of supermarket brand choice. The model is therefore best understood as a partial specification capturing the association of three observable retail attributes with brand choice, not as a complete behavioural model.

3.10 Ethical Considerations

The study adhered to the ethical principles applicable to survey-based academic research. Participation was voluntary, and respondents were informed of the purpose of the study before completing the questionnaire. Informed consent was obtained before data collection, and respondents were assured that their responses would be treated confidentially and used strictly for academic purposes. No personally identifying information was disclosed in the analysis or reporting of the findings.

The study also observed the ethical standards required by the relevant institutional review structures. Approval was first requested from the Strathmore University Ethical Review Committee (SU-IERC), and authorization was obtained from the National Commission for Science, Technology, and Innovation (NACOSTI). Data were stored securely, access was restricted to the researcher, and the principles of anonymity, confidentiality, and voluntary participation were upheld throughout the research process. All referenced sources were acknowledged using APA 7th edition style, and the study was conducted with honesty, neutrality, and transparency in data handling, analysis, and interpretation.

3.11 Chapter Summary

This chapter has presented the methodological framework that guided the study. It described the procedures used in data collection, measurement, and analysis, and outlined the approaches adopted to ensure research quality and ethical compliance. Reliability testing showed that Promotional Strategy achieved acceptable internal consistency, while Brand Loyalty, Brand Choice, Brand Quality, and Supermarket Location demonstrated moderate reliability. Diagnostic testing further revealed that multicollinearity was not a concern and that the residuals were approximately normally distributed. However, evidence from White's test and the Ramsey RESET test indicated heteroskedasticity and possible model misspecification, justifying the use of robust standard errors and cautious interpretation of the regression findings. The model is therefore best understood as a partial specification capturing the association of three observable retail attributes with brand choice, not as a complete behavioral model.

CHAPTER FOUR

RESEARCH FINDINGS, INTERPRETATION, AND PRESENTATION OF RESULTS

4.1. Introduction

This chapter presents and interprets the empirical findings of the study on the factors influencing consumers' brand choice of supermarkets in Nairobi City County, Kenya. The analysis is guided by the study objectives, which sought to examine the influence of brand quality, supermarket location, and promotional strategy on brand choice.

The chapter begins with a presentation of response rate and sample realization, followed by the demographic characteristics of the respondents. It then presents reliability and diagnostic test results, descriptive statistics of the study variables, and inferential findings from correlation and regression analyses.

4.2. Response Rate

The study targeted a minimum sample size of 271 respondents, as determined using Cochran's (1977) formula for large or unknown populations. A total of 232 responses were successfully collected and retained for analysis, representing a response rate of 85.6% relative to the distributed questionnaires. Although the achieved sample size was slightly below the minimum target, it remained adequate for the statistical analyses undertaken in this study. Unlike studies involving institutional sampling frames, the present study relied on intercept-based convenience sampling, where participation was voluntary. Consequently, variation in response rates is expected due to accessibility and respondent availability in retail environments.

This response rate is considered adequate within survey research standards, particularly in business and management studies, where response rates commonly range between 50% and 70% (Taherdoost & Madanchian, 2025).

A systematic data cleaning process was conducted to ensure the completeness and consistency of responses. After applying the criteria below in Table 4.1, all 232 observations were retained, as no missing values or invalid entries were identified across key variables.

Table 4.1: Data Cleaning and Final Sample Determination

Description	Number of Responses	Percentage (%)
Targeted sample size (Cochran, 1977)	271	100
Responses received	232	85.6% of distributed
Final valid sample	232	85.6 % of received

Source: Author's computation using Microsoft Excel and STATA (2026)

Table 4.1 summarizes the response rate and final analytical sample. The study achieved 232 valid responses, representing 85.60% of the targeted sample size. While the achieved sample was slightly below the minimum target of 271 respondents, it provided sufficient observations for the descriptive and multivariate analyses undertaken in the study. The final sample therefore offered an adequate empirical basis for examining the determinants of supermarket brand choice.

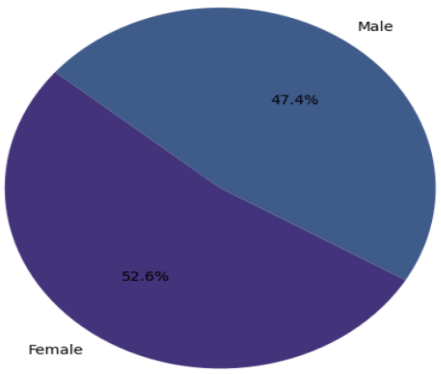
4.3. Demographic Characteristics of Respondents

This section presents the demographic profile of respondents, including gender, age, education level, and supermarket distribution. These Characteristics provide contextual insight into the sample and are important in interpreting the empirical findings.

4.3.1. Gender Distribution

The questionnaires included structured questions on gender, as shown in Figure 4.1 below. This helps assess the representativeness of the sample across gender categories.

Figure 4.1: Gender Distribution



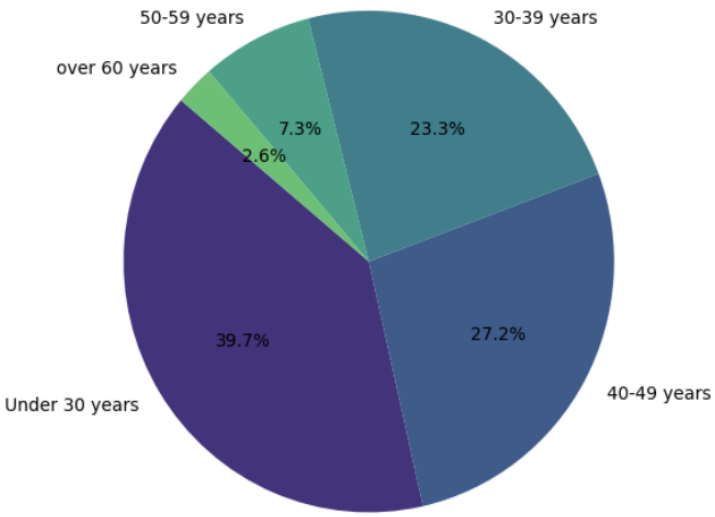
Source: Author's computation using STATA (2026)

Out of the 232 respondents, 122 (52.6%) were female, while 110 (47.4%) were male. This indicates a relatively balanced gender distribution, with a slight predominance of female respondents.

4.3.2. Age Distribution

Figure 4.2 below summarizes the age distribution of respondents, which is important in confirming alignments with the defined population.

Figure 4.2: Age Group Distribution



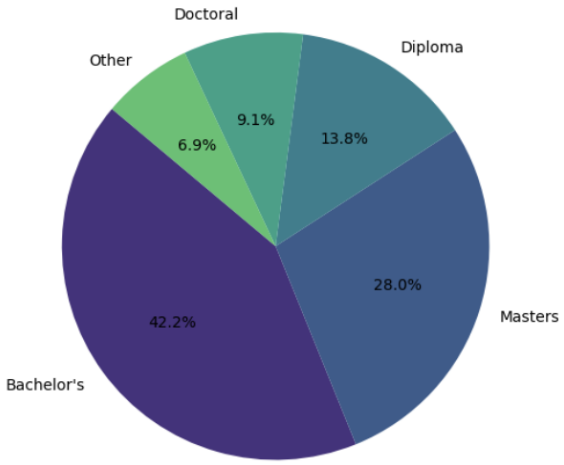
Source: Author's computation using STATA (2026)

The majority of respondents were under 30 years (39.7%), followed by those aged 40–49 years (27.2%) and 30–39 years (23.3%). A smaller proportion of respondents were aged 50–59 years (7.3%) and above 60 years (2.6%). This distribution suggests that the sample is largely composed of younger and middle-aged consumers, who are typically more active participants in urban retail markets.

4.3.3. Level of Education

Figure 4.3 showss the distribution of respondents by their level of education, ensuring alignment with the defined study population.

Figure 4.3: Distribution of Education



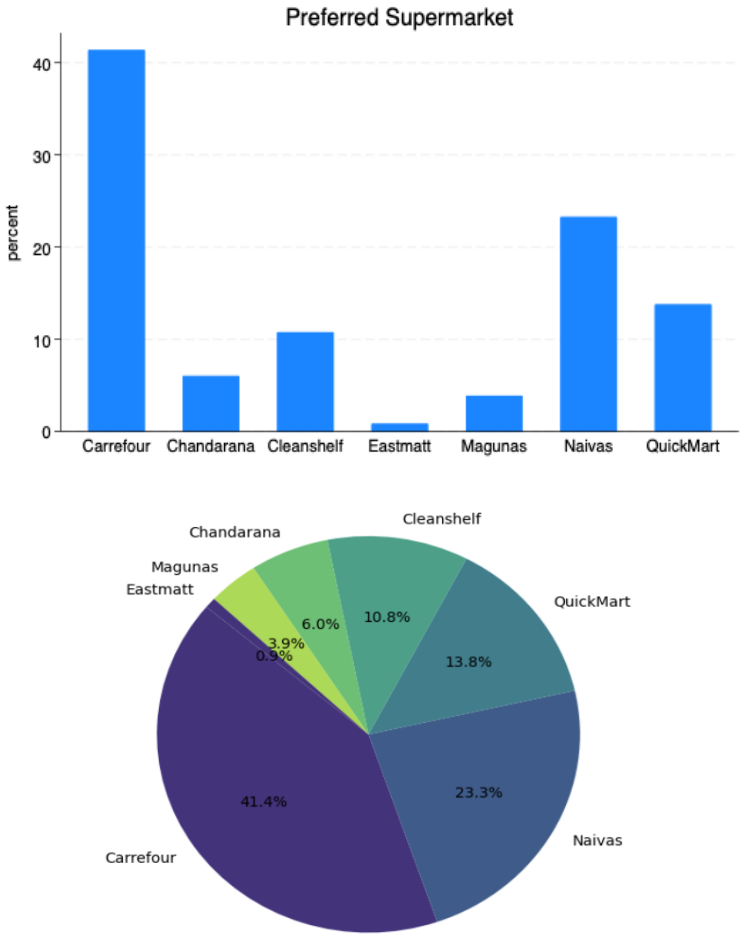
Source: Author's computation using STATA (2026)

The majority (42.2%) had a bachelor's degree, followed by a master's degree (28%), a diploma (13.8%), and a doctorate (9.1%). A small proportion (6.9%) were labeled as others and did not disclose their educational background. The data show how participants' qualifications are distributed across different levels and provide a clear explanation of their varied educational backgrounds. This demonstrates that the majority of respondents were highly educated and understood the questions.

4.3.4. Supermarket Distribution

This distribution in Figure 4.4 reflects variation in customer traffic across supermarket chains and ensures that the study captures a broad representation of the formal retail segment.

Figure 4.4: Distribution of Supermarket preference



Source: Author's computation using STATA (2026)

From the data collected, Carrefour was preferred by 41.4% of respondents, Naivas by 23.3%, QuickMart by 14%, Cleanshelf by 11%, Chandarana by 6%, Magunas by 4%, and Eastmatt by 0.9%. The findings indicate that Carrefour is the respondents' favorite supermarket and that larger supermarket chains get more customers than smaller ones.

4.4. Descriptive Statistics

This section presents the descriptive statistics for the four study constructs measured on a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). For each item, the mean summarizes the typical level of agreement among the 232 respondents, while the standard deviation indicates the dispersion of responses: a smaller value reflects greater consensus and a larger value greater divergence of opinion.

4.4.1. Brand Choice (BC)

The Brand Choice construct assesses the dimensions of brand loyalty (bl) and purchase frequency (pf). Table 4.2 outlines the distribution of responses regarding consumer belief systems and habitual purchasing patterns.

Table 4.2: Descriptive Statistics for Brand Choice

No.	Statement	Code	Mean	Std Deviation
1	I believe in brands that meets my needs.	bl1	4.247	0.582
2	I prefer a brand that I trust its reputation.	bl2	4.269	0.668
3	I prefer to purchase products from well-known brands.	bl3	4.140	0.683
4	I pick brands that meet my expectations for quality.	bl4	4.204	0.589
5	I shop regularly with specific brands.	pf1	4.134	0.741
6	I tend to buy the same product repeatedly over time.	pf2	4.167	0.742
7	I often change supermarkets I buy from regularly.	pf3	2.527	1.126
	Overall Scores		3.951	-

Source: Author's computation using STATA (2026)

Brand Choice recorded a composite mean of 3.955, indicating a generally high level of brand consciousness among respondents. The loyalty and trust items attracted the strongest agreement, trusting a brand's reputation (bl2, $\mu = 4.269$), believing in brands that meet one's needs (bl1, $\mu = 4.247$) and selecting brands that meet quality expectations (bl4, $\mu = 4.204$), with moderate dispersion (σ between 0.582 and 0.668). The purchase-frequency items concerning regular shopping with specific brands (pf1, $\mu = 4.134$) and repeat purchasing (pf2, $\mu = 4.167$) were similarly endorsed. The store-switching item (pf3) recorded the lowest mean (2.527) and the widest dispersion ($\sigma = 1.126$); since this item is worded in the opposite direction to loyalty, the low level of agreement is consistent with respondents not switching supermarkets frequently and therefore supports, rather than contradicts, the overall pattern of brand loyalty. Accordingly, pf3 was reverse-scored prior to its inclusion in the composite index.

4.4.2. Brand Quality (BQ)

Brand Quality (BQ) explores the relationship between product variety, price-quality heuristics, and emotional attachment. Table 4.3 presents the mean scores for these quality-centric

determinants.

Table 4.3: Descriptive Statistics for Brand Quality

No.	Statement	Code	Mean	Std Dev.
1	I prefer supermarkets offering a wider variety of products.	bq1	4.371	0.595
2	I feel emotionally attached to brands that consistently deliver high-quality products.	bq2	4.258	0.696
3	Affordable pricing of private-label products motivates me to choose store brands.	bq3	4.145	0.768
4	I agree that brand recognition is a key factor in your decision to choose a supermarket brand.	bq4	4.038	0.788
5	To what degree do you agree that convenience factors such as discounts influence your preference for supermarket store brands.	bq5	4.167	0.844
6	Offering a broad range of focused product options enhances my customer preference.	bq6	4.290	0.659
7	To what extent do you agree that product uniqueness is critical in shaping your preference for store brands.	bq7	4.134	0.734
8	Quality brands offer expensive products.	bq8	2.796	0.931
9	Supermarkets offer quality products.	bq9	3.919	0.850
	Overall Scores		**4.013**	**-**

Source: Author's computation using STATA (2026)

Perceptions of Brand Quality returned an overall mean of 4.013, indicating generally favorable evaluations. Respondents placed the greatest value on product variety (bq1, $\mu = 4.371$), focused product options (bq6, $\mu = 4.290$) and emotional attachment to consistently high-quality brands (bq2, $\mu = 4.258$), with dispersion in the moderate range (σ between 0.595 and 0.844). The belief that quality brands are necessarily expensive (bq8) attracted the lowest agreement ($\mu = 2.796$) and a comparatively widespread ($\sigma = 0.931$), suggesting that respondents did not generally equate quality with high price. The view that supermarkets offer quality products (bq9, $\mu = 3.919$) was endorsed less strongly than the other attributes. On balance, the results indicate broadly positive perceptions of supermarket brand quality, with the greatest divergence of opinion on the price–quality association.

4.4.3. Supermarket Location (SL)

Supermarket Location (SL) measures the impact of physical proximity and accessibility on consumer store selection. The data in Table 4.4 reflect the spatial preferences of the respondents.

Table 4.4: Descriptive Statistics for Supermarket Location

No.	Statement	Code	Mean	Std Dev.
1	Strategic store location complemented by compatible surrounding stores influences my choice.	sl1	4.129	0.724
2	Parking areas and children's play areas in influences your decision to select a supermarket.	sl2	3.656	1.120
3	To what extent do you agree that supermarkets positioned along commuting routes attract more customers.	sl3	4.237	0.680
4	The proximity of a supermarket to your home or workplace influences your shopping decisions.	sl4	4.452	0.598
5	Store operation hours and ease of access influences your selection of a supermarket.	sl5	4.339	0.741
6	To what extent do you agree that the proximity to your residence influences the choice of supermarket selection.	sl6	4.387	0.624
7	The supermarket's location impacts your perception of the store's quality.	sl7	4.048	0.966
	Overall Scores		**4.178**	**-**

Source: Author's computation using STATA (2026)

Supermarket Location was the most highly rated construct (overall $\mu = 4.178$), indicating that respondents attached considerable importance to location-related attributes. The strongest agreement was recorded for proximity to home or workplace (sl4, $\mu = 4.452$), proximity to residence (sl6, $\mu = 4.387$) and convenient operating hours and access (sl5, $\mu = 4.339$), each with relatively low dispersion (σ between 0.598 and 0.741), reflecting a consistent view across respondents. The item on parking and children's play areas (sl2) was the least strongly endorsed ($\mu = 3.656$) and the most variable ($\sigma = 1.120$), indicating that respondents differed in the importance they assigned to these supplementary facilities. The results are consistent with accessibility and convenience being salient considerations in respondents stated supermarket preferences.

4.4.4. Promotional Strategy (PS)

Promotional Strategy (PS) evaluates the effectiveness of price incentives, advertising, and targeting. Table 4.5 illustrates how these marketing efforts resonate with consumers.

Table 4.5: Descriptive Statistics for Promotional Strategy

No.	Statement	Code	Mean	Std Dev.
1	Price promotions for lower-priced, high-sales-volume products attract consumers.	ps1	4.129	0.628
2	Poorly targeted promotions that fail to resonate with the intended audience reduce consumer engagement and brand appeal.	ps2	3.909	0.905
3	Online advertisements provide clear product information positively impact consumer satisfaction, purchase decisions, and brand loyalty.	ps3	3.651	0.931
4	Excessive or poorly targeted promotions may lead to confusion or resentment among consumers.	ps4	3.919	0.825
5	Promotional strategies, such as discounts and bundling, positively affect consumer purchasing patterns in supermarkets.	ps5	4.204	0.721

6	Price promotions are most effective when applied to product categories with low average prices and high sales volumes.	ps6	4.151	0.712
7	Promotional strategies, such as discounts positively affect consumer purchasing patterns in supermarkets.	ps7	4.269	0.715
	Overall Scores		**4.033**	**-**

Source: Author's computation using STATA (2026)

Promotional Strategy recorded an overall mean of 4.033, indicating generally favourable perceptions. The highest agreement was observed for price-related discounts (ps7, $\mu = 4.269$) and discounts and bundling (ps5, $\mu = 4.204$), followed by effectiveness for low-priced, high-volume categories (ps6, $\mu = 4.151$) and price promotions for such products (ps1, $\mu = 4.129$), with dispersion in the moderate range. Agreement was weaker, and more variable, for the value of online advertisements (ps3, $\mu = 3.651$, $\sigma = 0.931$) and for the statement that poorly targeted promotions reduce engagement (ps2, $\mu = 3.909$, $\sigma = 0.905$). Overall, respondents viewed price-based promotions more favourably than advertising-based promotional activity.

4.5. Correlation Analysis

A pairwise correlation analysis was conducted to examine the relationships between the study variables and to assess the degree of association before regression analysis. The result from Table 4.6 indicates that all reported coefficients are accompanied by their respective p-values, indicating statistical significance of each relationship.

Table 4.6: Pairwise Correlations Matrix

Variables	(1)	(2)	(3)	(4)
(1) BC	1.000			
(2) BQ	0.157**	1.000		
	(0.017)			
(3) SL	0.272***	0.220***	1.000	
	(0.000)	(0.001)		
(4) PS	0.234***	0.360***	0.260***	1.000
	(0.000)	(0.000)	(0.000)	

*** $p<0.01$, ** $p<0.05$, * $p<0.1$

Source: Author's computation using STATA (2026)

The correlation matrix reveals positive and statistically significant associations among all constructs. Brand Choice (BC) maintains a significant positive relationship with Brand Quality ($r = 0.157$), Supermarket Location ($r = 0.272$), and Promotional Strategy ($r = 0.234$). The strongest inter-variable correlation is observed between Promotional Strategy and Brand

Quality ($r = 0.360$, $p < 0.01$), suggesting that consumers perceive a synergy between promotional efforts and the perceived value of the brand. These findings provide initial support for the subsequent regression analysis.

4.6. Diagnostic Tests

A variety of diagnostic tests were carried out to make sure the Classical Linear Regression Model (CLRM) assumptions were met before the econometric model was formally estimated. These tests address heteroskedasticity, multicollinearity, normality, and model specification.

4.6.1. Multicollinearity Test

To assess the potential for high intercorrelations between the independent variables, the Variance Inflation Factor (VIF) in Table 4.7 was computed. Multicollinearity can inflate standard errors and render coefficients unstable.

Table 4.7: Variance inflation factor (VIF)

	VIF	1/VIF
PS	1.196	.836
BQ	1.172	.854
SL	1.094	.914
Mean VIF	1.154	.

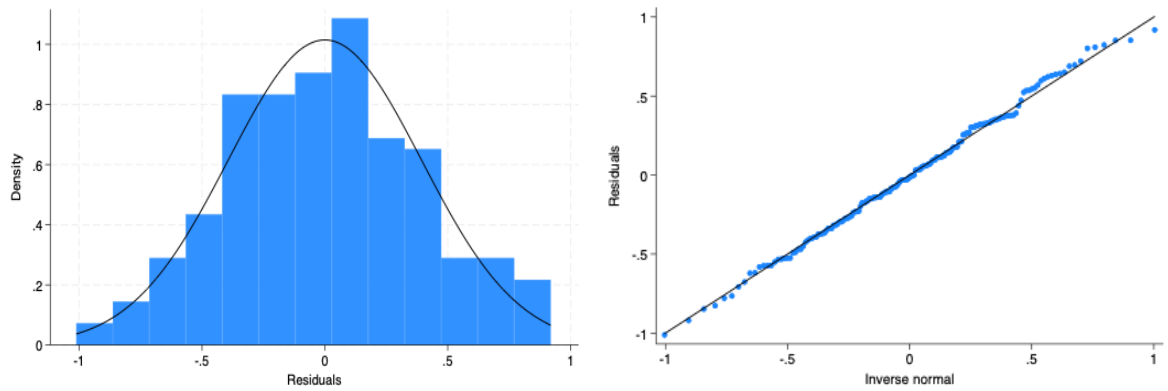
Source: Author's computation using STATA (2026)

The results in Table 4.8 indicate that the VIF for all predictors is well below the conservative threshold of 10.0 (and even the stricter threshold of 5.0), with a Mean VIF of 1.154. Correspondingly, the tolerance levels (1/VIF) are significantly above 0.10. These statistics confirm the absence of multicollinearity, suggesting that each independent variable provides unique information to the model.

4.6.2. Normality of Residuals

The assumption of normality is critical for the validity of *t*-tests and *F*-tests. This was evaluated using both graphical methods and formal statistical testing.

Figure 4.5: Normality of Residuals: Histogram and Normal Q-Q Plot



Source: Author's computation using STATA (2026)

Table 4.8: Skewness and Kurtosis Tests for Normality

Variable	Obs	Pr(Skewness)	Pr(Kurtosis)	adj chi2(2)	Prob>chi2
Residuals	232	0.7035	0.7619	0.24	0.8884

Source: Author's computation using STATA (2026)

The histogram and Normal Q-Q plot in Figure 4.5 exhibit residuals that closely follow the theoretical normal distribution line. Formally, the Skewness and Kurtosis test (Table 4.8) yielded a p-value of 0.8884. Since this exceeds the significance level of 0.05, we fail to reject the null hypothesis of normality. This confirms that the error terms are normally distributed, supporting the reliability of the inferential statistics.

4.6.3. Heteroskedasticity Test

To verify the assumption of constant variance (homoskedasticity), the Breusch–Pagan and White's tests were employed.

Table 4.9: Heteroskedasticity Test Results

Test Type	chi^2 Statistic	p-value
Breusch–Pagan / Cook–Weisberg	3.5	0.0612
White's Test (General)	30.58	0.0003

Source: Author's computation using STATA (2026)

The Breusch–Pagan test resulted in a p-value of 0.0612, which is marginally above the 0.05 threshold, suggesting homoskedasticity under standard assumptions. However, the more robust White's test yielded a p-value of 0.0003, indicating the presence of some unrestricted heteroskedasticity. This suggests that the variance in Brand Choice may differ across different levels of the independent variables. To ensure the integrity of the findings, robust standard errors will be utilized in the final regression analysis to account for this variance.

4.6.4. Model Specification (Ramsey RESET Test)

The Ramsey RESET test was conducted to determine if the model suffers from omitted variable bias or incorrect functional form.

Table 4.10: Ramsey RESET Test for Omitted Variables

Variable	Degrees of Freedom	Prob>F
Residuals	(3, 225)	0.0037

Source: Author's computation using STATA (2026)

The Ramsey RESET test produced an F-statistic of 4.61 with a p-value of 0.0037. Since $p < 0.05$, the null hypothesis that the model has no omitted variables is rejected. This indicates that while the current predictors are significant, there may be non-linear relationships or additional explanatory variables not currently captured.

4.7. Inferential Statistics

This section presents the inferential results used to assess the influence of brand quality, supermarket location, and promotional strategy on brand choice among supermarket consumers in Nairobi City County. The analysis proceeds in two stages. First, simple linear regression models are estimated to examine the isolated effect of each predictor on brand choice. Second, a multiple linear regression model is estimated to assess the net effect of each variable after controlling for the others. This sequencing is important because a variable may appear influential in isolation but lose explanatory strength when competing determinants are introduced simultaneously.

4.7.1. Simple Linear Regression Analysis

To evaluate the individual effect of each explanatory variable, three simple linear regression

models were estimated separately. In each case, Brand Choice (BC) was the dependent variable. The results are presented sequentially in Tables 4.1 to 4.13, corresponding to Objectives (i), (ii), and (iii), respectively.

4.7.1.1. Objective (i): Influence of Brand Quality (BQ) on Brand Choice (BC)

To evaluate the first objective, a simple linear regression model was estimated to assess the extent to which brand quality influences brand choice when considered in isolation. The results of this analysis are presented in Table 4.11.

Table 4.11: Simple Regression: BQ on BC

BC	Coef.	St.Err.	t-value	p-value	[95% Conf	Interval]	Sig
BQ	0.189	.078	2.41	0.017	.035	.343	**
Constant	3.334	.314	10.60	0.000	2.714	3.953	***
Mean dependent var		4.089	SD dependent var			0.424	
R-squared		**0.025**	Number of obs			232	
F-test		**5.814**	**Prob > F**			**0.017**	
Akaike crit. (AIC)		257.748	Bayesian crit. (BIC)			264.642	

*** *p<.01*, ** *p<.05*, * *p<.1*

Source: Author's computation using STATA (2026)

The first model shows that brand quality has a positive and statistically significant effect on brand choice when considered in isolation (β=0.189, p=0.017). This implies that a one-unit improvement in perceived brand quality is associated with a 0.189-unit increase in BC.

Statistically, the model is significant overall (F=5.814, p=0.017), indicating that brand quality alone provides information relevant to predicting brand choice. However, the model's explanatory power is weak, with an R^2 of 0.025, meaning that brand quality alone explains only 2.5% of the observed variation in brand choice. This is the lowest R^2 among the three simple regression models. This result is important for two reasons: first, it suggests that while consumers do respond to perceptions of quality, quality on its own is not a dominant driver of supermarket choice in the Nairobi context; second, the low explanatory power indicates that quality may be a necessary but insufficient condition for choice. In practical terms, consumers may appreciate good quality, but this alone does not strongly differentiate supermarket preference.

This finding implies that quality may function more as a basic expectation than as a decisive market differentiator. In supermarket retailing, especially in urban settings, consumers may perceive relatively similar quality standards across major chains. Consequently, quality perceptions may exert a less distinct influence on actual supermarket choice. This interpretation becomes even more relevant in the multivariate analysis below.

4.7.1.2. Objective (ii): Influence of Supermarket Location (SL) on Brand Choice (BC)

To address the second objective, a simple regression model was estimated to examine the isolated effect of supermarket location on brand choice. The results are presented in Table 4.12.

Table 4.12: Simple Regression: SL on BC

BC	Coef.	St.Err.	t-value	p-value	[95% Conf	Interval]	Sig
SL	0.264	.061	4.29	0.000	.143	.385	***
Constant	2.983	.259	11.52	0.000	2.472	3.493	***
Mean dependent var		4.089	SD dependent var			0.424	
R-squared		0.074	Number of obs			232	
F-test		18.445	Prob > F			0.000	
Akaike crit. (AIC)		245.643	Bayesian crit. (BIC)			252.537	

*** *p<.01*, ** *p<.05*, * *p<.1*

Source: Author's computation using STATA (2026)

The second model indicates that supermarket location exerts a positive and highly significant influence on brand choice ($\beta=0.264$, $p < 0.001$). This indicates that a one-unit improvement in perceived location convenience increases BC by 0.264 units when location is considered alone.

Among the three simple regressions, this is the largest coefficient and the strongest model statistically, with the highest t-value ($t = 4.29$), the largest F-statistic ($F = 18.445$), and the highest explanatory power ($R^2 = 0.074$). The result implies that location alone explains 7.4% of the variation in brand choice, making it the most powerful single predictor in the bivariate stage. This is also reflected in the information criteria. The AIC (245.643) and BIC (252.537) are lower than those of the quality and promotional models, indicating that the location model provides the best fit among the three simple regressions.

This result is highly plausible in the Nairobi retail environment. Urban consumers often face

significant constraints related to distance, transport costs, traffic congestion, time pressure, and daily convenience. In such a setting, spatial accessibility becomes a direct component of consumer utility. A better-located supermarket reduces both monetary and non-monetary costs of shopping, making it more attractive irrespective of other brand attributes. Therefore, location appears to be a structural determinant of supermarket choice rather than merely a supporting attribute.

4.7.1.3. Objective (iii): Influence of Promotional Strategy on Brand Choice

The independent impact of promotional strategy on brand choice was evaluated using a simple regression model to investigate the third objective. Table 4.13 summarizes the outcomes.

Table 4.13. Simple Regression: PS on BC

BC	Coef.	St.Err.	t-value	p-value	[95% Conf	Interval]	Sig
PS	.2	.055	3.65	0.000	.092	.308	***
Constant	3.285	.222	14.82	0.000	2.848	3.722	***
Mean dependent var		4.089	SD dependent var			0.424	
R-squared		0.055	Number of obs			232	
F-test		13.346	Prob > F			0.000	
Akaike crit. (AIC)		250.455	Bayesian crit. (BIC)			257.348	

*** $p<.01$, ** $p<.05$, * $p<.1$

Source: Author's computation using STATA (2026)

The third model reveals that promotional strategy has a positive and highly significant effect on brand choice $(\beta = 0.200,\ p<0.001)$. This suggests that a one-unit increase in perceived promotional attractiveness is associated with a 0.200-unit increase in brand choice. The model is statistically robust overall $(F = 13.346,\ p<0.001)$, and its explanatory power $(R^2=0.055)$ indicates that promotional strategy alone explains 5.5% of the variance in brand choice. This places it above brand quality but below supermarket location in terms of predictive strength.

Furthermore, the results indicate that promotions operate as tactical incentives that directly affect consumer value perception. Discounts, offers, bundling, price reductions, and reward-oriented mechanisms may reduce the effective cost of shopping and stimulate purchase consideration. For many consumers, especially in urban markets characterized by budget sensitivity, promotions can meaningfully influence store choice. However, the lower R^2 relative to location suggests that

promotions are influential, but not as structurally decisive as spatial convenience.

4.7.2. Multiple Regression Analysis

To determine the net effect of the predictors when considered together, a multiple regression model was estimated with Brand Choice (BC) as the dependent variable and Brand Quality (BQ), Supermarket Location (SL), and Promotional Strategy (PS) as the explanatory variables, as shown in Table 4.14.

Table 4.14: Multiple Regression Results

BC	Coef.	St.Err.	t-value	p-value	[95% Conf	Interval]	Sig
BQ	.062	.081	0.76	.447	-.098	.223	
SL	.213	.063	3.36	.001	.088	.338	***
PS	.135	.059	2.31	.022	.02	.251	**
Constant	2.403	.367	6.55	0	1.68	3.127	***
Mean dependent var		4.089	SD dependent var			0.424	
R-squared		0.105	Number of obs			232	
F-test		8.930	Prob > F			0.000	
Akaike crit. (AIC)		241.766	Bayesian crit. (BIC)			255.553	

*** *p<.01*, ** *p<.05*, * *p<.1*

Source: Author's computation using STATA (2026)

The model is jointly statistically significant ($F = 8.930$, $p < 0.001$), indicating that the three predictors collectively provide meaningful predictive power for brand choice. The coefficient of determination is, however, modest: an R^2 of 0.105 means that the three predictors jointly explain approximately 10.5% of the variation in brand choice, leaving close to 90% unexplained. Although limited explanatory power is common in cross-sectional consumer-behavior research, where many individual-level determinants remain unobserved, it would be inconsistent with the data to describe any single predictor as a dominant cause of brand choice; the results are therefore interpreted in terms of the relative association of the measured variables rather than their absolute importance. The Akaike Information Criterion falls to 241.766, lower than that of all three simple models, indicating that the combined specification offers the best overall fit among those estimated.

The gain in explanatory power from the combined model is incremental rather than additive: the R^2 rises from a maximum of 0.074 for supermarket location in isolation to 0.105 when all three predictors are included. This less-than-additive increase reflects shared variance among

the predictors, which are themselves positively correlated (correlation matrix, Table 4.7). The significant Ramsey RESET result reported among the regression diagnostics further indicates that relevant variables are absent from the model; the most plausible omissions are consumer income, shopping frequency, household composition and psychological dispositions toward shopping, each of which is theoretically linked to both the predictors and to brand choice and could therefore bias the estimated coefficients. The multiple regression model thus captures the net (conditional) effects of the predictors, whereas the simple models capture their gross (unconditional) effects.

Considering the individual predictors, supermarket location is the strongest predictors of brand choice ($\beta = 0.213$, $p = 0.001$), followed by promotional strategy ($\beta = 0.135$, $p = 0.022$). Brand quality, by contrast, is not statistically significant in the combined model ($\beta = 0.062$, $p = 0.447$). multiple models. Although BQ was positive and significant when considered in isolation ($\beta = 0.189$, $p = 0.017$), its coefficient declines to 0.062 and loses significance ($p = 0.447$) once location and promotion are included. This attenuation is not attributable to harmful multicollinearity, as the Variance Inflation Factors (VIF) were low. The most direct explanation is confounding through shared variance: because perceptions of quality, location, and promotion are positively correlated, part of the association between quality and brand choice observed in the bivariate model is in fact common to the three predictors and is absorbed by location and promotion when they are entered together. In substantive terms, once the more immediate and behaviorally salient attributes of accessibility and price promotion are taken into account, perceived quality does not exert a distinct marginal association with brand choice in this sample.

In contrast, supermarket location (SL) emerges as the most robust and dominant predictor of brand choice. Although its coefficient declines moderately from 0.264 in the simple regression to 0.213 in the multiple model, it remains highly significant ($p = 0.001$). This stability indicates that location captures a distinct and non-overlapping dimension of consumer utility, which persists even after controlling for quality and promotions. The relatively small reduction in the coefficient further suggests that the explanatory power of location is largely independent of the other variables.

This finding is consistent with the concept of spatial utility maximization. In an urban environment such as Nairobi City County, consumers face significant constraints related to distance, travel time, transport costs, and traffic congestion. As a result, proximity and accessibility become critical determinants of shopping behavior. Supermarket location directly reduces the transaction costs associated with purchasing, thereby increasing overall consumer utility. Unlike promotional incentives, which are episodic, or quality perceptions, which may be standardized across retailers, location represents a structural and persistent advantage.

Promotional strategy (PS) also retains a statistically significant positive effect in the multiple regression model ($\beta = 0.135$, $p = 0.022$), although its coefficient declines from 0.200 in the simple regression. This reduction indicates that part of the promotional effect overlaps with location and quality; however, the persistence of statistical significance confirms that promotional strategy exerts a genuine independent influence on brand choice.

The result suggests that promotions function as tactical instruments that enhance perceived value and influence consumer choice at the margin. Discounts, price reductions, and bundled offers effectively lower the perceived cost of consumption, thereby increasing the attractiveness of a supermarket. However, their impact is conditional and context dependent. Promotions are likely to be more effective when the store is already conveniently located, implying an interaction, implicit though not formally modeled, between spatial accessibility and price incentives. Thus, promotional strategy can be characterized as a secondary but meaningful driver, reinforcing rather than replacing the effect of location.

The regression results reveal a clear hierarchy of influence among the determinants of brand choice: ***Supermarket Location*** > ***Promotional Strategy*** > ***Brand Quality***

This hierarchy is supported not only by the magnitude of the coefficients but also by their statistical significance, stability across model specifications, and contribution to explanatory power. The findings suggest that supermarket choice in Nairobi is primarily driven by structural and economic considerations, namely accessibility and cost-related incentives, rather than by intrinsic product attributes.

4.8. Chapter Summary

This chapter presented the analysis and interpretation of the empirical findings on the determinants of brand choice among supermarket consumers in Nairobi City County, Kenya. It began by outlining the data preparation process, including the construction of composite indices for all study variables, with Brand Choice (BC) derived from Brand Loyalty and Purchase Frequency. The final dataset comprised 232 valid observations, deemed sufficient for regression analysis. The chapter then assessed the reliability of the measurement scales, which generally demonstrated moderate to acceptable internal consistency, with Promotional Strategy exhibiting the strongest reliability. Correlation analysis further revealed that all independent variables were positively and significantly associated with brand choice, while diagnostic tests confirmed that model assumptions were broadly satisfied, with robust estimation addressing heteroskedasticity. Finally, the inferential analysis showed that all predictors were significant in the bivariate (simple regression) models. However, in the multiple regression, supermarket location and promotional strategy remained significant, whereas brand quality lost statistical significance, indicating that its effect is not independently robust. Overall, the findings establish a hierarchy of influence, with location as the dominant determinant, followed by promotional strategy, while brand quality plays a limited role, providing the foundation for the discussion in the next chapter.

CHAPTER FIVE

DISCUSSION, CONCLUSIONS, AND RECOMMENDATIONS

5.1. Introduction

This chapter presents a critical discussion of the empirical findings reported in Chapter Four. The primary objective of the study was to examine the determinants of brand choice among supermarket consumers in Nairobi City County, Kenya, focusing on the influence of brand quality, supermarket location, and promotional strategy. By linking the regression results to the theoretical framework and empirical literature reviewed in Chapters One and Two, this chapter interprets the extent to which these determinants explain consumer decision-making in the formal retail sector.

The chapter is structured into four main sections. It begins with a summary of the key findings, followed by a critical discussion of the results in relation to the study objectives and existing literature. This chapter also presents the study's conclusions and outlines practical and policy recommendations. The chapter concludes with suggestions for further research.

5.2. Summary of the Study Findings

The study employed quantitative research design along with a descriptive cross-sectional approach to investigate the determinants of brand choice among supermarket consumers in Nairobi City County. A total of 232 valid responses were retained for analysis after data cleaning and screening. Data was collected from 232 consumers using structured questionnaires and analyzed using descriptive statistics, correlation analysis, and simple and multiple linear regression techniques. Diagnostic tests confirmed that the regression assumptions relating to multicollinearity, normality, and heteroskedasticity were sufficiently satisfied, supporting the suitability of the estimated models.

The descriptive analysis revealed relatively high mean scores across all study variables, indicating generally favorable consumer perceptions of brand quality, supermarket location, and promotional strategy. However, several variables exhibited low dispersion, suggesting a degree of homogeneity in consumer evaluations across major supermarket chains. Correlation analysis further showed that brand quality, supermarket location, and promotional strategy were all positively and

significantly associated with brand choice, with supermarket location exhibiting the strongest bivariate relationship.

The simple regression results indicated that each of the three explanatory variables exerted a positive and statistically significant influence on brand choice when considered independently. Supermarket location emerged as the strongest individual predictor followed by promotional strategy and brand quality. These findings suggest that consumers respond positively to quality perceptions, accessibility, and promotional incentives when each factor is evaluated in isolation.

The multiple regression analysis, however, provided a more nuanced understanding of consumer decision-making. While supermarket location and promotional strategy remained positive and statistically significant predictors of brand choice, brand quality lost statistical significance after controlling for the other determinants. The results indicate that accessibility and value-enhancing incentives possess independent explanatory power, whereas the influence of quality appears to be absorbed by other competing factors.

Overall, the findings suggest that supermarket brand choice in Nairobi is primarily driven by structural and economic considerations. Consumers appear to prioritize convenience and promotional value over marginal differences in perceived quality, implying that location functions as a structural determinant of choice, promotional strategy as a tactical determinant, and brand quality plays a comparatively less distinct role in influencing supermarket choice.

Discussion of the Findings

This section interprets the empirical findings in relation to each specific objective. The discussion integrates the results from the findings with the theoretical frameworks, principally the Theory of Planned Behavior (TPB) and the Stimulus-Organism-Response (SOR) model, and the empirical evidence.

5.2.1. Brand Quality and Brand Choice

The first objective of the study was to examine the influence of brand quality on brand choice.

Brand quality was positively and significantly associated with brand choice in the bivariate model but lost significance once supermarket location and promotional strategy were introduced.

As established earlier, this attenuation is most directly explained by shared variance among the positively correlated, which reduces the distinct contribution of brand quality when the variables are considered simultaneously.

Interpreted within the integrated framework, this pattern is broadly consistent with the a priori expectation in Table 2.2 that quality would act as an SOR stimulus shaping perceived value and form an attitude under TPB but would influence intention "mainly above a baseline level." Quality registered as a consideration when assessed in isolation, consistent with brand-equity theory (Keller, 1993; Aaker, 1996), yet did not exert an independent association with choice once more situational attributes were present. The result, therefore, lends qualified support to the framework while indicating that the attitudinal pathway from quality to behavior is weaker than an attitude-centered reading of TPB alone would predict.

This result is more consistent with Multi-Attribute Utility Theory (Lancaster, 1966), which posits that consumers evaluate alternatives based on a combination of attributes rather than any single factor. Within the Nairobi supermarket context, the findings suggest that brand quality may not strongly differentiate competing supermarkets. This interpretation is supported by the descriptive findings showing high mean values and low variance for quality items, indicating that respondents perceive relatively similar quality levels across major supermarket chains.

This finding also helps reconcile the mixed evidence synthesized in Chapter Two. Studies treating quality as a primary driver of preference (Allaway et al., 2011; Berger et al., 2006) were conducted largely through experimental or developed-market designs in which competing retailers differ substantially in quality, a condition unlikely to hold where chains converge on comparable standards. The most contextually proximate evidence (Diallo, 2012; Odongo & Motari, 2022) examined product-level store brands rather than retailer-banner choice, limiting its transfer to the present outcome. The current result aligns with the convergent-market reading: in Nairobi's modernizing retail sector, perceived quality was rated uniformly high across respondents, very limited differentiation between chains offers a coherent explanation for its weak marginal association with choice.

An alternative methodological explanation should be acknowledged rather than assumed away. The quality and brand-choice items attracted high means with limited variance, and the composite

measures showed only modest reliability; both ceiling effects and measurement error attenuate observed relationships and may partly account for quality's non-significance, independent of any behavioral interpretation.

From an economic perspective, the insignificance of brand quality reflects the principle of diminishing marginal utility. Once consumers perceive that all supermarkets meet an acceptable quality level, further improvements do not significantly increase utility (Castro & Castro, 2019). Instead, decision-making shifts toward attributes that directly affect cost minimization and convenience, such as location and promotional offers. In Nairobi, where consumers face time constraints, congestion, and budget limitations, the marginal utility of quality is likely dominated by these more immediate considerations.

Therefore, the findings challenge the dominant narrative in consumer behavior literature that positions quality as a primary determinant of choice. Instead, in the Nairobi supermarket context, brand quality serves as a necessary but insufficient condition, with its influence contingent on the presence of stronger situational and economic factors.

5.2.2. Supermarket Location and Brand Choice

The second objective examined the influence of supermarket location on brand choice. The findings demonstrate that supermarket location is the most consistent and influential determinant, maintaining a strong and statistically significant effect across both simple and multiple regression models. This result underscores the structural importance of spatial factors in consumer decision-making.

Theoretically, the findings from the Theory of Planned Behavior (Ajzen, 1991) show that location directly influences perceived behavioral control, as proximity reduces the effort required to perform the behavior. This implies that even when consumers hold favorable attitudes toward a supermarket, accessibility constraints may override these preferences. The findings are also consistent with the Stimulus-Organism-Response (SOR) model, where location acts as a key environmental stimulus shaping both cognitive evaluations (e.g., convenience) and affective responses (e.g., reduced stress). The high mean scores associated with proximity and accessibility

indicate that consumers derive significant utility from reduced travel time and effort, reinforcing the centrality of location in shaping behavior.

The Stimulus-Organism-Response (SOR) model further deepens this interpretation by positioning location as a powerful environmental stimulus that shapes both cognitive and affective responses. In Nairobi's urban environment, characterized by traffic congestion, parking scarcity, and infrastructural limitations (Demmler et al., 2018), the cost of distance extends beyond monetary expenditure to include time loss, stress, and perceived risk. These elements directly affect behavioral outcomes by producing a negative organismic response to distant stores and a positive response to nearby ones. This aligns with Zhu et al. (2020), who demonstrate that environmental constraints in urban retail contexts significantly condition consumer decision-making through both cognitive and emotional pathways.

The dominance of location is best explained through transaction cost theory and household production theory (Becker, 1965). Consumers incur both direct costs (transport fares, fuel) and indirect costs (time, effort, opportunity cost) when accessing retail outlets. Supermarkets that minimize these costs effectively increase consumer surplus, making them more attractive choices. In Nairobi, where time costs are particularly high due to congestion, location becomes a first-order determinant of utility, overshadowing attributes such as quality that yield more marginal or delayed benefits.

Furthermore, the stability of the location coefficient across models indicates that it captures a distinct and largely non-substitutable dimension of utility. Unlike promotional strategies, which are episodic, or quality perceptions, which may converge across competitors, location provides a continuous and structural advantage that influences every shopping decision. This reinforces findings by Martinez-Ruiz et al. (2017), who argue that spatial accessibility is one of the few retail attributes that generate sustained competitive advantage.

However, the influence of location is not purely functional. Evidence from the study, particularly the strong preference for Carrefour (41.4%) despite its smaller network than Naivas, suggests that location prestige and traffic-anchoring effects also play a role. As argued by Singh (2010) and Zameer and Mukherjee (2011), stores located in high-traffic malls or premium urban nodes benefit from both visibility and perceived status, which enhance consumer trust and brand perception.

This indicates that location operates simultaneously as a cost-minimizing mechanism and a quality signal, reinforcing its multidimensional importance.

The findings highlight a fundamental implication for retail strategy in Nairobi: location is not merely an operational decision but a strategic asset. In a rapidly urbanizing environment with evolving residential and commercial patterns, supermarkets that align their expansion strategies with high-density residential areas and commuter corridors are likely to capture disproportionate market share. Thus, the study confirms that in the Nairobi context, location represents the most powerful and non-replicable driver of brand choice.

5.2.3. Promotional Strategy and Brand Choice

The third objective examined the influence of promotional strategy on brand choice among supermarket consumers in Nairobi City County. The empirical findings indicate that promotional strategy exerts a positive and statistically significant effect on brand choice; however, its magnitude declines in the multivariate model when controlling for supermarket location and brand quality. This attenuation suggests that while promotions influence consumer decisions, their effect is not structurally dominant but context-dependent, operating within a broader system of constraints and competing determinants.

From a theoretical perspective, the findings are consistent with Prospect Theory (Kahneman & Tversky, 1979), which posits that consumers evaluate outcomes relative to a reference point and exhibit heightened sensitivity to perceived gains. Promotional strategies, particularly price discounts and bundled offers, shift the reference price downward, creating a perception of economic gain that enhances the attractiveness of a supermarket. Within the Theory of Planned Behavior (Ajzen, 1991), such incentives operate primarily through the attitude toward the behavior, increasing the perceived desirability of shopping at a given outlet. Similarly, under the Stimulus-Organism-Response (SOR) framework (Mehrabian & Russell, 1974), promotions function as external stimuli that trigger affective responses such as excitement, urgency, and perceived value.

However, while these theoretical frameworks predict a positive effect of promotions, they often assume that promotional stimuli translate directly into behavioral outcomes. The present findings

challenge this assumption by demonstrating that the promotional effect weakens when structural variables, particularly location, are introduced. This suggests that behavioral responses are not solely driven by attitudinal or affective stimuli but are constrained by situational and economic realities, thereby exposing a limitation in the explanatory scope of both TPB and SOR when applied in isolation.

Empirically, the positive effect of promotional strategy aligns with established literature. Blattberg and Neslin (1990) show that price promotions significantly increase purchase incidence and brand switching, while Lamey et al. (2012) find that consumers in economically constrained environments exhibit heightened responsiveness to promotions as they seek to maximize value for money. This is particularly relevant in the Nairobi context, where varying income levels and cost-of-living pressures reinforce price sensitivity as a dominant behavioral trait. The high mean scores observed for promotional variables in this study further support the notion that consumers actively respond to price-based incentives.

Nevertheless, the decline in the promotional coefficient in the multivariate model introduces an important theoretical conflict. One plausible explanation lies in the interaction between structural and tactical determinants. As argued by Hakim & Almahdi (2020) and Gillani et al. (2021), promotions are most effective when consumers are already in proximity to the store, suggesting that accessibility conditions the visibility and impact of promotional stimuli. In this sense, promotions do not operate independently but rather amplify existing advantages, particularly those derived from location.

From an economic standpoint, promotional strategies function through price elasticity mechanisms, whereby reductions in effective price increase consumer surplus and stimulate demand (Niu et al., 2024). However, unlike location, which reduces both monetary and non-monetary transaction costs continuously, promotions provide temporary and episodic benefits, creating an important distinction (Lowe & Barnes, 2012; Xue et al., 2024). While a price discount may alter the immediate purchase decision, it does not fundamentally change the cost structure associated with accessing the store. As a result, promotions exert a short-term influence on choice, whereas location shapes the underlying feasibility of the decision itself.

A further layer of complexity emerges when considering the relationship between promotional strategy and brand quality. The study identified a moderate positive correlation between these

variables, suggesting that consumers may interpret promotions as signals of value rather than indicators of reduced quality. This interpretation is consistent with Signaling Theory (Spence, 1873), where observable actions, such as consistent, well-structured promotions, convey information about a retailer's commitment to delivering value. However, this relationship is not universally positive. DelVecchio et al. (2006), Karbasia & Radb (2014), and Tsujikawa et al. (2026) argue that frequent promotions can erode brand equity by conditioning consumers to associate the brand with lower prices rather than intrinsic value, thereby creating a promotion dependency effect.

The literature also highlights the phenomenon of promotional fatigue, whereby excessive or repetitive promotions reduce their effectiveness over time and may even generate negative consumer responses (Shamout, 2016; McColl et al., 2020). This is particularly relevant in competitive retail environments such as Nairobi, where supermarkets increasingly rely on price-based competition. The relatively lower mean observed for certain promotional items in this study suggests that not all promotional strategies are equally effective, and that consumers may become skeptical or indifferent to overused tactics.

Moreover, the immediacy of promotional influence must be contrasted with its limited sustainability. Behavioral economics suggests that consumers tend to overvalue short-term gains relative to long-term benefits (Hamid, 2025; Lochab et al., 2026). While this makes promotions highly effective in triggering immediate purchases, it also implies that their impact may not translate into sustained loyalty. This contrasts sharply with structural determinants such as location, which influence behavior consistently over time.

These findings suggest that promotional strategy occupies a tactical but non-foundational role in shaping brand choice. It enhances perceived value and influences short-term decision-making, but its effectiveness is contingent upon accessibility and its long-term impact is constrained by issues of fatigue, trust, and brand positioning.

5.3. Conclusion

The study set out to examine the factors influencing brand choice of supermarkets in Nairobi City County, Kenya, with particular focus on brand quality, supermarket location, and promotional

strategy. The findings provide both empirical evidence and theoretical insights into the dynamics of consumer decision-making in an emerging urban retail context.

From a theoretical perspective, the study offers partial validation of the Theory of Planned Behavior (TPB) (Ajzen, 1991) and the Stimulus-Organism-Response (SOR) model (Mehrabian & Russell, 1974), while also revealing important limitations. The significant effects of supermarket location and promotional strategy support the TPB framework, particularly the roles of perceived behavioral control and attitude formation in shaping behavior. Location influences consumers' ability to act on their preferences, while promotional strategies shape their evaluation of alternatives.

However, the significance of brand quality in the multivariate model challenges the TPB assumption that attitudes consistently translate into behavior. Instead, the findings highlight the importance of situational constraints and contextual factors, suggesting that behavioral outcomes are not solely determined by cognitive evaluations but are also shaped by external limitations. This observation aligns with critiques of TPB that emphasize its limited capacity to capture habitual and constraint-driven behavior (Sniehotta et al., 2014).

The findings also provide strong support for the SOR model, particularly in highlighting the role of environmental stimuli, such as location and promotions, in shaping consumer responses. Supermarket location, as a structural stimulus, exerts a direct and persistent influence on behavior, while promotional strategies act as tactical stimuli that enhance perceived value and trigger purchase decisions. However, the study extends the SOR framework by demonstrating that not all stimuli are equally influential; structural factors appear to dominate over experiential or perceptual factors in this context.

In relation to the empirical literature, the study both confirms and challenges existing findings. The dominance of location is consistent with prior studies in retail and spatial economics (Bell & Lattin, 1988; Jaravaza & Chitando, 2013; Bell & Lattin, 1988), reinforcing the importance of accessibility in consumer choice. Similarly, the positive effect of promotional strategy aligns with established evidence on the effectiveness of price incentives and marketing communications (Niu et al., 2024).

However, the findings diverge from studies that emphasize brand quality as a primary determinant of choice (Aaker, 1991; Keller, 1993; Simonson et al., 2006). This contrast suggests that the influence of quality is context-dependent, diminishing in environments where quality levels are perceived as relatively homogeneous. In such contexts, consumers shift their focus toward factors that provide immediate and tangible benefits, such as convenience and cost savings.

The findings provide preliminary evidence that accessibility and value-related considerations may be important influences on supermarket brand choice in Nairobi. However, the modest explanatory power of the model suggests that a substantial proportion of consumer decision-making remains unexplained by the variables included in this study. This reinforces the relevance of microeconomic theories of consumer choice, particularly the role of budget constraints, time constraints, and opportunity costs in shaping behavior (Castro & Castro, 2019).

The study makes three modest theoretical contributions, advanced cautiously given the model's limited explanatory power. First, it offers boundary-condition evidence for the Theory of Planned Behavior: in a resource- and infrastructure-constrained urban setting, perceived behavioural control, operationalized through locational accessibility, appears to weigh at least as heavily as attitude in shaping behavior, supporting critiques that TPB under-specifies situational constraint (Sniehotta et al., 2014). Second, it extends the Stimulus–Organism–Response model by suggesting that environmental stimuli are not equivalent: a structural stimulus (location) was more strongly associated with the behavioural response than experiential stimuli (promotion and quality cues), implying a hierarchy of stimuli that the original model does not differentiate (Mehrabian & Russell, 1974). Third, it qualifies customer-based brand-equity theory (Aaker, 1991; Keller, 1993) by indicating that, where perceived quality converges across competitors, its marginal influence on choice may diminish.

5.4. Recommendations

5.4.1. Recommendations for Practice

The recommendations for supermarket operators in Nairobi City County are derived directly from the study’s empirical findings and theoretical insights, particularly the hierarchical influence of location, promotional strategy, and brand quality on consumer brand choice.

First, given that supermarket location emerged as the strongest predictor of Brand Choice, retailers should adopt evidence-based expansion strategies rather than pursuing broad geographical growth. Before establishing new outlets, managers should undertake detailed market segmentation and geospatial analysis to identify areas characterized by high population density, growing residential development, strong commute flows, and limited retail competition. Since location investments are capital-intensive and largely irreversible, location decisions should be integrated with demographic trends, purchasing power and projected customer traffic to ensure long-term commercial viability.

Unlike promotional activities or quality improvements, which are either temporary or subject to convergence, location provides a sustained reduction in transaction costs, including time, transport, and effort, which directly enhances consumer utility. Consequently, expansion strategies should prioritize proximity to residential areas, workplace clusters, and transit routes, particularly in rapidly developing corridors such as the Thika Superhighway and Ngong Road.

Second, promotional strategy should be repositioned from a purely price-based tool to a strategic value-enhancement mechanism. While the study confirms that promotions significantly influence brand choice, their reduced effect in the multivariate model indicates that they are conditional on structural factors, particularly accessibility. The findings suggest that promotional activities influence brand choice, but their effect appears contingent upon broader contextual factors. Retailers should therefore move beyond broad price-discount campaigns and evaluate the effectiveness of targeted promotions across different customer segments. Future investments should emphasize customer analytics and promotion effectiveness measurement rather than increasing promotional intensity alone.

Third, although brand quality does not exert an independent effect in the multivariate model, it remains an important aspect of consumer's evaluations of supermarkets. Supermarkets should therefore ensure that quality standards, particularly in product freshness, private label offerings, store environment, and service reliability, are consistently maintained. While quality alone may not strongly differentiate supermarket choice, maintaining acceptable quality standards may contribute positively to consumers‘ overall perceptions of supermarkets. Therefore, quality management should be treated as an important supporting strategy alongside other competitive

initiatives. The insignificance of brand quality in the multivariate model should not be interpreted as evidence that quality is unimportant. Rather, it may suggest that consumers perceive limited quality differentiation among major supermarket chains. Managers should therefore focus on maintaining minimum quality standards while identifying specific quality dimensions capable of creating meaningful differentiation

Fourth, the observed preference patterns, particularly the strong consumer preference for Carrefour despite its relatively smaller network, suggest that location prestige and format positioning play a critical role in shaping consumer perceptions. Domestic supermarket chains should therefore reconsider their expansion and positioning strategies, moving beyond network breadth toward strategic co-location in high-traffic, mixed-use developments. Additionally, adopting internationally benchmarked promotional and merchandising practices may enhance competitiveness in an increasingly globalized retail environment.

5.4.2. Recommendations for Policy

The study's findings also have important implications for policymakers and regulatory authorities, particularly in relation to urban planning, market regulation, and consumer welfare.

First, urban planners and government authorities should recognize that retail accessibility is a key determinant of consumer welfare. The dominance of location in shaping brand choice indicates that access to supermarkets is not evenly distributed and may be constrained by spatial and infrastructural factors. Policymakers should therefore promote integrated urban development strategies that facilitate the establishment of supermarkets within residential neighborhoods and along major transport corridors. This can be achieved through zoning policies, infrastructure investments, and streamlined licensing procedures, ensuring that organized retail services are accessible to a broader segment of the population.

Second, regulatory bodies such as the Competition Authority of Kenya should monitor evolving market dynamics, particularly the interaction between location advantages and promotional strategies. The study's findings suggest that firms with superior location positioning can amplify their competitive advantage through promotions, potentially leading to market concentration over time. Regulatory frameworks should therefore ensure that market access remains competitive, for

instance by discouraging exclusive leasing arrangements in major commercial developments that may restrict entry by competing retailers.

Third, quality assurance remains an essential component of consumer protection. Institutions such as the Kenya Bureau of Standards (KEBS) should continue to enforce minimum quality standards across all supermarket operators, particularly in relation to private label products, which are increasingly important in retail competition. Maintaining a consistent quality standard is critical for sustaining consumer trust, especially in a market where quality differences are not the primary basis for choice.

Finally, policymakers should consider the broader economic and social implications of supermarket expansion, particularly in relation to employment and supply chain development. Supermarkets play a significant role in creating backward linkages with agricultural producers and local suppliers, as well as generating employment opportunities. Encouraging supermarket expansion into underserved areas can therefore contribute to inclusive economic development, aligning with Kenya's Vision 2030 objectives of equitable growth and improved living standards.

Accordingly, the conclusions and recommendations advanced in this study should be viewed as context-specific and indicative rather than universally applicable across all supermarket consumers or retail environments.

5.5. Study Limitations

While the study provides useful insights into the determinants of supermarket brand choice in Nairobi City County, several limitations should be acknowledged when interpreting the findings.

First, the study employed a convenience sampling technique due to the absence of a comprehensive sampling frame of supermarket customers. Although this approach was appropriate for accessing consumers in a dynamic retail environment, it limits the generalizability of the findings beyond the respondents who participated in the survey. Consequently, results should be interpreted as representative of the sampled consumers rather than the entire population of supermarket consumers in Nairobi City County.

Second, the study adopted a cross-sectional research design in which data were collected at a single point in time. As a result, the observed relationships represent associations rather than definitive causal relationships. Consumer preferences and shopping behavior may change over time due to economic conditions, competitive actions, technological developments, or shifts in consumer tastes, factors that could not be captured within the scope of this study.

Third, the study focused exclusively on three explanatory variables, namely brand quality, supermarket location, and promotional strategy. However, the regression model explained only 10.5% of the variation in brand choice, suggesting that a substantial proportion of consumer decision-making is influenced by other factors not included in the model. Variables such as social influence, digital convenience, and psychological factors may also play an important role in shaping supermarket choice.

Finally, the diagnostic tests indicated evidence of heteroskedasticity and possible model misspecification, suggesting that the estimated model may not fully capture the complexity of consumer behavior. Although robust standard errors were employed to improve the reliability of statistical inference, the possibility of omitted variables and unobserved influences cannot be completely ruled out.

These limitations have direct implications for the interpretation of the study's findings. In particular, the relatively low explanatory power of the regression model ($R^2 = 0.105$) indicates that a substantial proportion of variation in brand choice remains unexplained. Consequently, while supermarket location and promotional strategy emerged as statistically significant predictors within the sample, caution should be exercised when interpreting these variables as the principal determinants of consumer behavior beyond the study context. The observed relationships should instead be viewed as partial explanations within a broader and more complex decision-making process involving additional economic, social, psychological, and contextual influences not captured by the current model. Accordingly, the conclusions and recommendations advanced in this study should be interpreted as context-specific and indicative rather than universally generalizable.

5.6. Areas for Further Research

While this study provides important empirical and theoretical insights into the determinants of supermarket brand choice in Nairobi City County, several limitations and emerging findings point to areas requiring further scholarly investigation.

First, the study reveals that structural factors, particularly supermarket location, dominate consumer decision-making, overshadowing traditional attitudinal constructs such as brand quality. This raises important theoretical questions regarding the adequacy of prevailing frameworks, particularly the Theory of Planned Behavior (Ajzen, 1991) and Brand Equity Theory (Aaker, 1996) in contexts characterized by binding economic and spatial constraints. Future research should therefore explore extended or hybrid models that explicitly incorporate situational constraints, transaction costs, and environmental limitations, potentially through structural equation modeling (SEM) or behavioral-economic frameworks.

Second, the cross-sectional design adopted in this study limits the ability to capture dynamic changes in consumer behavior over time. Given the rapidly evolving nature of Kenya's retail sector, characterized by digitalization, entry of international players, and shifting urban consumption patterns, future studies should employ longitudinal designs to examine how the relative importance of location, promotional strategies, and quality evolves under changing economic and competitive conditions.

Third, the findings suggest that promotional strategy operates as a context-dependent and potentially interacting determinant, particularly with supermarket location. However, the current study did not model interaction or moderating effects. Future research should therefore investigate interaction effects between structural and tactical variables, such as location–promotion or promotion–quality synergies, to better understand how these factors jointly influence consumer behavior.

Fourth, the use of a convenience sampling approach within an urban setting limits the generalizability of the findings (Golzar et al., 2022). Subsequent studies should extend the analysis to other counties and rural contexts, where accessibility constraints, income levels, and retail infrastructure differ significantly. Comparative studies between urban and rural markets would

provide deeper insights into how contextual heterogeneity shapes consumer choice structures (Jager et al., 2017), particularly in relation to spatial and economic constraints.

Fifth, the relatively weak independent effect of brand quality in the multivariate model suggests the need for deeper investigation into its role. Future studies should explore whether brand quality functions as a mediating or moderating variable, rather than a direct determinant, particularly in environments where perceived quality differences are minimal. Advanced analytical techniques, such as structural equation modeling or latent variable modeling, may provide more nuanced insights into these relationships.

Sixth, the study relied exclusively on quantitative methods, which, while robust for identifying statistical relationships, may not fully capture the underlying cognitive, emotional, and contextual drivers of behavior. Future research should incorporate qualitative approaches, such as in-depth interviews or focus group discussions, to explore how consumers interpret convenience, value, and quality within their lived experiences. Such approaches would enrich the interpretation of findings and enhance theoretical development.

Finally, the growing role of technology in retail consumption, including e-commerce platforms, mobile payments, and digital promotions, warrants further investigation. Given that this study primarily captures traditional in-store behavior, future research should examine how digital adoption interacts with physical accessibility and promotional strategies, potentially reshaping the determinants of brand choice in urban and peri-urban markets.

Future studies should seek to identify additional determinants capable of improving the explanatory power of supermarket brand choice models. Variables such as household income, shopping habits, social influence, store atmosphere, digital convenience, customer experience, and lifestyle factors may account for a substantial proportion of the unexplained variation observed in the present study.

5.7. Chapter Summary

This chapter presented a critical discussion of the study's findings on the determinants of brand choice among supermarket consumers in Nairobi City County. The discussion was structured

around the specific objectives and grounded in relevant theoretical frameworks and empirical literature.

The findings revealed that while brand quality, supermarket location, and promotional strategy are all positively associated with brand choice, only supermarket location and promotional strategy retain statistical significance in the multiple regression model, with location emerging as the most influential determinant. The discussion suggests that economic and situational factors may be important influences on supermarket brand choice among the surveyed consumers. However, the relatively low explanatory power of the regression model indicates that additional determinants not captured in the study are likely to play a substantial role in shaping consumer behavior. Practical and policy recommendations were proposed to guide supermarket operators and policymakers, followed by a discussion of study limitations and suggestions for future research. Overall, the chapter integrates empirical findings with theory to provide a comprehensive understanding of supermarket brand choice in the Nairobi context and contributes to both academic and practical knowledge in retail consumer behavior.

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APPENDICES

APPENDIX 1: Letter of Introduction

Strathmore University

Strathmore Business School

P.O Box 59857 - 00200

Nairobi

Dear Respondent,

RE: DATA COLLECTION FOR RESEARCH THESIS

My name is Muhemedi Ndaya, a master's student at Strathmore University. As part of my studies, I am conducting a research thesis to explore the factors affecting consumers' supermarket choices in Nairobi City County. You are invited to participate in this research, which will take approximately 15 minutes of your time. Please note that your participation is entirely voluntary, and you may choose to stop answering the questionnaire at any point without any repercussions. Your involvement in this study is highly valued. By completing the questionnaire provided, you will play a key role in advancing knowledge in this area. All shared information will remain strictly confidential, and your anonymity is assured. Your cooperation, honesty, and sincerity are greatly appreciated, as they are crucial to ensuring the quality and reliability of the research outcomes.

Yours sincerely,

Ndaya

APPENDIX II: Research Questionnaire

The following questionnaire contains questions that are part of a research. The information given will be handled with utmost confidentiality. Please tick the appropriate response.

SECTION A: General Information

1. What is your Gender?
   Male [ ]
   Female [ ]

2. What is your age?
   Under 30 years [ ]
   30-39 years [ ]
   40-49 years [ ]
   50-59 years [ ]
   Over 60 years [ ]

3. What is your highest level of education?
   Diploma [ ]
   Bachelor's [ ]
   Masters [ ]
   Doctoral [ ]
   Other [ ]

4. Which supermarket do you prefer?
   Naivas [ ]
   QuickMart [ ]
   Carrefour [ ]
   Chandarana [ ]
   Magunas [ ]
   Cleanshelf [ ]
   Eastmatt [ ]

SECTION B: Brand Choice

Please indicate your level of agreement or disagreement with each statement about brand choice by marking a tick (√) in the appropriate box in the table below: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree.`

	Statements for Brand Choice	**1**	**2**	**3**	**4**	**5**
	Brand Loyalty					
1	I believe in brands that meets my needs.					
2	I prefer a brand that I trust its reputation.					
3	I prefer to purchase products from well-known brands.					
4	I pick brands that meet my expectations for quality.					
	Purchase frequency					
4	I shop regularly with specific brands.					
5	I tend to buy the same product repeatedly over time.					
6	I often change supermarkets I buy from regularly.					

SECTION C: Brand quality

To what degree do you agree or disagree with the following statements regarding the impact of brand quality on consumers' supermarket selection in Nairobi City County? Please rate each statement on a 5-point Likert scale, where 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree. Mark (√) once beside the option that best reflects your opinion.

	Statement	**1**	**2**	3	4	5
1	I prefer supermarkets offering a wider variety of products.					
2	I feel emotionally attached to brands that consistently deliver high-quality products.					
3	Affordable pricing of private-label products motivates me to choose store brands.					
4	I agree that brand recognition is a key factor in your decision to choose a supermarket brand.					

5	I agree that convenience factors such as discounts influence your preference for supermarket store brands.					
6	Offering a broad range of focused product options enhances my customer preference.					
7	I agree that product uniqueness is critical in shaping your preference for store brands.					
8	Quality brands offer expensive products.					
9	Supermarkets offer quality products.					

SECTION D: Supermarket location

Please indicate your level of agreement with the following statements regarding how supermarket location affects your choice of supermarket in Nairobi City County. Use a 5-point Likert scale to rank each statement based on its importance to you: 1 (Strongly Disagree), 2 (Disagree), 3 (Neutral), 4 (Agree), 5 (Strongly Agree). Mark (√) only once for the answer that best reflects your opinion.

	Statement	**1**	**2**	3	4	5
1	Strategic store location complemented by compatible surrounding stores influences my choice.					
2	Parking areas and children's play areas in influences your decision to select a supermarket.					
3	I agree that supermarkets positioned along commuting routes attract more customers.					
4	The proximity of a supermarket to your home or workplace influences your shopping decisions.					
5	Store operation hours and ease of access influences your selection of a supermarket.					
6	I agree that the proximity to your residence influences the choice of supermarket selection.					

7	The supermarket’s location impacts your perception of the store’s quality.					

SECTION E: Promotional Strategy

To what degree do you agree or disagree with the following statements regarding the impact of promotions on consumers' supermarket choices in Nairobi City County, Kenya? Please rate each statement on a 5-point Likert scale according to its importance to you: 1 (Strongly Disagree), 2 (Disagree), 3 (Neutral), 4 (Agree), 5 (Strongly Agree). Mark (√) the option that best reflects your opinion.

	Statement	**1**	**2**	3	4	5
1	Price promotions for lower-priced, high-sales-volume products attract consumers.					
2	Poorly targeted promotions that fail to resonate with the intended audience reduce consumer engagement and brand appeal.					
3	Online advertisements provide clear product information positively impact consumer satisfaction, purchase decisions, and brand loyalty.					
4	Excessive or poorly targeted promotions may lead to confusion or resentment among consumers.					
5	Promotional strategies, such as discounts and bundling, positively affect consumer purchasing patterns in supermarkets.					
6	Price promotions are most effective when applied to product categories with low average prices and high sales volumes.					
7	Promotional strategies, such as discounts positively affect consumer purchasing patterns in supermarkets.					

THANK YOU

APPENDIX III – List of Tier 1 and Tier 2 Supermarkets in Nairobi County.

1. Naivas
2. QuickMart
3. Carrefour
4. Chandarana
5. Magunas
6. Cleanshelf
7. Eastmatt

APPENDIX IV – Introductory Letter

Ole Sangale Rd, Madaraka Estate
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X/Twitter/Tiktok: @SBSKenya
Facebook/Linkedin: Strathmore University Business School

Email: **sbsinfo@strathmore.edu** or visit **www.sbs.strathmore.edu**

Strathmore UNIVERSITY BUSINESS SCHOOL

5th May 2025

To Whom It May Concern,

RE: FACILITATION OF RESEARCH – KETIA, MUHEMEDI NDAYA

This is to introduce Ketia, Muhemedi Ndaya who is a Master of Commerce (MCOM) Student at Strathmore University Business School, admission number MCOM/080807. As part of our MCOM Programme, Ketia is expected to do applied research and undertake a project. This is in partial fulfilment of the requirements of the MCOM course. To this effect, Ketia would like to request appropriate data from your organization.

Ketia is undertaking a research paper on "**Factors Influencing Brand Choice for Supermarkets in Nairobi County, Kenya."** The information obtained shall be treated confidentially and shall be used for academic purposes only.

Our MCOM Programme seeks to establish links with industry, and one of these ways is by directing our research to areas that would be of direct use to industry. We would be glad to share our findings with you after the research, and we trust that you will find them of great interest and of practical value to your organization.

We appreciate your support and shall be willing to provide any further information if required.

Yours sincerely,

Njoki Kiagiri
Manager – Graduate Programmes
Strathmore University Business School.

APPENDIX V– Introductory Nacosti Permit

REPUBLIC OF KENYA

NATIONAL COMMISSION FOR SCIENCE,TECHNOLOGY & INNOVATION

Ref No: **962537**

Date of Issue: **21/July/2025**

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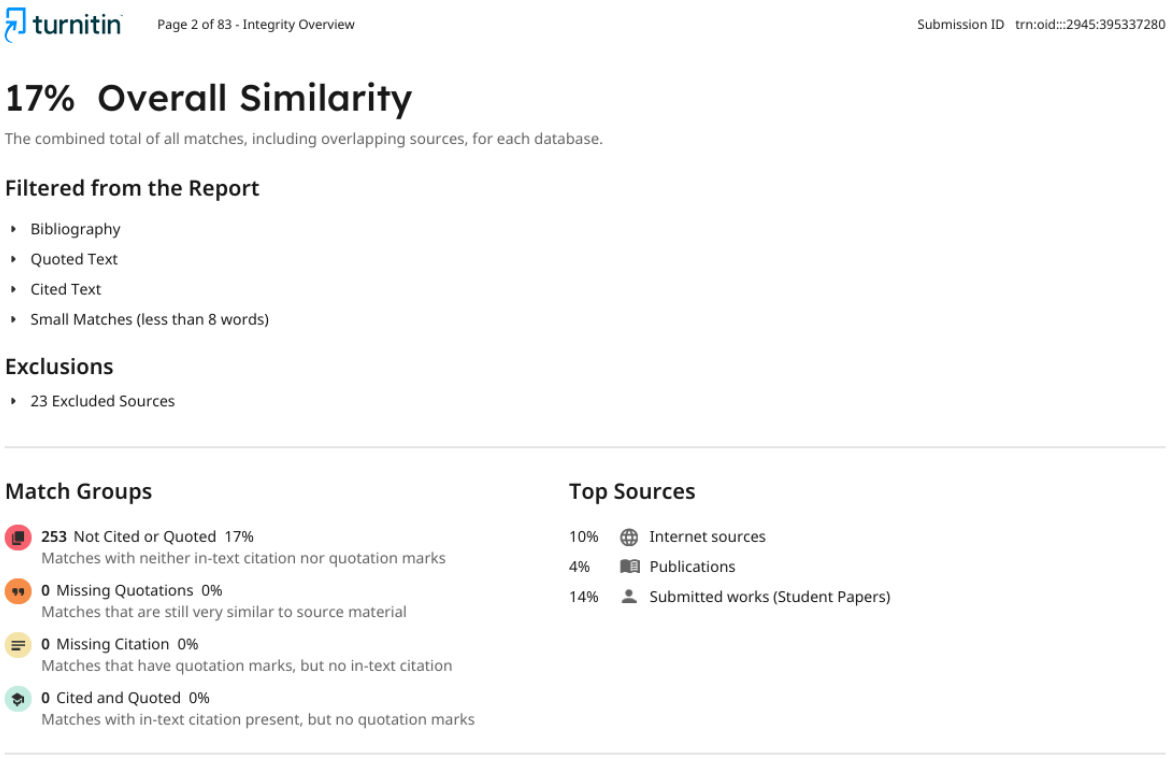
APPENDIX V– Plagiarism Report



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