INFLUENCE OF TEMPORAL FACTORS ON CONSUMER BUYING BEHAVIOR IN CHAIN SUPERMARKETS IN KENYA

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INFLUENCE OF TEMPORAL FACTORS ON CONSUMER BUYING BEHAVIOR IN CHAIN SUPERMARKETS IN KENYA.

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Abstract

Purpose: The global retail market is currently a most promising business owing to the growth it is experiencing. In 2016, Kenya's retail spending hit Sh1.8 trillion as the sector expanded by 13 per cent. Chain supermarkets have been growing rapidly over the years attracting local and foreign players. Currently Kenya retail has expanded extensively and is experiencing huge consumer footfalls but dismal sales performance. In a fast-changing world, emerging consumer buying behavior trends require supermarkets to stay close to the consumers. Maximum flexibility in response to dynamic consumer behavior is vital to give the retailers a competitive edge for exploiting such opportunities profitably. The objective of the study was to establish the effect of temporal factors on consumer buying behavior in in supermarkets in Kenya.

Methodology: The target population consisted of 33 chain supermarkets in Kenya. The target population comprised of 634 employees from these supermarkets. Descriptive research design was used for this study. In addition, regression and correlation analysis was used to link the relationships between the dependent and the independent variables.

Results: The study found out that there was a positive and significant relationship between temporal factors and consumer buying behavior (r=0.600, p=0.000).

Unique Contribution to Theory and Practice: It was found out that temporal factors have a positive and significant effect on Consumer Buying Behavior. Therefore, the study recommends for chain supermarkets to provide promotional discounts to consumer so as to increase their business sales. Further, chain supermarkets need to work towards having a corporate brand name renown for high quality brands. Good displays of products are also an added advantage. These insights will enable supermarkets to enjoy benefits of high sales.

Keywords: *Temporal factors, consumer buying behavior and chain supermarkets*

1.0 INTRODUCTION

Consumers from different geographic regions approach buying from different perspectives based on beliefs, values and preferences. For instance, due to concern about ecological effects, energy consumption and health, consumers in France buy fewer home air conditioners than those in Japan (Wood, 2008). In addition, Armstrong and Kotler (2009) have shown that in U.S.A. Hispanic consumers prefer branded higher quality brands. Furthermore, teens are a distinct global subculture with shared interests in pop music, fashion, television, smartphones, and the internet. In the United Kingdom, research by Gilbert and Jackaria (2002) in supermarkets show that price down promotions considerably attract consumers to shop. Lai, Griffin and Babin (2009) in a survey on Chinese consumers reveal that product and service quality directly influences both perceived value and corporate image. This in turn influences consumer purchasing behavior.

Reardon et al., (2003) in their studies in South Africa observe that consumers are sensitive to product and service pricing. Such consumers prefer shopping in outlets offering lower prices. This would be suggesting that price lowering strategy works for supermarkets. In Nigeria, Ghana, Cameroon and Kenya, the production of Christian video-films is increasingly changing the way consumers relate their local culture to material goods. On an ongoing basis the consumers are watching video films as a form of entertainment. In addition, the movies' popular narratives are believed to be changing consumer tastes and behavior in Africa. Thus, such consumers are now buying global products (Ukah, 2003). In Africa, a father will buy liquor and tobacco for personal use. The mother is usually responsible for family grocery shopping (Okach, 2002). In Africa including Uganda, Kenya and Tanzania, consumers are paying for products like fuel, services and groceries in supermarkets using mobile money. This mode of payment is considered safer and more convinient than carrying currency.

According to Kimani, Kagira, Kendi, and Wawire (2012), modern retail in Kenya is seen in the growing shopping centers, huge shopping malls and other expansive retailing complexes. These places are offering consumers entertainment, food and shopping all under one roof. However, it is not clear whether these retailers understand consumer buying behavior. This is in spite of attracting global players such as Carrefour and "The Game" (River & Stream, 2014). Supermarkets will increasingly be one of the major shopping centers in Kenya. Thus, to tap into the opportunity, it is

important for retailers to understand the factors influencing consumers to buy and leverage on them to drive their business performance. The retail sector in Kenya should embrace the marketing orientation perspective. This pertains to the target market, product variety, service levels and store ambience. In addition, procurement, price decisions store activities and experience play an important part in boosting business performance. Moreover, communication and location decisions contribute significantly to the retailer's success in improving results and should be considered (Kotler & Keller, 2016).

With rising cost of commodities, the consumers in Kenya are pretty cost conscious. In Kibera, Nairobi-Kenya, consumers are using energy saving cooking stoves since it helps them save money (Lambe & Senyagwa, 2013). In line with observations by De Groote and Kimenju (2008), culture influences consumers' buying behavior. In Kenya for example, consumers are buying indigenous food for their health benefits (Orec et al., 2005). This trend has made consumers to buy such vegetables from supermarkets that have aligned to such consumer needs (Neven & Reardon, 2004). In Kenya, consumers are increasingly choosing to buy traditional vegetables nationally with the current hype for traditional foods benefits from health practitioners (Grivetti & Ogle, 2000). This change in cultural perspective is influencing consumer buying behavior (Kimiywe, et al., 2007). Moreover, consumers from Western Kenya buy less white maize flour while those from Central Kenya buy more of the fortified maize meal (De Groote, & Kimenju, 2008). In addition, although consumers appreciate the role genetically modified foods play in alleviating food shortage, they are not willing to buy these food products. This is because the same consumers fear possible health repercussions (Kimenju, De Groote, Karugia, Mbogoh, & Poland, 2005).

1.2 Problem Statement

The rapid expansion of supermarket business with reported huge footfalls does not explain how this industry is still experiencing dismal sales performance (Oxford Business Group, 2016). In a bid to turn around their performance, supermarkets are desperately increasing sales promotions in the hope that they will attract more consumers (Rallapalli, Ganesan, Chintalapudi, Padmanabhan & Qiu, 2014). The reason as to why this is a critical challenge is due to the fact that supermarkets are still conducting business as usual. They are simply increasing the usual "me too" promotions such as price discount offers and banded promotions.

Consumers are taking advantage of the offers by purchasing and stocking products which they then use for an extended period. Thus the consumers are benefitting while the supermarkets' sales only increase in the short time but in the long run, the sales returns are still low (Reardon et al., 2003). This is as a result of the supermarkets' not maximizing innovative strategies such as consumer buying behavior insights to attract consumers to spend money in their outlets continuously, as opposed to hunting for promotional deals. Strategic leveraging on consumer buying behavior determinants would enable the supermarkets to grow their businesses sustainably. This study sought to establish the influence temporal factors on consumer buying behavior in chain supermarkets in Kenya.

1.3 Research Objective

This study sought to determine the influence of temporal factors on consumer buying behavior in chain supermarkets in Kenya.

2.0 LITERATURE REVIEW

2.1 Theoretical Framework: Engel, Kollet, Blackwell (EKB) Theory

The EKB theory expands on the Theory of Reasoned Action, and lays out a five-step process that consumers use when making a purchase (Kotler & Keller, 2016). The first step, input, is where consumers absorb most of the marketing materials they see on television, newspapers or online. Marketers should convince the consumers beyond any reasonable doubt that they have the best products that meet individual or family needs and wants. Consumers are affected in the decision-making phase by process variables and external influences, including how the consumer envisions his or herself after making the purchase (Peter & Donnelly, 2011). Once the consumer collects the data, he or she moves into information processing, where the consumer compares the input to past experiences and expectations (Kotler et al., 2014). Consumers move to the decision-making stage after a period of thought, choosing to make a purchase based on rational insight. The marketer should follow up the consumer purchase with a message to congratulate the consumer on the purchase to counter possible after purchase remorse.

Under the EKB theory, marketers have two periods where their input is the most valuable. During the initial information stage, marketers must provide consumers with enough information about the product to ensure the products are top of mind (Kotler & Keller 2016). This is where the

marketing campaign plays an important role by demonstrating that a particular product is what the consumer requires to satisfy his/her needs and wants. Marketing becomes a factor again in the phase of external influences. The marketer should use the right channel to reach the target group such as the internet for the young and technology savvy consumers (Peter & Donnelly, 2011). Lifestyle brands are very good at instilling desire in the consumer to look or feel a certain way with the product, even if the brand's product is not fundamentally different from the competition (Suelin, 2010).

2.2 Conceptual Framework

A conceptual framework showing how socio-cultural factors influence consumer buying behavior has been developed. It is based on Engel, Kollet, Blackwell (EKB) theory.
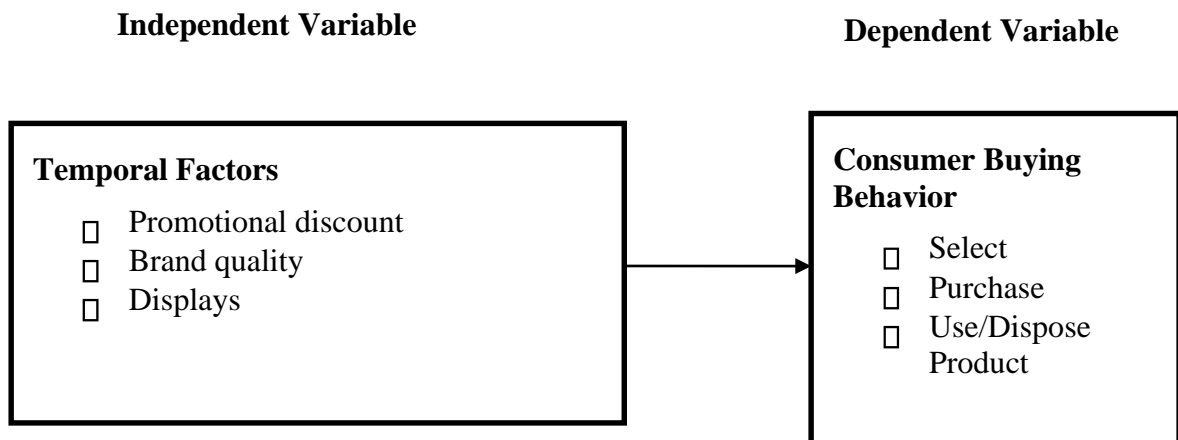
Independent Variable   **Dependent Variable**

Temporal Factors	Consumer Buying Behavior
□ Promotional discount □ Brand quality □ Displays	□ Select □ Purchase □ Use/Dispose Product

Figure 1: Conceptual Framework

2.3 Empirical Review

Zarantonello and Schmitt (2010) in their study in United Kingdom maintain that consumers prefer buying brands that deliver unique and unforgettable experiences. These brands elicit positive consumer attitudes that makes them feel good. Low income consumers are usually price sensitive. Consequently, studies in America show that consumers use strategies such as hunting for promotional discounts in supermarkets to enable them maximize their purchases (Mackay, Ewing, Newton & Windisch, 2009). Further research in the United Kingdom shows that displays are good for retailers seeking to grow their sales through consumer base acquisition and conversion (Morton

& Friedman 2002). Findings from a study by Gilbert and Jackaria (2002) in United Kingdom supermarkets, show that price related promotions influence consumer buying behavior to a large extent. In addition, consumer purchasing and product trials behavior is enhanced by promotional discounts. A study in Netherlands establishes that bundle promotions, where consumers get a discount for buying a given number of units from a selected range of products is popular with supermarkets. Offers such as buy one get one free" largely influence brand switching (Foubert & Gijsbrechts, 2007). Valette, Guizani and Merunka (2011) in their studies recognize that although sales promotion will cause consumers to buy more, it has a negative effect whereby the activity causes mental erosion of the brand equity. Moreover, as opposed to increasing retailers' sales, this practice generally tends to encourage brand switching.

Baltas and Papastathopoulou (2003) in their research in Greek grocery stores establish that the range of brands offered in a particular supermarket influence consumers' decision to buy in that store. Research conducted in Germany shows that consumers will buy a product once they perceive they will derive utility from consuming it (Machauer & Morgner, 2001). Additionally, Sojka and Giese (2003) from their research in U.S.A note that brand names are a major consideration for price sensitive consumers. Lai, Griffin and Babin (2009 in a survey on Chinese consumers reveal that product and service quality directly influences both perceived value and corporate image of a supermarket. These elicit both consumer purchase satisfaction and loyalty. Research findings from a study in Sweden by Martenson (2007), demonstrate that a store that is pleasant, neat and offers products that meet consumers' needs motivates them to buy in such a store. Chakrabarty, Brown and Widing (2010) from their study in U.S.A. hold that warm and knowledgeable salespeople influence consumers to purchase a wide range of products. Ngugi (2014) from his studies in Kenya indicates that factors which influence consumers to shop from online and physical supermarkets include product information on prices and promotional deals.

3.0 RESEARCH METHODOLOGY

Descriptive research design was used for this study. The study population, which is the unit of analysis, were 33 chain supermarkets in Kenya. The supermarkets were from Nairobi City County, Kiambu County, Kajiado County and Machakos County (Various Supermarkets Database, 2017).

The target respondents, who were the unit of observation, includes managers, assistant managers and supervisors who are employees of these supermarkets. The total number of respondents was 634. Fishers' formula was used to arrive at 193 respondents. The study adopted stratified sampling technique since the population was homogenous. Questionnaires were used to collect primary data. Primary data have the benefit of providing current information about the variables under study (Kothari, 2011).

Data preparation process as guided by Kothari (2011) was adopted. The process involves editing, coding, transcription and cleaning data. These data were analyzed using Analysis of Variance (ANOVA), which is a powerful tool for analyzing simultaneously, relationships between independent variable(s) and one dependent variable. This research adopted this method and simultaneously regressed the dependent variable to establish how it relates to the independent variable, using Statistical Package for Social Sciences (SPSS) (Saunders *et.al*., 2012). This technique is suitable since the researcher presumes the independent variables are associated with the dependent variable. Moreover, SPSS facilitated the researcher to present large and complex data in a simplified form that is easy to understand. This analysis helped to derive relationship patterns, make summaries and draw conclusions using statistical methods.

According to Kothari (2011), linear regression model is suitable for such a study. The following model was used to establish if there is an association between the independent variable and the dependent variable.

$Y = \beta 0 + \beta 1X + \epsilon$

Where,

Y = Consumer Buying Behavior

X_1 = Temporal Factors

Є= Error term

In the model, β_0 = the constant term while the coefficient β_1= was used to measure the sensitivity of the dependent variable (Y) to unit change in the predictor variable X. Є is the error term which captures the unexplained variations in the model.

4.0 RESULTS AND FINDINGS

4.1 Descriptive Statistics of Temporal Factors

The objective of the study sought to establish the influence of temporal factors on consumers buying behavior. Descriptive statistics using frequency, percentage, mean and standard deviation were used to analyze the data as shown in Table 1.

Table 1: Descriptive Analysis on Temporal Factors

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Std. Deviation
Percentage of Responses (n=187)							
The purchasing behavior of consumers is influenced by promotional discounts offered by the supermarkets.	7.5	10.7	9.6	36.4	36	3.8	1.2
Consumers only buy when products are on promotions in the supermarket.	43.8	33.2	4.8	11.8	0	2.1	1.3
The brand name of the supermarket influences consumers to buy from the outlet.	2.7	7	8.6	59.9	22	3.9	0.9
Consumers prefer purchasing branded products	0.5	19.8	16	46.5	17	3.6	1.0
Consumers like purchasing from supermarkets that sell high quality brands.	3.2	21.4	15	40.6	20	3.5	1.1
Good product displays entice consumers to buy products from the supermarkets	1.6	1.6	9.1	57.2	31	4.1	0.8
Overall average						**3.5**	**1.1**

Results in table 1 shows that majority 72.4 % (36.4% + 36%) agreed that the purchasing

behavior of consumers is influenced by promotional discounts offered by the supermarkets. The

results had a mean response of 3.8 with a standard deviation of 1.2. This implies that promotional

discounts offered by the supermarkets influence the buying behavior of the customers. 77.0%

(43.8% + 33.2%) disagreed that consumers buy when products are on promotion in the

supermarket. The results had a mean response of 2.1 with a standard deviation of 1.3. This implies that consumers do not depend so much on promotions in the supermarket so as to buy products. Thirdly, majority 81.9% (59.9% + 22%) agreed that the brand name of the supermarket influences consumers to buy from the outlet. The results had a mean response of 3.9 with a standard deviation of 0.9. This implies that the brand name of the supermarket influences the buying behavior of the customers. In addition, majority 63.5% (46.5% + 17%) agreed that consumers prefer purchasing branded products. The results had a mean response of 3.6 with a standard deviation of 1.0. This implies that the brand of a product influences the buying behavior of the customers. Studies in America show that consumers use strategies such as hunting for promotional discounts in supermarkets to enable them to maximize their purchases (Mackay, Ewing, Newton & Windisch, 2009).

 Further, majority 66.5% (46.5% + 20%) agreed that consumers like purchasing from supermarkets that sell high quality brands. The results had a mean response of 3.5 with a standard deviation of 1.1. This implies that the quality of a brand influences the buying behavior of the customers. Finally, 88.2% (57.2% + 31%) agreed that good product displays entice consumers to buy products from their supermarkets. The results had a mean response of 4.1 with a standard deviation of 0.8. This implies that product displays influence the buying behavior of the customers. Overall, the average mean of the responses was 3.5 which means that majority of the respondents were agreeing to the statements in the questionnaire. The standard deviation was 1.1 meaning that the responses were clustered around the mean response. The results agree with that of Morton & Friedman (2002) which shows that displays are good for retailers seeking to grow their sales through consumer base acquisition and conversion.

4. 2 Sampling Adequacy

To examine whether the data collected was adequate and appropriate for inferential statistical tests such as the factor analysis, multiple linear regression analysis and other statistical tests, two main tests were performed namely; Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy and Barlett's Test of Sphericity. For a data set to be regarded as adequate and appropriate for statistical

analysis, the value of KMO should be greater than 0.5 (Field, 2000). The results of the KMO and Bartlett's Test are summarized in Table 2.

Table 2: Temporal Factors KMO Sampling Adequacy and Bartlett's Sphericity Tests

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.577
Bartlett's Test of Sphericity df	Approx. Chi-Square	99.074 15
	Sig.	.000

Findings in Table 2 showed that the KMO statistic was .577 which was significantly high; that is greater than the critical level of significance of the test which was set at 0.5 (Field, 2000). In addition to the KMO test, the Bartlett's Test of Sphericity was also highly significant (Chi-square = 99.074 with 15 degrees of freedom, at $p < 0.05$). These results provide an excellent justification for further statistical analysis to be conducted.

According to Kaiser (1974), factor loading values that are greater than 0.4 should be accepted and values below 0.4 should lead to collection of more data to help researcher to determine the values to include. Values between 0.5 and 0.7 are mediocre, values between 0.7 and 0.8 are good, values between 0.8 and 0.9 are great, and values above 0.9 are superb. Factor analysis was conducted on statements regarding temporal factors and all the indicators attracted a coefficient of more than 0.5 hence were retained for further analysis in regression. Results of the factor analysis are presented in table 3.

Table 3: Temporal factors Analysis Component Matrix

Statement	Components
The purchasing behavior of consumers is influenced by promotional discounts offered by the supermarkets.	.927
Consumers only buy when products are on promotions in the supermarket.	.799
The brand name of the supermarket influences consumers to buy from the outlet.	.639
Consumers prefer purchasing branded products	.591
Consumers like purchasing from supermarkets that sell high quality brands.	.643
Good product display entices consumers to buy products from the supermarkets	.645

Results in table 3 revealed that the purchasing behavior of consumers is influenced by promotional discounts offered by the supermarkets had a component coefficient of 0.927. The statement that consumers only buy when products are on promotions in the supermarket had a coefficient of 0.799. The statement that the brand name of the supermarket influences consumers to buy from the outlet had a coefficient of 0.639, the statement that Consumers prefer purchasing branded products had a coefficient of 0.591. The statement that consumers like purchasing from supermarkets that sell high quality brands had a coefficient of 0.643. Finally, the statement that good product display entices consumers to buy products from the supermarkets had coefficients of 0.645.

4.3 Regression Analysis for Social Cultural Factors

The results presented in Table 4 present the fitness of model used of the regression model in explaining the study phenomena.

Table 4: Model Fitness of Temporal Factors

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.56a	0.31	0.30	0.90

a. Predictors: (Constant), Temporal Factors

Temporal factors were found to be satisfactory in explaining Consumer Buying Behavior. This is supported by coefficient of determination also known as the R square of 31%. This means that temporal factors explain 31% of the variations in the dependent variable which is Consumer Buying Behavior. Results of the model fitness back up the study by Zarantonello and Schmitt (2010) who in their study in United Kingdom maintain that consumers prefer buying brands that deliver unique and unforgettable experiences. These brands elicit positive consumer attitudes that makes them feel good. Low income consumers are usually price sensitive. Consequently, studies in America show that consumers use strategies such as hunting for promotional discounts in supermarkets to enable them to maximize their purchases (Mackay, Ewing, Newton & Windisch, 2009).

Table 5: ANOVA on Temporal Factors

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	67.543	1	67.543	83.853	.000
	Residual	149.015	185	0.805		
	Total	**216.557**	**186**			

Table 5 provides the results on the analysis of the variance (ANOVA). The results indicate that the overall model was statistically significant. Further, the results imply that the independent variable is a good predictor of Consumer Buying Behavior. This was supported by an F statistic of 83.853 and the reported p value (0.000) which was less than the conventional probability of 0.05 significance level.

Table 6: Regression of Coefficients of Temporal Factors

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
The purchasing behavior of consumers is influenced by *promotional discounts* offered by the supermarkets.	.087	.063	.100	2.372	.017
Consumers only buy when *products are on promotions* in the supermarket.	.271	.066	.316	4.130	.000
The brand name of the supermarket influences consumers to buy from the outlet.	.105	.088	.088	2.190	.023
Consumers prefer purchasing *branded products*	.091	.086	.085	2.058	.029
Consumers like purchasing from supermarkets that sell *high quality brands*.	.002	.078	.002	.023	.981
Good product displays entice consumers to buy products from the supermarkets	.139	.106	.099	2.308	.019

Regression of coefficients results in table 6 showed that promotional discounts and Consumer Buying Behavior had a positive and significant relationship (r=0.087, p=0.017). The results also revealed that products that are on promotions and Consumer Buying Behavior had a positive and

significant relationship (r=0.271, p=0.000). The results also revealed that the brand name and Consumer Buying Behavior had a positive and significant relationship (r=0.105, p=0.023). The results also revealed that branded products and Consumer Buying Behavior had a positive and significant relationship (r=0.091, p=0.029). The results also showed that high quality brands and Consumer Buying Behavior had a positive and insignificant relationship (r=0.002, p=0.981). Lastly, Good product displays and Consumer Buying Behavior had a positive and significant relationship (r=0.139, p=0.019). The results agree with that of Morton & Friedman (2002) which shows that displays are good for retailers seeking to grow their sales through consumer base acquisition and conversion.

Table 7: Optimal Model for Temporal Factors

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	0.156	0.066		2.36	0.019
	Temporal Factors	0.6	0.066	0.558	9.157	0.000

Regression coefficients in Table 7, revealed that there was a positive and significant relationship between temporal factors and consumer buying behavior (r=0.6, p=0.000). This was supported by a calculated t-statistic of 9.157 which is larger than the critical t-statistic of 1.96. The results agree with a study by Gilbert and Jackaria (2002) in United Kingdom supermarkets, which show that price related promotions influence consumer buying behavior to a large extent. Consumer purchasing and product trials behavior is enhanced by promotional discounts. Moreover, a study in Netherlands establishes that bundle promotions, where consumers get a discount for buying a given number of units from a selected range of products is popular with supermarkets. Offers such as buy-one-get-one-free" largely influence brand switching (Foubert & Gijsbrechts, 2007).

$Y = 0.156 + 0.6X$

Where Y = Consumer Buying Behavior

X = Temporal Factors

Hypothesis testing for Temporal Factors

The Hypothesis to be tested was:

H_0: Temporal Factors do not influence consumer buying behavior in chain supermarkets in Kenya.

The hypothesis was tested by using simple linear regression and determined using p-value (Table 7). The acceptance/rejection criteria were that, if the p value is greater than 0.05, we fail to reject the $H_0$4 but if it's less than 0.05, the $H_0$4 is rejected. Therefore, the null hypothesis is that temporal factors do not influence consumer buying behavior in chain supermarkets in Kenya. Results in Table 7 show that the p-value was 0.000. This was supported by a calculated t-statistic of 9.157 which is larger than the critical t-statistic of 1.96. The null hypothesis was therefore rejected. The study therefore adopted the alternative hypothesis that temporal factors influence consumer buying behavior in chain supermarkets in Kenya. The findings agree with those of Valette, Guizani and Merunka (2011) who in their studies recognize that although sales promotion will cause consumers to buy more, it has a negative effect whereby the activity causes mental erosion of the brand equity. Moreover, as opposed to increasing retailers' sales, this practice tends to encourage brand switching.

5.0 CONCLUSIONS AND RECOMMENDATIONS

5.1Conclusions

The study concluded that temporal factors have a positive and significant effect on Consumer Buying Behavior. Consumers prefer buying brands that deliver unique and unforgettable experiences. These brands elicit positive consumer attitudes that makes them feel good. Low income consumers are usually price sensitive. Consumers use strategies such as hunting for promotional discounts in supermarkets to enable them to maximize their purchases. Displays are good for retailers seeking to grow their sales through consumer base acquisition and conversion. Price related promotions influence consumer buying behavior to a large extent. Consumer purchasing and product trials behavior is enhanced by promotional discounts.

5.2 Recommendations

It was found out that temporal factors have a positive and significant effect on Consumer Buying Behavior. Therefore, the study recommends for chain supermarkets to provide promotional discounts to their customers so as to increase their sells. Further, chain supermarkets need to work towards having a brand name with high quality brands. Good product displays of products are also an added advantage. These insights will enable supermarkets to enjoy benefits of high sales.

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