

An investigation into the impact of emerging supermarkets to the consumer behaviour : a case of food purchase at Githurai and Kahawa supermarkets

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Abstract:

This study was conducted with the objective of investigating on those factors that influence consumers to shop for food in the supermarkets in Nairobi. To achieve these objectives, samples of 10 supermarkets and 100 consumers were picked. The questionnaires were administered, which had both semi structured and likert matrix questions. The sample of supermarkets was to be carried out in all supermarkets in Githurai and Kahawa while systematic random sampling was used for customers where the fifth adult customer who had previous shopping experience at the supermarket was given a questionnaire. Questionnaire for the supermarkets were administered through self administration to ensure reliability of the selected sample, 7 (seven) supermarkets and 70 (seventy) customers filled the questionnaire. 10 (ten) questionnaire were to be administered in each supermarket where some supermarket had been closed down due to stiff competition and economic constraint in the country. Data collected was analyzed using the percentages, means, and standard deviation. Percentages were mainly used to analyze part A of the questionnaires while means, standard deviations and variances were used to analyze part B of the questionnaire to aid the investigation of cues used by the customers while shopping in the supermarkets.