

**DETERMINE THE INFLUENCE OF MARKETING STRATEGIES ON CHOICE OF
FAST FOOD OUTLETS BY STUDENTS IN STRATHMORE UNIVERSITY**

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**A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS OF THE DEGREE OF BACHELOR OF COMMERCE,
STRATHMORE BUSINESS SCHOOL, STRATHMORE UNIVERSITY, NAIROBI,
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DECEMBER 2024

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November 2, 2024

To whom it may concern,

ACADEMIC REFERENCE FOR KISHLAF MOHAMED STUDENT NO.- 124256

Strathmore University offers the Bachelor of Commerce degree program. In their 4th year of study, each degree student is required to work on a Management Research Project. The project involves reading literature that relates to the research topic; data collection and analysis and finally preparing a written document of the research findings and recommendations.

Kishlaf is requesting to gather information to be used in his research. He is accountable for all information extracted from you and ensures that it will be used for research purposes only and will be kept confidential.

The research is entitled **"INFLUENCE OF DIGITAL MARKETING STRATEGIES AND FOOD MARKETING STRATEGIES ON THE CONSUMER HABITS OF STRATHMORE UNIVERSITY STUDENTS IN NAIROBI KENYA."**

We are looking forward to your co-operation and assistance with the above-named student.

Any assistance given to him will be highly appreciated.

Yours faithfully,

Mary Weremba

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Declaration: This research project has not been submitted for assessment of an undergraduate degree elsewhere.

Approval: The research was reviewed and approved by: Ms. Joan Gitahi

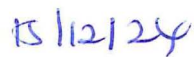
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Signature:



Dedication

I dedicate this research to my family, who have been my pillar of support and encouragement the entire way. This endeavor would not have been possible without their understanding, patience, and confidence in my ability. I am incredibly appreciative of their kindness and assistance.

Acknowledgements

I would like to give thanks to all the people who have journeyed through this research.

My supervisor, Joan Gitahi, has provided me with outstanding assistance and advice during this research project, for which I am incredibly grateful. Their knowledge, insightful criticism, and steadfast support were invaluable in helping me overcome obstacles and advance my work. The exemplary work and unwavering dedication of Joan Gitahi to my growth as a researcher have greatly inspired me.

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Chapter 1

Introduction

1.1 Background of the study

The research study aims to establish the extent to which fast food promotions (marketing strategies and product promotions) lead to change in buying behavior among Strathmore University Students. Strathmore University is a chartered university based in Nairobi, Kenya.

Strathmore College was started in 1961, as the first multi-racial, multi-religious advanced-level sixth form college offering science and arts subjects, by a group of professionals who formed a charitable educational trust. Now Strathmore is a modern university with a global outlook, with a vision of becoming a leading outcome-driven, entrepreneurial research university.

This study will ascertain how the marketing strategies used by food businesses inside and around Strathmore relate to the choices among students. Showing which two variables are highly correlated and what steps marketers are doing to market their product or service to consumers and up to what extent they are going because they know that the consumer would get affected by it in terms of making a choice.

There is no doubt that there is a huge relationship between the marketing used and the choices consumers make. For instance, a study by Kotler and Keller (2016) highlights that effective marketing can shape consumer preferences by creating awareness, influencing perceptions, and ultimately affecting purchase decisions.

Studies have shown that fast food marketing strategies heavily target youth through various channels such as television, social media, and in-store promotions (Powell et al., 2013). These marketing tactics often emphasize convenience, taste, and affordability, which can make fast food appealing to adolescents and young adults.

1.2 Marketing Strategies of Fast Food

According to Kotler, P., & Keller, K. L. (2016), the comprehensive preparation and execution of methods to achieve particular marketing goals is known as a marketing strategy. Developing a strategy, looking for fresh prospects, studying the industry, creating new goods, price determination, distributing them, promoting them, offering after-sale support, entering a new market, renovating an existing one, promoting them internationally, and marketing.

For purposes of this study, the researcher will look at price setting and look at the aspects that will help marketers determine exactly how to draw in their customers.

It is evident that food marketers employ a blend of conventional and digital tactics to captivate their target audience via social media, flash sales, and branding. The essential components of marketing strategy are also included in this definition, along with how knowing your target market, developing a distinctive positioning, and coordinating different marketing components may all contribute to the achievement of your goals.

1.3 Food outlets in Universities

University students eat for various reasons, and these reasons can include physiological needs, social factors, convenience, and cultural influences but most importantly like everyone else, university students eat to satisfy their basic physiological needs, including hunger and thirst. Regular eating helps ensure that you get a balanced intake of essential nutrients. Skipping meals can lead to nutrient deficiencies and imbalances. Research indicates that consistent meal patterns contribute to better nutrient intake and overall diet quality (van Strien, T., 2018).

University dining halls, cafeterias, and restaurants often serve as social hubs where students gather to eat together, socialize, and build friendships. For students with busy schedules, eating on campus or grabbing quick meals and snacks between classes is often more convenient than cooking at home. University dining facilities and nearby eateries provide convenient options for students on the go. Many university students are on tight budgets and may prioritize affordable food options. Cheap eats, student meal plans, and discounts at campus dining venues help students stretch their food budgets while still enjoying satisfying meals (Nikolaus et al., 2019).

1.4 Strathmore University

This research will be conducted within (Madaraka Area) Nairobi, Kenya. This research aims at determining how marketers are persuading students to buy food from their food service outlet. University students are young learners, and are potentially within the 16 to 25 years age bracket. The focus of the study will be set on students pursuing their undergraduate course (BCOM). Universities provide a population of fresh and enthusiastic intern students, undergraduates as well as postgraduates that can engage in research projects or as multifaceted helpers or interns. This also helps in the training of the next generation of researcher as well as Universities provide an environment in most cases that supports academic freedoms where researchers have the leisure to look at issues from different perspectives and even come up with unorthodox solutions without much pressure.

University students make up a very diverse population involving different races, ethnicities and backgrounds. Universities typically house a diverse range of experts across various fields. Researchers benefit from the guidance, mentorship, and collaboration opportunities provided by experienced faculty members. This mentorship is crucial for the development of high-quality research and scholarly publications (Horta, H., & Santos, A. I., 2016). Students are also more willing to participate in research than the general populations and are more likely to give honest responses. They may perceive participation as an opportunity for personal growth, academic credit, or financial compensation (Wang & Ware, 2015).

1.5 Research Problem

The research study shall seek to establish how marketers end up appealing to students in different ways in a bid to gain popularity and discredit competitors' outlets. It is important to find out why and how students can be influenced into buying from certain outlets due to stiff competition which drastically reduces profit margins for the different food outlets.

University students are convenient for marketers because of improved changes in tastes and preferences and most are always active on social media. Their objectives are the customers, how to attract them and ensure their continued patronage and hence the need to determine which marketing strategies would be most effective in the process. Customer loyalty is essential for business.¶

1.6 Research objectives

General Objective:

To determine the influence of marketing strategies on the choice of fast food outlets by students in Strathmore University

Specific Objectives

- i. Determine the effect of price on the choice of fast food outlets by University Students in Nairobi.
- ii. Examine the effect of fast food advertising on the choice of fast food outlets by University Students in Nairobi.
- iii. Examine the effect of accessibility and convenience on the choice of fast food outlets by University Students in Nairobi

Research questions

- i. What is the effect of price on the choice of fast food outlets by University Students in Nairobi?
- ii. What is the effect of fast food advertising on the choice of fast food outlets by University Students in Nairobi?
- iii. What is the effect of accessibility and convenience on the choice of fast food outlets by University Students in Nairobi?

1.7 Scope of the study.

The scope of studying how food marketing strategies affect students encompasses various aspects:

The different food outlets and marketing agencies will benefit from this study due to the fact that they will gain insight on how to best attract more customers.

The research study will have the ability to determine the extent to which various marketing approaches impact on the food choices of the students, the type of foods and beverages that are preferred and accepted by the students as well as, unveil the psychological factors that explain the efficacy of food marketing appeals, branding, and emotional prompts on students.

In addition, the results of this study will contribute to the knowledge on the interplay between students' social group context, including peers and social media in relation to the food marketing and the ways culture affects students' reactions to food marketing, including demographics and geographic location differences. Notably, the research will also assist in evaluating the effects of food marketing on students' finances in terms of their purchasing power, frequency, and chosen brand.

1.8 Significance of the study

There are several reasons why it can be important to study marketing with food and why this study. The food joints and the food marketers will benefit from this study by gaining more insight and more knowledge into the role of marketing in consumer behavior in the food industry, which makes knowledge about it significant. It assists in meeting the particular needs of the target market which in this instance is University students and serves as a marketing tool to ensure that businesses are able to sell their products to these particular consumers. Marketing is an important tool that can be used effectively in ensuring that the target populace develops a positive attitude towards the particular products being marketed or promoted, and comes to associate them with credibility and reliability. Being aware of how these relationships can be maintained and understanding which marketing techniques are effective to support them helps companies who are involved in the food industry to stay competitive and survive in the market. Food is such a prominent aspect of daily life it is connected with the framing of culture and societal customs. Comparing the common marketing trends of the food industry to various cultures and societies may offer some understanding of how food preferences emerge and are continuously developed.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

A review of the theoretical background underlying the research is presented in this chapter; it follows an analysis of empirical studies on food marketing strategies and patterns of consumption. The chapter closes with a summary of the extent to which the knowledge gap exists and a conceptual framework that describes the type of linkages that are looked at in this study.

2.2 Theoretical Review

Two theories support this research:

The Theory of Planned Behavior : The food marketing industry can easily support the theory of planned behavior, which explains how consumers' choice of food is affected by social influence, taste preference as well as attitude toward health.

2.2.1 Theory of Planned Behavior

Ajzen argues, 1991, under theory of planned conduct, TPB, that the intention one has to behave is influenced by the psychological norms, the perceived conduct, and In the context of food consumption, TPB provides a framework to understand how various factors affect people's dietary choices and eating habits. This refers to the individual's positive or negative evaluation of performing a particular behavior. In food consumption, this involves how people perceive the benefits and drawbacks of eating certain foods.

2.2.2 Ecological Model

This model can be used to examine how multiple levels of influence (e.g., personal, social, environmental) impact food choices. For example, easy access to food options at the community level or social changes can influence individual dietary behaviors. For this research an example under ecological model is influencers and influencer marketing of food product

2.3 Empirical Review

This chapter presents, through the works of previous researchers, studies relevant to the study that aims to establish the influence of food marketing strategies on eating habits among students.

For pricing strategies- *Dynamic Pricing and Consumer Behavior: Evidence from Online Retail*. This study investigated the impact of dynamic pricing methods on consumer purchase behavior in online retail. It was discovered that the timing of customer purchases and total expenditure are greatly impacted by dynamic pricing, which modifies prices in response to competition and demand. When customers believe they are getting a better deal than competitors, they are more likely to make a purchase (Huang & Zhang, 2017).

For promotional strategies-*The Effectiveness of Social Media Promotions on Consumer Purchase Intentions*". This study looked at how social media promotions affected consumers' intentions to make purchases. According to the report, influencer endorsements and targeted commercials, among other social media platform promotions, greatly increase consumer engagement and buy intentions. Consumer decisions are significantly influenced by social media influencers' perceived reliability and credibility (Kim & Ko, 2016).

2.3.1 Advertising Exposure and Consumption Patterns

Advertising is very instrumental in influencing consumers' tastes and decisions more so in the food industry. From the research, evidence is shown in such a way that makes food commercials increase the consumption of the specific foods being marketed. Above all, the impact of food advertising is extreme on teenagers. Researchers documented that young people end up consuming larger portions of junk foods after commercial ads. In addition to that, the kinds of foods marketed are of significance. Sugar, fat, and salt-loaded food items are marketed with extreme force, which in turn leads to deterioration of one's health in the form of obesity and other disorders as well, if not consumed properly. (Cairns et al., 2013).

2.3.2 Fast food advertising and Choice of Fast food Outlets

Advertising has a significant impact on food choices, influencing what people decide to eat and where they choose to shop or dine. Numerous studies have examined the impact of advertisement on dietary decisions. Here are a few crucial study areas:

Food advertising's influence on kids and teenagers: Several studies have shown that food advertising, especially that which promotes unhealthy meals, can have a big impact on kids' eating patterns. For instance, studies have indicated that kids who watch commercials for sugary cereals or snacks are more likely to select them over healthy ones. The degree to which food advertisements influence children's tastes and consumption patterns has been shown in studies like those conducted by Harris, J. L., & Graff, S. K. (2015).

Impact of Influencers and Celebrity Endorsements: Studies have looked into how dietary preferences can be affected by the endorsements of influencers and celebrities. Research, for instance, has demonstrated that consumers, whether young or old, may be more likely to select items if they are promoted by their favorite celebrities or influencers (Djafarova, E., & Trofimenko, O. (2019).

Food advertising and Behavioral Economics: Some studies use behavioral economics concepts to analyze how decision-making is impacted by food advertising. Research in this field may examine the effects of time-limited promotions, pricing schemes, influencer marketing or package designs on the selection of foods and purchasing patterns.

Convenience plays a crucial role in influencing food choices, especially in today's fast-paced lifestyle. Convenience significantly affects food selection, with consumers prioritizing quick and easy access foods. Factors such as time constraints, ease of access to food products, and minimal preparation requirements drive preferences for convenience foods, which often include processed or pre-packaged items (van der Horst, Ferrage, & Timmermans, 2016).

All of this research contributes to our understanding of how different facets of food advertising influence consumer decisions, influencing eating habits on an individual basis as well as more general public health implications.

2.3.3 Price Determination and choice of fast food outlets

Price is a significant factor influencing university students.

Due to their limited budgets—which frequently comes from part-time jobs or family financial support—many university students live on tight budgets. They consequently place a high value on affordability and look for products that are reasonably priced. Students are likely to choose fast food outlets that offer budget-friendly options or value deals that fit within their limited financial resources.

Pupils can assess the value of the meal based on its quantity and quality. A fast food restaurant gains preference if it is thought to provide better value (larger portions, higher quality, etc.) at a fair price.

2.3.4 Location and Convenience and choice of fast food outlets

Even though they are a little more expensive, fast food restaurants on or close to campuses might be more enticing because of their convenience. A top priority is being able to easily obtain food during late-night study sessions or in between classes. Students may account for additional expenses that come with making the trip to a fast food restaurant. Even though a more convenient option may be slightly more expensive, it may not be as appealing as a slightly cheaper one that requires additional travel.

2.4 Summary of Research Gaps

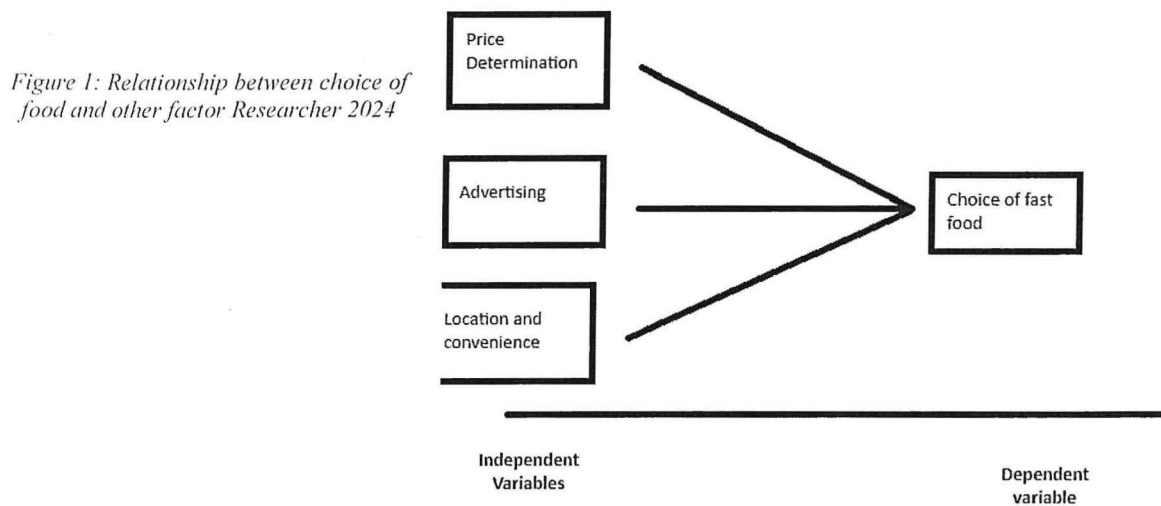
The most common ones are the research papers and articles related to the digital marketing strategies, the marketing strategies, the competitive strategies, etc., and their implications or influence on the organizational performance in other countries like Vietnam, London, Bosnia and Herzegovina, and other parts of Kenya.

Not many studies pertain to the impact of digital marketing strategies on the performance of food outlets in Kenya.

2.5 Conceptual Framework

The primary purpose of the research is to determine how various marketing strategies influence the students' choice of meals and the preferred food outlets by students in Nairobi, Kenya. The study had variables: independent and dependent variables. The independent variables were the different physical environments, media marketing strategies, and price strategy. The dependent variables were meal choices of students.

Figure 2. 1 conceptual framework



2.6 Summary

Each theory is expounded on its relevance to this particular study.

It also includes the empirical reviews of the various writers' studies that are pertinent to the one that is being done right now. The review comprises the empirical results for the independent and dependent variables of the study, together with some arguments for and against the variables. It also gives a general overview of the gaps in knowledge that the research is meant to fill. Finally, the chapter ends with the conceptual framework, which shows the relationship between the independent and dependent variables.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

This chapter covers the research methodology used to identify the target sample and evaluate how marketing strategies affected the eating habits of Strathmore students. The demographic, research methodology, study design, sample size, sampling process, collection methods, and data processing technique are all covered.

3.2 Research Design

Research design is the framework of research methods and techniques chosen by a researcher to conduct a study. The design allows researchers to sharpen the research methods suitable for the subject matter and set up their studies for success. Research design offers a clear plan for conducting research, which helps to ensure that the study is organized and methodical. It guides researchers in systematically addressing the research problem and objectives (Creswell, 2014).

The research problem an organization faces will determine the design, not vice-versa. The design phase of a study determines which tools to use and how they are used. The research design process is a systematic and structured approach to conducting research. The process is essential to ensure that the study is valid, reliable, and produces meaningful results.

3.3 Population of study

The entire group of people or objects that are the subject of a research study and have one or more traits in common. The population is a representation of the entire group from which researchers hope to derive inferences about their findings. The population for this study was Strathmore University Students.

Creswell defines the population as the entire group of individuals that researchers are interested in studying. Properly defining this group ensures that the research findings can be accurately generalized to the broader population (Creswell, J. W. 2014).

3.4 Sample Design

Sampling design is the process of developing an exact strategy that the researcher will employ to collect things for a sample from a certain population. It includes details like the sample size (the number of samples to choose for the study), the procedures/techniques used, such as probability or non-probability.

Sampling Technique- the Strathmore University student body serves as the sample frame for this study. Selection bias is less likely with SRS since each member of the population has an equal probability of getting chosen. Simple random sampling helps ensure that the sample is unbiased and is representative of the population.

Sampling Size- The number of components on which the research will be conducted is referred to as the sample size. The number of subjects included in this study will be 200 students.

The sample size in this study consisted of and was determined by 200 people who were willing to participate in the questionnaire within the university (Opportunity sample).

3.5 Data Collection Methods

We will collect primary data from study participants in order to draw relevant findings. The instrument used to gather data will be a questionnaire. In contrast to other techniques of gathering data such as focus groups or interviews, questionnaires allow participants to complete them at their own pace and convenience. This eases the time commitment for both participants and researchers, facilitating the collection of data from a higher number of people. The drop and pick method will be the strategy used in the research administration. By doing this, the responders will have ample time and privacy to respond to the questions.

3.6 Data Analysis

The act of editing and coding data, summarizing, finding patterns, and applying statistical methods to the collected data is known as data analysis (Schindler & Cooper, 2014). The process of methodically using logical and/or statistical approaches to characterize, summarize, and assess data is known as data analysis. The aim is to derive insights, facilitate decision-making by drawing inferences from the gathered data. For this research the data will be qualitative

3.7 Ethical Issues in Research

This study will adhere to all research ethics. Strathmore University will send a letter approving the project. Additionally, the survey will guarantee the privacy and security of all respondent information. Furthermore, the study replies will only be used for the study because it is only being conducted for academic purposes.

3.8 Chapter Summary

Population of 100 participants, sample design included all students in stc where 100 of all students part took in answering the questionnaire, they were given the questionnaire and asked to drop in on a table by the end of the day and this was so that to be ethical and allow them to return the questionnaire anonymously.

CHAPTER 4

PRESENTATION OF RESEARCH FINDINGS

4.1 Introduction

The study aims to explore the influence of marketing strategies on students' choice of fast food outlets at Strathmore University in Nairobi, Kenya. Specifically, it examines the effects of factors such as price, advertising, and promotional techniques on the students' purchasing decisions.

The data collection approach involves a quantitative method, utilizing questionnaires distributed to a sample of students from the university and acquired 121 responses out of 200 questionnaires distributed. The questionnaire focuses on various marketing aspects, such as convenience, digital marketing, health-conscious claims, and emotional appeals in advertising. The data is collected anonymously through a "drop-and-pick" method, ensuring participant privacy and ethical compliance. The study leverages this structured approach to draw insights into the relationship between marketing strategies and consumer behavior among university students.

I will present the findings in detail, ensuring that the results are thoroughly analyzed and effectively communicated. The data collected from the questionnaires will be systematically processed and analyzed to uncover meaningful patterns and insights. These findings will highlight the extent to which marketing strategies—such as pricing, advertising, promotional techniques, and digital marketing—affect students' choices of fast food outlets.

The analysis will include a breakdown of each specific objective, providing clear evidence on the role of various marketing factors in shaping consumer behavior. Any notable relationships or correlations between variables will be discussed in depth. This detailed presentation aims to offer actionable insights and contribute to a better understanding of the influence of marketing on the purchasing decisions of university

4.2 Sample Representation

Degree or diploma?

121 responses

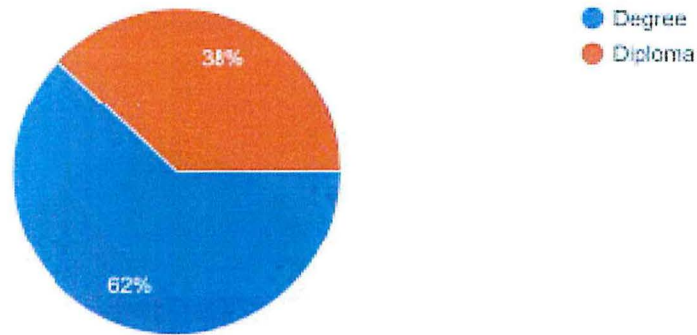


Figure 2: Respondent's Field of study in strathmore

Figure 4.1 illustrates the distribution of responses from 121 participants. 62% of the respondents indicated they are pursuing a degree while 38% of the respondents indicated they are pursuing a diploma.

Year of study

121 responses

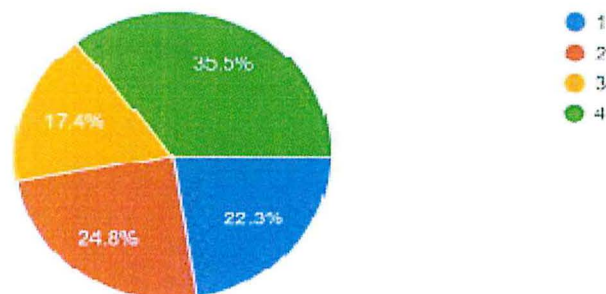


Figure 3: Year of study

Out of the 121 respondents, 22.3% were in their 1st year, 24.8% were in their 2nd year of studies, 17.4 in their 3rd year while the remaining 35.5% were in their 4th and final year of their degree.

4.3 Descriptive Analysis

This section examines the patterns observed in the participants' choices according to several different factors and what influence they had. Respondents were to select an answer that best indicates the amount of times they buy fast food in a week.

How many times do you buy fast food?

121 responses

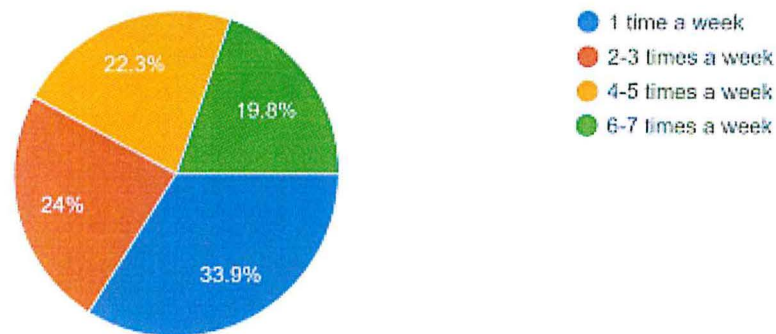


Figure 4: Number of times you buy fast food

Figure 4.3 illustrates the number of times the respondents buy fast food. 1 time a week (Blue): 33.9% of respondents; 2–3 times a week (Red): 24% of respondents; 4–5 times a week (Orange): 22.3% of respondents; 6–7 times a week (Green): 19.8% of respondents; The largest group buys fast food 1 time a week, followed by 2–3 times a week. The smallest group buys fast food 6–7 times a week.

What role does convenience play in fast food choice?

121 responses

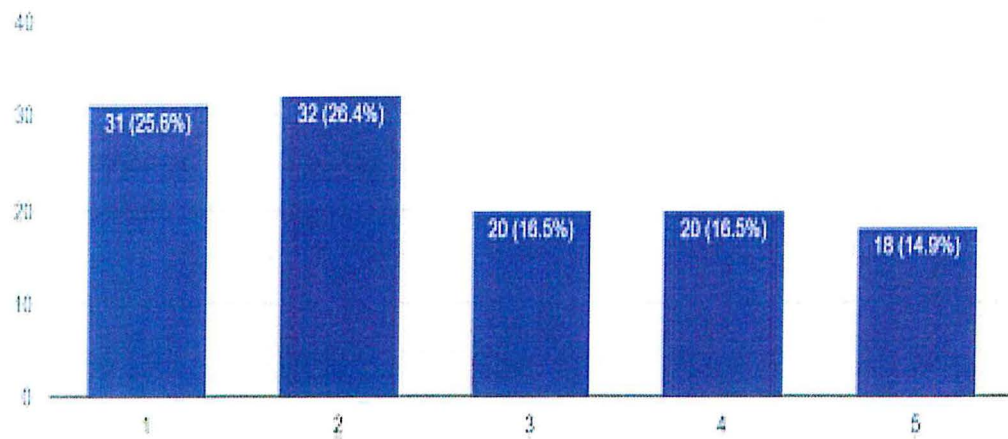


Figure 5: Role convenience play in fast food choice

The chart uses a Likert scale (1–5), where 1 represents a high role and 5 represents a low role.

The breakdown is as follows:

1 (25.6%): 31 respondents

2 (26.4%): 32 respondents

3 (16.5%): 20 respondents

4 (16.5%): 20 respondents

5 (14.9%): 18 respondents

The majority of respondents selected 2 or 1, indicating that convenience plays a relatively moderate to high role in their fast food choices. Fewer respondents rated it as low significance (4 or 5).

How effective are value promotions and discounts?

121 responses

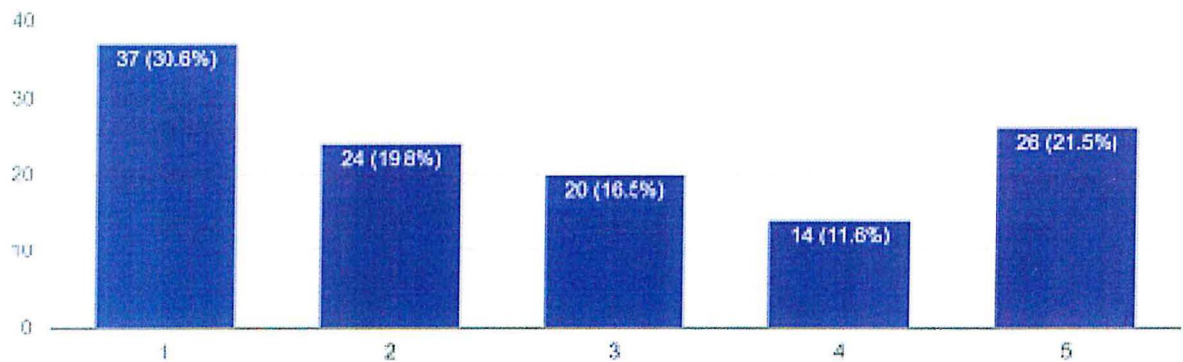


Figure 6: How effective are value promotions and discounts?

The responses are distributed across a Likert scale (1–5), where 1 represents "effective" and 5 represents "not effective." The results are as follows:

1 (30.6%): 37 respondents

2 (19.8%): 24 respondents

3 (16.5%): 20 respondents

4 (11.6%): 14 respondents

5 (21.5%): 26 respondents

The highest number of respondents (30.6%) rated value promotions and discounts as 1 (very effective). However, a significant group (21.5%) rated them as 5 (very ineffective), showing varied perceptions on their impact.

What influence do health-conscious marketing claims have on fast food choices?

111 responses

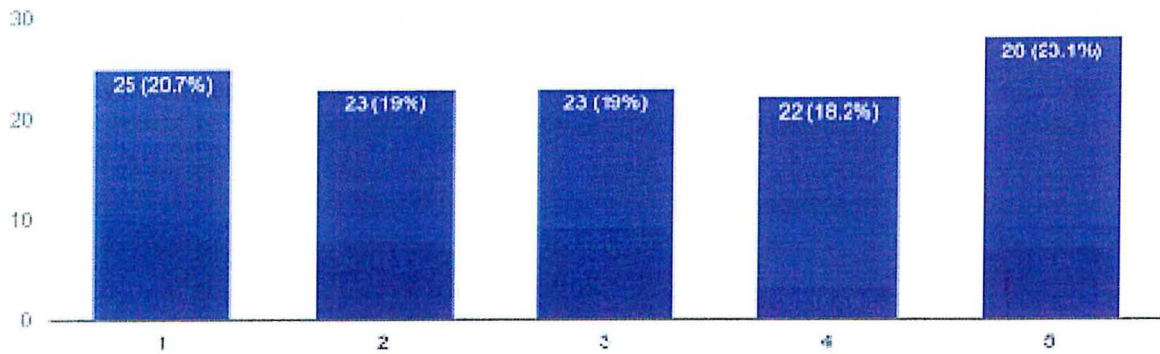


Figure 7: How effective are value promotions and discounts?

The response here can be viewed as very conversational, while one might think that health-conscious marketing would have a majority of responses indicating that there is would be a highly positive influence only 20.7% thought that it does have a highly positive influence and 23.1% thought it had no positive influence

How do advertising and branding strategies affect brand loyalty?

121 responses

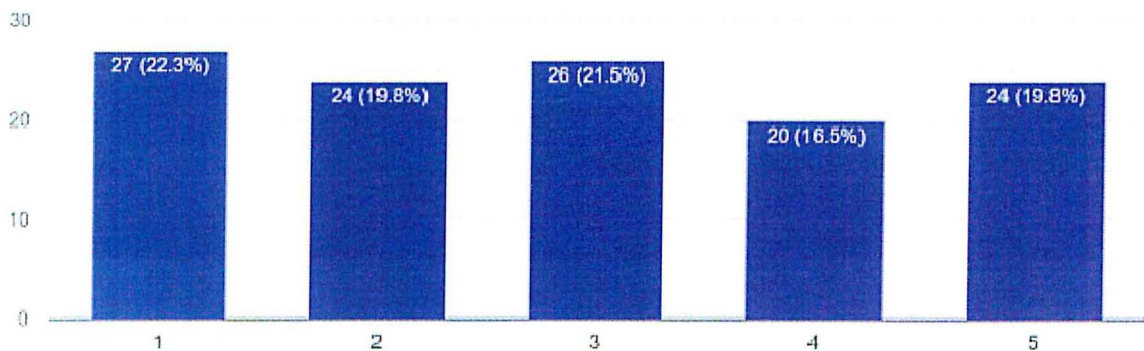


Figure 8: How do advertising and branding strategies affect brand loyalty?

Scale 1 (most Impact): Received the highest number of responses, with 27 respondents (22.3%).

Scale 3 (Neutral/Moderate Impact): Close to the highest, with 26 respondents (21.5%),

Scales 2 and 5: Tied with 24 respondents each (19.8%), Scale 4: Had the fewest responses, with 20 respondents (16.5%).

The responses are fairly balanced across the scale, with no extreme leaning toward either low or high impact.

Opinions on the effect of advertising and branding strategies on brand loyalty are varied and relatively balanced. However, a significant portion of respondents view the impact as high importance (scale 1 or 2), while others see low effects (scale 4 or 5), with a neutral/midpoint rating (scale 3) also being common. This indicates diverse perceptions of the influence of these strategies.

What role does social media and digital marketing play in attracting fast food consumers?

121 responses

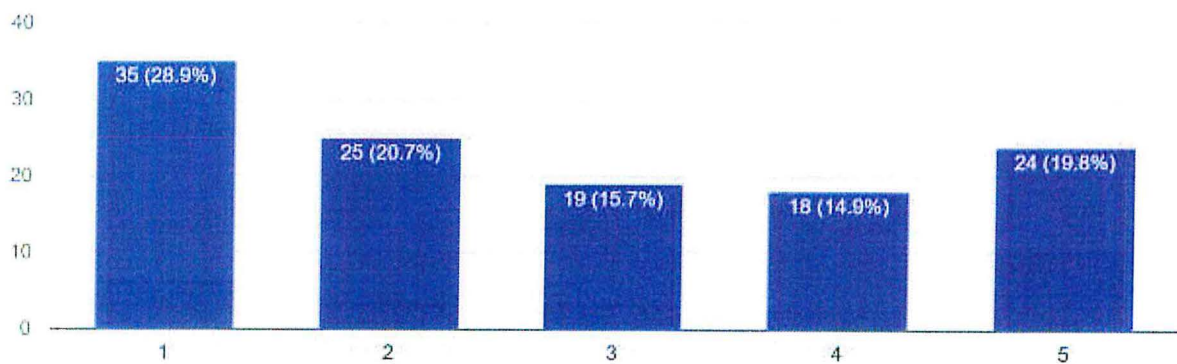


Figure 9: What role does social media and digital marketing play in attracting fast-food consumers?

Majority Lean toward Low Impact (Scale 1): 35 respondents (28.9%) selected 1, indicating a perception that social media and digital marketing play an important role in attracting fast food consumers.

Scale 2 (Second Lowest): 25 respondents (20.7%) chose 2, further emphasizing the significance of social media and digital marketing.

Middle and Higher Ranges (Scales 3-5):

Scale 3 (neutral/moderate role): 19 respondents (15.7%).

Scale 4: 18 respondents (14.9%).

Scale 5 (lowest impact): 24 respondents (19.8%), showing that some believe digital marketing has no influence.

Skewed Toward higher Ratings: Combined responses for scales 1 and 2: 60 responses (49.6%), indicating that nearly half view the role as high. Combined responses for scales 4 and 5: 42 responses (34.7%), showing less agreement on a strong role.

What impact does menu variety and customization have on consumer attraction?

121 responses

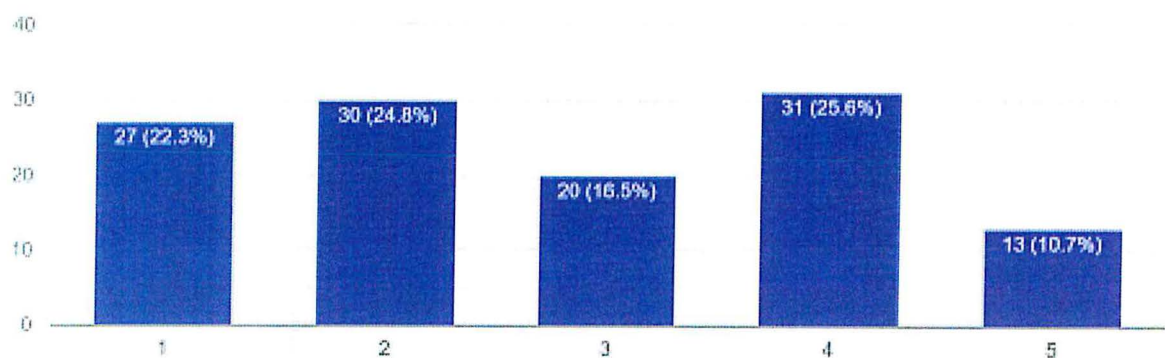


Figure 10: What impact does menu variety and customization have on consumer attraction?

This bar chart represents data on the perceived impact of menu variety and customization on consumer attraction, based on 121 responses.

1 (High impact): 27 responses (22.3%)

2: 30 responses (24.8%)

3: 20 responses (16.5%)

4: 31 responses (25.6%)

5 (low impact): 13 responses (10.7%)

The responses show a fairly even distribution, with the majority of respondents leaning towards moderate to significant impact

How important is sustainability and ethical sourcing in fast food marketing?

121 responses

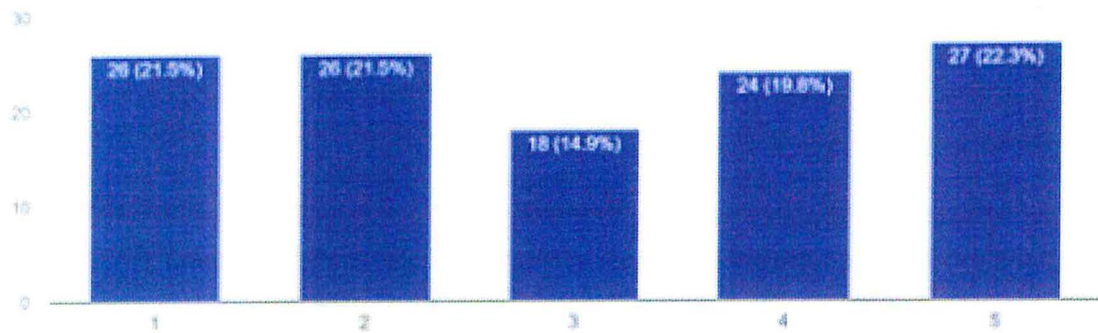


Figure 11: What impact does menu variety and customization have on consumer attraction?

This bar chart illustrates the importance of sustainability and ethical sourcing in fast food marketing, with responses from 121 participants. In this context, 1 indicates the most significant importance.

1 (Most significant): 26 responses (21.5%)

2: 26 responses (21.5%)

3: 18 responses (14.9%)

4: 24 responses (19.8%)

5 (Least significant): 27 responses (22.3%)

The responses are relatively evenly distributed, but a significant portion of participants (43%) rated sustainability and ethical sourcing as highly important (scores of 1 and 2).

A smaller portion (22.3%) considers these factors to be least significant (score of 5).

The middle category (3) received fewer responses (14.9%), suggesting participants had stronger opinions toward either end of the scale.

This indicates a polarizing perception, where a notable group values sustainability highly, while another segment perceives it as less critical in fast food marketing.

What impact do limited-time offers and seasonal promotions have on consumer behavior?

121 responses

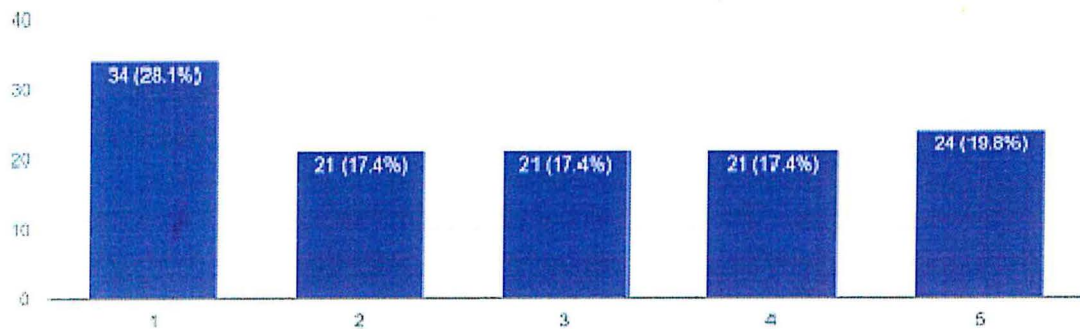


Figure 12: What impact do limited-time offers and seasonal promotions have on consumer behavior?

This bar chart examines the impact of limited-time offers and seasonal promotions on consumer behavior, based on responses from 121 participants. Here's a breakdown of the responses:

1 (High impact): 34 responses (28.1%)

2: 21 responses (17.4%)

3: 21 responses (17.4%)

4: 21 responses (17.4%)

5 (Low impact): 24 responses (19.8%)

A significant portion of respondents (28.1%) rated limited-time offers and seasonal promotions as having the highest impact on consumer behavior (score of 1).

Scores are evenly distributed across 2, 3, and 4, each with 17.4% of responses, reflecting mixed perceptions about moderate impacts.

About 19.8% of respondents rated the impact as low (score of 5), indicating a smaller group finds these promotions less influential.

Overall, the results suggest that limited-time offers and seasonal promotions are considered influential, with nearly half (45.5%) of the participants rating their impact as significant (scores of 1 or 2).

What is the effectiveness of cross-promotions and partnerships with other brands or events?

121 responses

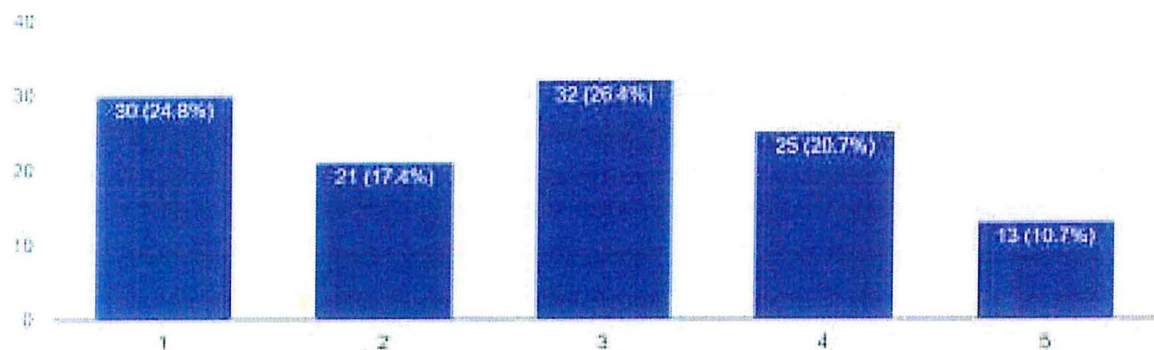


Figure 13: What is the effectiveness of cross-promotions and partnerships with other brands or events?

This bar chart explores the perceived effectiveness of cross-promotions and partnerships with other brands or events, based on 121 responses. The scale ranges from 1 (highly effective) to 5 (least effective). Here's a breakdown of the results:

1 (Highly effective): 30 responses (24.8%)

2: 21 responses (17.4%)

3: 32 responses (26.4%)

4: 25 responses (20.7%)

5 (Least effective): 13 responses (10.7%)

A substantial portion (24.8%) believes cross-promotions and partnerships are highly effective (score of 1). The largest group (26.4%) rated these strategies as moderately effective (score of 3), suggesting a balanced viewpoint. Around 17.4% rated them as effective (score of 2), while 20.7% leaned toward a less significant impact (score of 4). Only 10.7% considered cross-promotions and partnerships least effective (score of 5).

The data reflects a general agreement that these strategies are effective, with over 68.6% of participants selecting scores of 1–3.

How do emotional appeals in advertising influence fast food choices?

121 responses

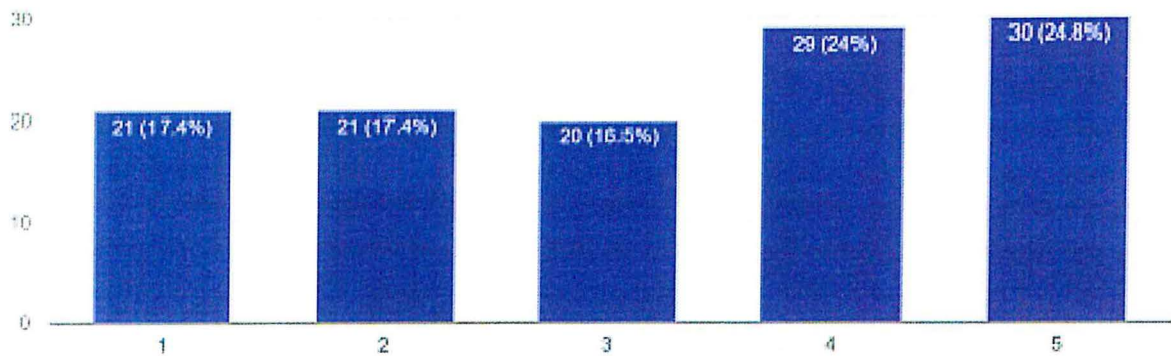


Figure 14: How do emotional appeals in advertising influence fast food choices?

This bar chart highlights the influence of emotional appeals in advertising on fast food choices, based on 121 responses. The scale ranges from 1 (High influence) to 5 (low influence). Here's the breakdown:

1 (high influence): 21 responses (17.4%)

2: 21 responses (17.4%)

3: 20 responses (16.5%)

4: 29 responses (24%)

5 (low influence): 30 responses (24.8%)

The highest percentage (24.8%) rated emotional appeals as having a low influence (score of 5).

Scores of 1, 2, and 3 received fewer responses, with approximately 51.3% rating emotional appeals as highly influential (scores 1–3).

This data suggests that emotional appeals are a significant factor in influencing fast food choices, with nearly half (48.8%) of the participants rating them highly.

Cheaper prices will almost always convince you to make a purchase?

121 responses

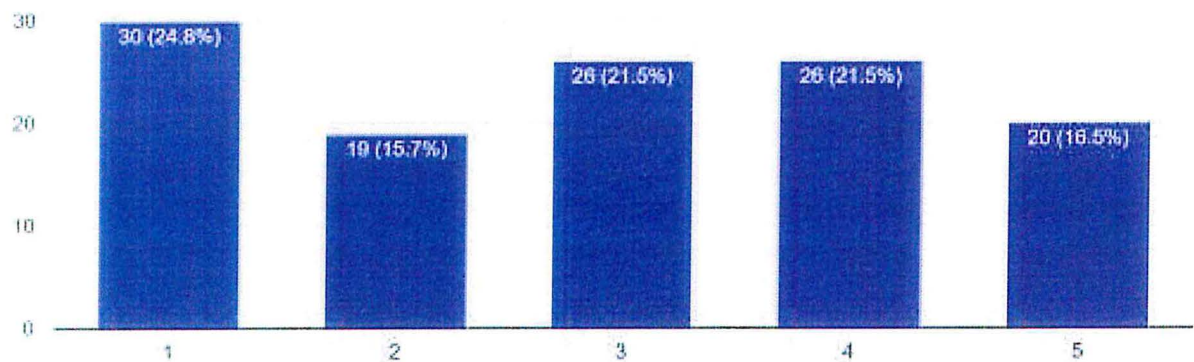


Figure 15: Cheaper prices will almost always convince you to make a purchase?

This bar chart evaluates how cheaper prices influence purchase decisions, based on 121 responses. The scale ranges from 1 (strongly agree) to 5 (strongly disagree). Here's the distribution:

1 (Strongly agree): 30 responses (24.8%)

2: 19 responses (15.7%)

3: 26 responses (21.5%)

4: 26 responses (21.5%)

5 (Strongly disagree): 20 responses (16.5%)

A substantial proportion (24.8%) strongly agrees that cheaper prices almost always convince them to make a purchase, with 40.5% (scores of 1 and 2) agreeing overall.

A significant portion (43%) provided neutral or moderately disagreeing responses (scores of 3 and 4).

A smaller group (16.5%) strongly disagrees that cheaper prices consistently influence their purchases.

How do visual elements in advertisements affect consumer attraction?

121 responses

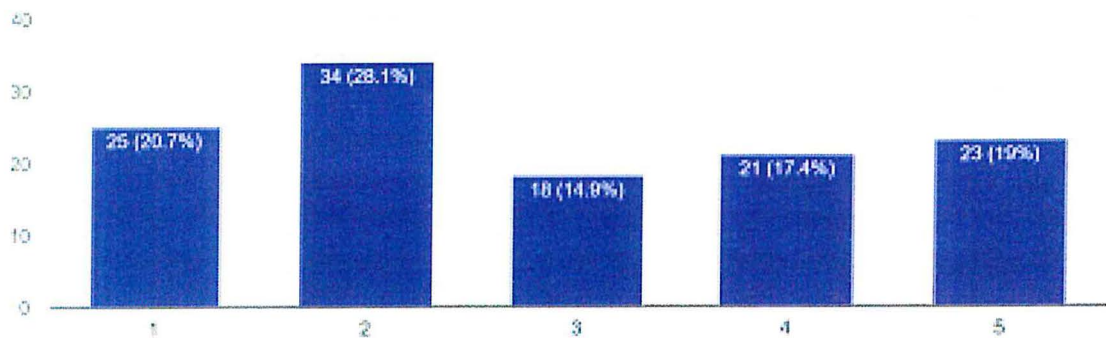


Figure 16: How do visual elements in advertisements affect consumer attraction?

Rating 1 (Strongest Impact): 25 responses (20.7%)

Rating 2: 34 responses (28.1%)

Rating 3 (Moderate Impact): 18 responses (14.9%)

Rating 4: 21 responses (17.4%)

Rating 5 (Weakest Impact): 23 responses (19%)

Majority (Ratings 1 and 2): A combined 48.8% of respondents believe visual elements have a strong to very strong impact on consumer attraction. This highlights the significant role visuals play in advertising effectiveness.

Moderate Impact (Rating 3): About 14.9% hold a neutral stance, viewing the impact as neither strong nor weak.

Lower Impact (Ratings 4 and 5): 36.4% perceive visuals as having little to no influence, indicating a notable minority for whom visual elements matter less.

Most participants believe visual elements in advertisements strongly influence consumer attraction, with nearly half rating their impact as significant. However, the distribution also reflects a smaller group that does not find visuals as compelling, suggesting variability in how different audiences respond to visuals.

Chapter 5:

Discussions, Conclusions and Recommendations

5.1 Introduction

This chapter presents the final conclusions of the research and outlines recommendations based on the findings. It begins by summarizing the key results, addressing the research objectives, and drawing insights into how visual elements in advertisements influence consumer attraction. These conclusions aim to provide a concise yet comprehensive understanding of the study's outcomes and their broader implications.

The chapter then transitions to practical recommendations for advertisers, marketers, and designers. These suggestions are grounded in the research findings and are intended to enhance the effectiveness of advertising strategies, particularly in leveraging visual design to engage and attract consumers. Additionally, the recommendations highlight areas for improvement and innovation, ensuring the study's insights can be applied to real-world contexts.

By providing clear conclusions and actionable recommendations, this chapter seeks to bridge the gap between research and practice, offering valuable guidance for stakeholders in the advertising and marketing industry.

5.2 Summary of the findings

This chapter examines the key findings from 121 respondents, focusing on their behaviors and preferences in the fast-food industry. It begins by profiling the participants, highlighting their academic levels and year of study. The analysis reveals consumer habits such as the frequency of fast-food purchases, with most respondents buying fast food 1–3 times per week.

Key factors influencing consumer decisions are explored, including:

Convenience, which plays a moderate to high role in fast food choices.

Value promotions and discounts, rated as very effective by the majority, though opinions vary.

Health-conscious marketing claims, which have mixed influence, with only a minority seeing them as highly positive.

Other findings include the impact of advertising and branding strategies, social media marketing, and visual elements, with most respondents agreeing these factors significantly influence brand loyalty and consumer attraction. The chapter also highlights the importance of menu variety, sustainability, and cross-promotions, as well as the effectiveness of emotional appeals and price discounts.

Overall, the findings illustrate diverse consumer perceptions, emphasizing the significant yet variable impact of marketing and advertising strategies on consumer behavior.

5.2.1 Summary of [Objective 1]

The overarching goal of this study is to determine the extent to which marketing strategies influence the choice of fast food outlets among students at Strathmore University. By understanding these dynamics, the research provides valuable insights into how marketing can be optimized to meet consumer preferences and increase the appeal of fast food outlets to this demographic.

5.2.2 Summary of [Objective 2]

Pricing is a critical factor in consumer decision-making, particularly for university students who are often budget-conscious. This objective seeks to explore how the affordability of fast food impacts their selection of outlets, examining whether lower prices, discounts, or promotions significantly affect their preferences.

5.2.3 Summary of [Objective 3]

Advertising plays a central role in influencing consumer behavior. This objective investigates the extent to which advertising strategies, including social media campaigns, branding, and visual appeals, impact students' choices of fast food outlets. It affects how advertisements shape brand perception and loyalty among university students.

5.3 Conclusions

Price as a Significant Factor- Price plays a critical role in students' choice of fast food outlets. Many respondents indicated that cheaper prices, discounts, and value promotions strongly influence their purchasing decisions. However, a portion of respondents also expressed neutral or opposing views, suggesting some diversity in price sensitivity among students.

Convenience as a Key Driver- Convenience emerged as a significant determinant in fast food choices. Most respondents rated convenience as a moderate to high priority, highlighting the importance of location, speed of service, and accessibility in their decision-making process.

The Role of Advertising and Branding- Advertising and branding strategies have a notable impact on consumer attraction and brand loyalty. A significant portion of respondents indicated that visual elements, emotional appeals, and social media marketing play a substantial role in shaping their preferences. However, opinions on the effectiveness of these strategies varied, indicating that while impact, their influence is not uniform across all students.

Mixed Perceptions of Health-Conscious Marketing- Health-conscious marketing claims have a polarizing effect on students. While some respondents view these claims as highly influential, others believe they have little to no impact, suggesting that health-focused messaging may resonate more with certain consumer segments.

Importance of Menu Variety and Customization- Menu variety and the ability to customize orders are moderately to highly valued by students, indicating that fast food outlets offering diverse options and flexibility are more likely to attract this demographic.

Sustainability and Ethical Sourcing- Responses regarding sustainability and ethical sourcing reveal divided opinions. While a substantial portion of students considers these factors important, others view them as less significant, reflecting varying levels of awareness or concern about environmental and ethical issues in the fast food industry.

Impact of Limited-Time Offers and Promotions- Limited-time offers and seasonal promotions are seen as effective strategies for influencing consumer behavior. A significant number of respondents rated these strategies as having a high impact, demonstrating their potential to create urgency and attract customers.

Social Media and Digital Marketing- Social media and digital marketing are perceived as effective tools for attracting fast food consumers. A majority of respondents rated their influence as moderate to high, underscoring the importance of digital platforms in reaching younger audiences.

The Role of Emotional Appeals- Emotional appeals in advertising have a varied influence. While nearly half of the respondents view them as significant, others see their impact as minimal, indicating that such strategies may not resonate equally with all consumers.

These conclusions highlight the diverse factors that influence fast food preferences among university students, with price, convenience, and marketing strategies standing out as the most impact. However, the variability in responses underscores the importance of tailoring strategies to meet the needs and preferences of different consumer segments.

5.4 Recommendations

Based on the findings and conclusions from Chapter 4, the following recommendations can help fast food outlets enhance their marketing strategies to better appeal to university students:

Emphasize Affordable Pricing and Value Promotions: Offer student-friendly pricing, discounts, and combo deals to cater to budget-conscious students. Price was identified as a major factor influencing fast food preferences. Affordable meal options and periodic discounts can attract a larger student customer base. They can introduce loyalty programs or exclusive student discounts to encourage repeat purchases.

Enhance Convenience-Optimize delivery services, expand outlets near universities, and reduce wait times. Convenience was highlighted as a key determinant for fast food choices. Students value quick and accessible options. They can Partner with food delivery platforms and invest in mobile ordering apps for seamless transactions.

Invest in Targeted Advertising and Branding- Use visually engaging and emotionally appealing advertisements tailored to students' interests and lifestyles. Advertising strategies, including visual elements and emotional appeals, were shown to have a significant impact on brand loyalty and consumer attraction. A good idea is to leverage digital and social media platforms with campaigns featuring relatable content, testimonials, or humorous themes that resonate with younger audiences.

Promote Health-Conscious Options Strategically-Include healthier menu options with transparent nutritional information while avoiding overemphasis unless specifically targeting health-conscious students. Health-focused marketing appeals are polarizing. While they influence some

consumers, others may not prioritize them, highlight health-conscious options as part of broader campaigns that emphasize choice and variety.

Diversify Menu Offerings- Offer a wide variety of menu options, including customization meals, to appeal to diverse preferences. Respondents valued menu variety and customization, showing that flexibility enhances consumer attraction, I recommend that they introduce "build-your-own meal" options or limited-time experimental menus to keep offerings fresh and appealing.

Highlight Sustainability and Ethical Sourcing- Publicize efforts toward sustainability and ethical sourcing, such as eco-friendly packaging or locally sourced ingredients. While opinions on sustainability were divided, a significant portion of respondents valued it highly. This strategy can help attract ethically conscious consumers, incorporate sustainability messages in marketing materials and partner with organizations to certify sustainable practices.

Leverage Seasonal Promotions and Limited Time Offers- Regularly introduce limited-time menu items or seasonal promotions to create a sense of urgency and exclusivity. These promotions were found to have a significant impact on consumer behavior. This can be achieved through use social media and digital campaigns to promote these offers with countdowns or giveaways to generate excitement.

Maximize the Power of Social Media and Digital Marketing- Focus marketing efforts on popular social media platforms such as Instagram, TikTok, and YouTube to engage with the student demographic, social media was identified as an effective tool for reaching younger audiences. I recommend that they partner with influencers, create interactive content, and engage students with contests or user-generated content campaigns.

Refine Emotional Appeal Strategies- Focus emotional appeals on themes that resonate with students, such as nostalgia, fun, or shared experiences, while emotional appeals had mixed results, they are effective when aligned with the target audience's values and experiences. In this aspect campaigns that emphasize connection, community, or milestones like exam seasons or student events would help attract more customers.

Strengthen Partnerships and Cross-Promotions- Collaborate with popular brands, events, or university organizations to offer exclusive deals, Cross-promotions and partnerships were

perceived as moderately to highly effective. Partnership with tech brands, movie theaters, or university clubs for bundle deals or co-branded events is recommended.

By implementing these recommendations, fast food outlets can better align their marketing strategies with the preferences and behaviors of university students, thereby increasing their market appeal and customer loyalty.

5.5 Suggestions for further research

Exploring Longitudinal Consumer Behavior- Conduct a longitudinal study to understand how consumer behavior and preferences change over time, particularly as students' progress through university or transition into professional life. This could provide insights into how long-term loyalty and preferences are shaped by marketing strategies and other external factors.

Cultural and Regional Comparison- Investigate how marketing strategies influence fast food choices across different cultural or regional groups within Nairobi or other cities. Understanding regional or cultural differences can help customize marketing strategies to better suit diverse demographics.

Impact of Emerging Marketing Trends- Assess the impact of emerging marketing trends such as influencer marketing, augmented reality (AR) campaigns, or artificial intelligence (AI) personalization on fast food consumer behavior. With the rise of new digital tools, it is crucial to explore how these strategies impact younger consumers like university students.

Gender and Socioeconomic Factor- Examine how gender and socioeconomic status influence fast food choices and the effectiveness of various marketing strategies. Understanding these factors can provide a more nuanced approach to targeting specific groups within the student population.

5.6 Limitations of the research

Sample Size and Demographics- The study was conducted with a sample size of 200 respondents, all from Strathmore University in Nairobi. This sample may not fully represent the broader student population across different universities or geographical regions. The results may not be generalizable to all students, particularly those from other universities or regions with different socio-economic backgrounds, preferences, and consumption habits and only 121 out of 200 responded.

Focus on a Single Institution- The research focused on students from Strathmore University, which may not be representative of the entire student population in Nairobi or Kenya. Students from different institutions might have different socio-economic statuses, dietary preferences, or exposure to marketing strategies, which could influence their fast food choices and perceptions of marketing.

Limited Scope of Marketing Strategies- The study focused on specific marketing strategies such as price, advertising, and promotions, but did not consider other factors such as in-store experience, customer service, or the role of online reviews and ratings. The study may not capture the full range of marketing tactics that could influence fast food choices. Other factors, such as brand reputation or product quality, might play a more significant role in consumer decisions.

Exclusion of Non-Student Consumers- The research targeted university students, excluding non-students or individuals from other demographic groups. The findings may not accurately reflect the behavior of broader consumer groups, limiting the applicability of the results to the general fast food market in Nairobi.

External Factors Not Considered- The study did not account for external factors such as economic conditions, the availability of new fast food options, or major events (e.g., the pandemic) that might influence fast food consumption behavior. These factors could have significant effects on consumer behavior and may limit the applicability of the research to other periods or contexts.

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APPENDIX 1: LETTER OF INTRODUCTION

Greetings, Participant

I'm an undergraduate student at Strathmore University studying business for my bachelor's degree. Right now, I'm working on my research project. I'd like to invite you to participate in a research study titled "The Influence of Social Media Platform on Purchase Decisions Made by Strathmore University Students."

The investigation will only be carried out for scholarly reasons. The accompanying questionnaire aims to collect information about the driving forces behind students' purchases of fast food.

Your participation in this study is completely voluntary, and your answers will remain confidential and anonymous. Only the total amount of data collected for this study will be disclosed.

If you agree to participate in the experiment, kindly answer the questionnaire as accurately as possible. It should take about ten minutes to finish. Please feel free to ask me any questions you may have about the project.

I appreciate your help.

Kind regards,

Mohamed Kishlaf

Student Admission No. 124256,
Strathmore University

APPENDIX 2: QUESTIONNAIRE

QUESTIONNAIRE

Dear Respondent, this questionnaire seeks to collect information on the influence of digital marketing strategies and food marketing strategies on the consumer habits of Strathmore students in Nairobi, Kenya. All information received will be treated confidentially and used for academic purposes only.

Section A: Demographic Information

1. Degree or diploma?
 - a) Degree ()
 - b) Diploma ()

2. Year of study?
 - a) 1 ()
 - b) 2 ()
 - c) 3 ()
 - d) 4 ()

3. How many times do you buy fast food?
 - a) One time a week. ()
 - b) two to three times a week ()
 - c) four to five times week ()
 - d) six to seven times a week ()

Section B: The Influence of Marketing on the choice of fast food outlet in Nairobi, Kenya

Please indicate (√) on your perception of the marketing strategies.

Use a point of scale where:

- 1-Very Strong positive influence 2-Strong positive influence 3-Moderate Positive influence
4- Little positive influence 5-No positive influence

Statement	1	2	3	4	5
What role does convenience play in fast food choice?					
How effective are value promotions and discounts?					
What influence do health-conscious marketing claims have on fast food choices?					
How do advertising and branding strategies affect brand loyalty?					
What role does social media and digital marketing play in attracting fast food consumers?					
What impact does menu variety and customization have on consumer attraction?					
How do visual elements in advertisements affect consumer attraction?					
How important is sustainability and ethical sourcing in fast food marketing?					
What impact do limited-time offers and seasonal promotions have on consumer behavior?					
What is the effectiveness of cross-promotions and partnerships with other brands or events?					
How do emotional appeals in advertising influence fast food choices?					
Cheaper prices will almost always convince you to make a purchase?					



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