

Investigating attitudes towards opaque beer and the factors which would enhance its sales performance: a case study of Mathira division

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Abstract:

The purpose of this research study was to investigate the attitudes of the general public towards opaque beer and which areas should be addressed to ensure safety and increased sales for the beer. The area of study was Mathira Division of Nyeri District. A hundred respondents participated in the study. In carrying out the study, primary data was collected through personally administered questionnaires. They had both structured and unstructured questions. Data was analysed using descriptive statistics like percentages, frequencies, cross tabulations and tables. The Likert scale, the logit model and the statistical package for social scientists (SPSS) was utilized. The study observed that, the general public had a negative attitude towards opaque beer. This is mainly due to the effects it has had on society like some consumers losing their lives after continued consumption of these brews. However there was a general feeling among the respondents both consumers and non-consumers that opaque beer should not be banned. This is because, it has offered a cheap alternative to clear beers for the ordinary 'Mwananchi' who has been hit by the hard economic times. It is view of the above that the consumers suggested several measures, which should be initiated by the brewers to make the beers more safe and acceptable to its consumers. This is in the face of the rising consumers awareness towards getting quality products.