European Journal of Business and Management
ISSN 2222-1905 (Paper) ISSN 2222-2839 (Online)
Vol.7, No.5, 2015

Effects of Situational Factors and Packaging Characteristics on the Outcome of Shoppers' Behavior in Kenyan Supermarkets (An Extract from a PhD Thesis, Kenya Methodist University)

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Abstract
Previous studies on shopping behavior have paid considerable attention to the effect of situational factors in explaining the outcome of consumer's buying behavior in the supermarkets. Other studies have limited the explanation of consumer's shopping behavior to the influence of packaging elements. However, no study has considered the effect of the two sets of factors on the shopper's behavior at the supermarkets in same framework. This study investigates the effect of situational factors and packaging characteristics on the outcome of behavior (amount of processed milk bought from supermarkets in Kenya). The knowledge generated by this study could help retailers and other marketing practitioners to formulate and undertake more efficient marketing strategies. Several hypotheses were tested against cross-section data collected from 1230 shoppers in supermarkets in three towns in Kenya. Data was collected using self-administered questionnaires. It was analyzed using quantitative techniques. Descriptive statistics were used when analyzing shopper's characteristics. Regression analysis was used to test hypotheses concerning the effects of situational factors and packaging characteristics on the amount of fresh processed milk bought. The results showed that except for purpose for drinking directly from the pack reason for buying, all the other situational factors had significant effect on the amount of milk purchased. They include: supermarket atmospherics, store density/crowding, presence of companions, time of the day, being cash-constrained state and long stay at milk stand in the supermarket. However, being cash-constrained state, time of the day when shopping was done (morning), crowding at the milk stand and the purpose for drinking directly from the pack had negative effect on the amount of processed milk bought. Perceived importance for milk packaging characteristics had positive and significant effect on the amount of processed milk bought from supermarkets. After the controlled factors (individual characteristics) were included in the regression model, the effect of perceived importance for packaging characteristics and all situational factors (except for drinking purpose of buying) on the amount of processed milk bought remained significant. Shopper's age, education, income, gender (male) and family size had a positive effect on the amount of fresh processed milk purchased. However, price had a negative effect on the amount of processed milk purchased.
Keywords: Situational factors, Package, Packaging Characteristics, Outcome of Behavior, Supermarkets.

1.0 1ntroduction

The better the firms understand the outcome of consumers' shopping behavior, the more they become successful in the market place (Paul & James, 2007). According to Paul & Olson (2008), consumer shopping behavior is defined as *'the dynamic interaction of affect and cognition, behavior and the environment by which human beings conducts the exchange aspect of their lives'*. It involves thoughts and feelings that shoppers experience and the actions they perform in the buying process. For this reason, consumer shopping behavior is a fundamental issue in marketing that marketers should not ignore if they are to succeed in the competitive business environment.

Consumer purchase decisions are made at the point of purchase and may be influenced by what takes place there (Paul & James, 2007; Jobber, D. 2010). Thus, there is need to understand the shopper's situational factors which might influence his or her buying decision process. Situational factors are relatively short-term events or happenings which should be distinguished from macro-environmental and personal characteristics. Belk, (1975) defines situational factors as 'the *temporary situations which are particular to place and time when shopping is done'*. They include temporal state (time available to the shopper during purchase and time in the day when shopping is done), antecedent states (shopper's financial state and mood of customer during purchase), physical surrounding (nature of store atmospherics and store density), socio-surrounding (presence of companions) and the task feature (purpose or reason for purchase). By identifying those factors, supermarkets can create competitive advantage through; improving their store layout and design, stocking, store atmosphere and staffing (Anic & Radar, 2006). From the accessible literature, it is not known whether situational factors affect consumers' purchasing behavior in supermarkets in Kenya

According to Nilsson & Tobias (2005), no single factor is as important at the point of sale as the package itself. This is because package attributes portrays the uniqueness and originality of the product. Product quality judgments are made on the basis of characteristics of the package. This finally influences consumer

purchase decision (Blackwell, Miniard & Engel, 2009). Through the appearance of the package, consumers are able to imagine how the product looks, tastes, feels, smells or sounds (Silayoi & Speece, 2004). Product packages play an essential role as a promotional tool especially for convenient goods sold through self-service. Packaging can be used to attract customers' attention and encourage them to examine the product (Karin, Elizabeth, Hamli & Daleen, 2010; Rita, Aiste & Laura, 2009). Furthermore, in a very competitive business environment, packages are critical to brand positioning (Rita, et al 2009; Estiri, Yazdani & Rayej, 2010). While brand names are popularized through advertisement, reminding of brand names and making a brand acceptable to the consumers is achieved through packaging characteristics (Saleemi, 2011). Packaging is used to protect the product from pilferage and damage from the environment. It also plays the role of containment or agglomeration, where small objects are grouped together in one package for to increase efficiency. Furthermore, product packaging also add convenience when the product is in the distribution channel in terms of ease in handling, display, stacking using and closing after use (Diana, 2005).

Since product packaging characteristics perform numerous marketing functions; it can play a big role in influencing consumer's purchase decision. Moreover, in this time and age of self-service and self selection in most retail stores, the product package should be made in such a way that it replaces the salesperson in the role of selling the product to the customer (Saleemi, 2011). There is a need for producers to maximize packaging effectiveness in the market place by improving packaging elements. This can only be achieved if they understand what consumers are looking for in terms of packaging attributes so that they can adjust accordingly. This makes the study of effect of packaging characteristics on purchase behavior a relevant issue for research. The purpose of this study is to investigate the effect of situational factors and milk package characteristics on the outcome of behavior. The outcome in behavior in this study refers to the amount of processed milk bought from supermarkets in Kenya during a shopping activity. The broad objective of this study was to assess the effects of situational factors and packaging characteristics on amount of processed milk purchased from the supermarkets in Kenya. Specifically, the study aimed at determining the effect of:

a) task feature on amount of processed milk bought in Kenya.
b) social surrounding during shopping on amount of processed milk bought in Kenya.
c) temporal aspect on amount of processed milk bought in Kenya
d) antecedent state on amount of processed milk bought in Kenya.
e) shopping physical environment on amount of processed milk bought in Kenya.
f) milk packaging characteristics on amount of processed milk bought from supermarkets in Kenya.

In attempt to address the six objectives presented above, hypotheses (i) to (v) were formulated in attempt to test whether each dimension of situational factors has any significant effect on the amount of milk bought from the supermarkets. Sub-hypothesis (vi) tested the effect of packaging characteristics on the amount of milk bought. Hypotheses were stated as follows:

Ho_1: *Buying milk for the purpose of drinking directly from the pack (not for making tea/coffee or baking), has no significant effect on the amount of processed milk bought from supermarkets in Kenya.*

Ho_2: *Social surrounding (presence of companions during a shopping activity) has no significant effect on the amount of milk bought by shoppers buying from supermarkets in Kenya.*

Ho_3 *(a): Time of the day when shopping activity is done has no effect on the amount of processed milk bought from the supermarkets in Kenya.*

Ho_3 *(b): Shopper's long stay at the milk stand in the supermarket has no significant effect on the amount of processed milk bought.*

Ho_4: *Being cash-constrained during the shopping activity in the supermarkets has no significant effect on the amount of processed milk bought*

Ho_5 *(a): Store atmospherics (décor, music, color, milk display and sales personnel) has no effect on the amount of processed milk bought from supermarkets in Kenya.*

Ho_5 *(b): Supermarket crowding has no effect on the amount of processed milk bought from supermarkets in Kenya.*

Ho_5 *(c): Supermarket geographical location has no effect on the amount of processed milk bought from supermarkets in Kenya.*

Ho_6: *Shopper's perceived importance of packaging characteristics has no effect on the amount of processed milk bought from supermarkets in Kenya.*

2.0 Literature Review

Studies on in-store customer behavior have investigated the influence of situational factors on consumer buying process in three dimensions. Some studies have focused on the effect of situational factors on the outcome of behavior (Nicholls, Roslaw & Dublish 1997, Roslow, Li & Nicholls, 2000; Zhuang, Tsang, Zou, Li & Nicholls, 2006; Anic & Radas, (2006). A second stream of studies investigated the influence of situational factors on

impulse-buying behavior (Amir, Buang & Sadeghi, 2012). Another set of studies have focused on the influence of situational factors on purchase intentions, impulse buying and outcome of behavior (Whan, Easwars & Daniel, 1989). Most of those studies analyze shopping behavior in supermarkets within developed countries and a few in the emerging market. Thus, it is not known whether situational factors affect consumers' purchasing behavior in supermarkets in less developed countries like Kenya.

A few studies have examined the influence of time-pressure situational factor on importance of milk packaging characteristics in developed countries (Rita et al, 2009; Butkeviciene & Rutelione, 2008). This was so limiting an investigation considering that there are five categories of situational factors that influence consumer decision making process (Belk, 1975). Other studies have focused on consumer's preference for milk packages (Agniezka & Miroslaw, 2008; Polyakova, 2013, Wambugu, 2014). According to marketing theory, preference does not indicate the actual outcome of consumer behavior. Consumers may indicate preference for a commodity, but this may not actually translate to purchase (Blackwell et al, 2009). In order for firms to come up with effective marketing strategies for processed milk, it is important that outcome of behavior in terms of the amount of milk bought from retail stores is investigated.

Belk (1975 p.g. 157) defined consumer situation as; *"all those factors particular to time and place of observation which do not follow from knowledge of personal (inter-individual) and stimulus (choice alternative) attributes, and which have a demonstrable and systematic effect on current behavior"*. According to Hawkins et al, (2007 p.g 294), '*situational factors include stimuli in the environment of other than the focal stimulus, and temporary characteristics of the individual'*. Pride et al, (2008) viewed situational influences as factors that results from considerations of time and location that influence consumer buying decision process. In this study, the definition by Belk, 1975 is adopted and the purchase situation is focused on Belk's (1975) theory identified five categories of situational factors that can influence consumers purchase decision. Each category is discussed below:

Temporal situation -temporal situation refers to '*the time dimension of shopping situation'* (Paul & James 2007). It may be specified in units as time of day or season of the month/year when individual shops. It can also be measured relative to some past or future event for the participant. This allows such conceptions as time since last purchase, time since payday, and time constraints imposed by prior or standing commitments.

Task feature of a situation - task feature is individual-specific and includes cognitive and motivational indications of shopping situation (Tan, 2002). (Belk, 1975) defined task features as '*reasons or goals that occasion the need for consumers to buy or consume a product or service'*. Paul and James, (2007) defines task feature situational factor as '*the reason for purchase*'

Antecedent state -Antecedent state refers to '*the current condition of the customer in the buying situation'* (Belk, 1975). The current state factors are different from chronic individual traits, and may be perceived either consciously or sub consciously. According to Paul &James (2007 p.g 40), *antecedent state refers to the momentary moods (such as acute anxiety, pleasantness, hostility and excitement) or momentary conditions such as cash available during purchase, fatigue and illness*.

Physical environment situation - A shopper's physical environment refers to *'the readily apparent features of a buying situation'* (Belk, 1975). These features include geographical and institutional location, sounds, aroma, proximity of objects to other objects and instruments Researchers have also included other elements such as product, exhibits or other materials and retail store design and layout (Pride et al, 2008 p.g 239). Retail store in convenient location attract more customers, while well managed store atmospherics attract attention of customers at the time of purchase. Roslow, et al, (2000) asserts that, if a consumer discovers that a shopping place has a more relaxing atmosphere he will definitely enjoy the service in that store. Store density is another aspect of physical surrounding that could affect shopper behavior (Belk, 1975). Tan (2002) defines store density as; '*the subjective estimate of the number of people in a space'*. High store density can create negative buying outcomes for both retail outlet and the consumer. Finally, the behavior of sales personnel is also part of shopper's physical environment (Belk, 1975).

Social features - Belk (1975) defines social features as '*the shopper's interaction with other persons present during purchase*". According to Paul & James (2007), situational factors refer to the '*presence or absence of other persons and their roles during the shopping activity'*. The presence of other persons during purchase may influences consumer behavior positively because customers feel that those around them will view them more positively if their purchases show more variety. However, social surrounding influences on purchase decision are associated with consumers who are easily influenced by others (Ratner, 2002).

Packaging characteristics are the attributes of a given type of packaging. They include: *Logo/Labels and Slogans*- This is include the brand name that is used to identify the brand. It is also used for making consumers remember; recognize the brand and for building brand loyalty (Nilsson & Tobias, 2005). A unique brand identity in form of logo and slogan creates a recognizable mark that creates recognition among consumers, which creates familiarity with the product which encourages purchase (Aaker, 2005). Different logos communicate different information (Nilsson & Tobias, 2005). For instance, a bold logo communicates strength,

masculinity and effectiveness. A cursive logo communicates elegance, lightness, feminity and fashion. On the other hand, an angled or script logo signifies casualness fun, movement and entertainment.

Structural Form of Packaging - This refers '*to size, shape and other features of a packaged product'* (Nilsson & Tobias, 2005). The form of package can contribute to success of the product in different ways. First in a competitive market, the package design can attract the attention of the consumers (Ragaert et al, 2004). Secondly, consumer's decision on whether or not to buy a product is formed on the basis of product appearance. Thirdly, it communicates to the consumers concerning an innovative product thus enhancing quality of live. Finally, it creates the initial impression and generates inferences regarding other product attributes just like the price does (Saroka, 2002).

Aesthetics (color)- Depending on the product and the goals of the marketers, the package may be made to appear attractive, exciting, pure, soft, sexy, scary, intriguing, or to evoke some other emotion (Saleemi, 2011). Colors on packaging are often used to attract attention, and individuals associate certain feelings and connotations with specific colors. The effect of color has been studied widely and is known to influence consumer's perception (Agniezka & Miroslaw, 2008; Nilsson & Tobias, 2005).

Graphics attributes- those are the visuals that decorate the surface of package and can encourage purchase of the product (Nilsson & Tobias 2005). They are part of the aesthetics aimed at attracting consumers' attention. To achieve this goal, the packaging graphics should reflect a distinct positioning strategy for the product which should be effectively implemented. Graphics includes layout, color, and typography – all which are aimed at creating an image (Jugger, 1999).

The ecological friendliness – Consumers are increasingly concerned about ecological friendliness of packaging (Agnieszka & Miroslaw, 2008). For example in developed countries like USA packages that do not deteriorate such as aluminum cans and bottles for beer and soft drinks were outlawed in 1980s. Awareness about growing danger from such packaging has increased and safety measures are taken especially the use of echo-friendly packaging materials. Material of the package varies in firmness, texture and durability (Wells, Farley & Armstrong, 2007).

Functional attributes - The functional attributes of packaging has to do with ease to store, use and preserve the remainder (Agniezka & Miroslaw, 2008). Some of the technical features of packages may result in harm to consumers. These include those with sharp edges, such as some pull-top canisters; glass containers; and heavy item boxes which might break when the consumer is carrying them or cause strain or injury to the consumer when picked up or set down. In all countries, there are laws to enforce functional packaging requirements.

Informational attributes – Product package usually carry a lot of information which include: product name, product description, flavor or variety of identification, attributes description, benefit statements, sell copy, promotional messages, usage directions, nutritional value, size, contents and warning or caution statements (Nilsson & Tobias, 2005). However, according to Meyers & Lubliner (1998), considering the size of the package, information communicating about the product should be limited to the confines of the label.

3.0 Methodology

The study employed a survey design and a primary data set of 1230 shoppers of fresh processed milk from supermarkets in Rongai, Ruiru and Kiambu. Reliability of the two multi-item constructs (supermarket atmospheric and packaging characteristics constructs) was measured using cronbach alpha. Cronbach's alpha for the store atmospherics sub-construct for the physical surrounding construct was 0.83, while that of packaging characteristics was 0.84. The values were above the 0.7 level as recommended by (Nunnaly, 1978). This was an indication that the items used in those constructs were reliable for measuring what they were expected to measure on a Kenyan milk shopper's sample. Correlation analysis was conducted to assess whether multicollinearity existed among all variables considered in the study. Sixteen variables were retained after dropping those that were highly correlated, and a multiple regression model was estimated using the method of ordinary least squares as follows:

$$Y = \alpha_0 + \alpha_1 X_{1i} + \alpha_2 X_{2i} + \alpha_3 X_{3i} + \alpha_4 X_{4i} + \alpha_5 X_{5i} + \alpha_6 X_{6i} + \alpha_7 X_{7i} + \alpha_8 X_{8i} + \alpha_9 X_{9i}$$

$$+ \alpha_{10} X_{10i} + \alpha_{11} X_{11i} + \alpha_{12} X_{12i} + \alpha_{13} X_{13i} + \alpha_{14} X_{14i} + \alpha_{15} X_{15i} + \alpha_{16} X_{16} + u_i$$

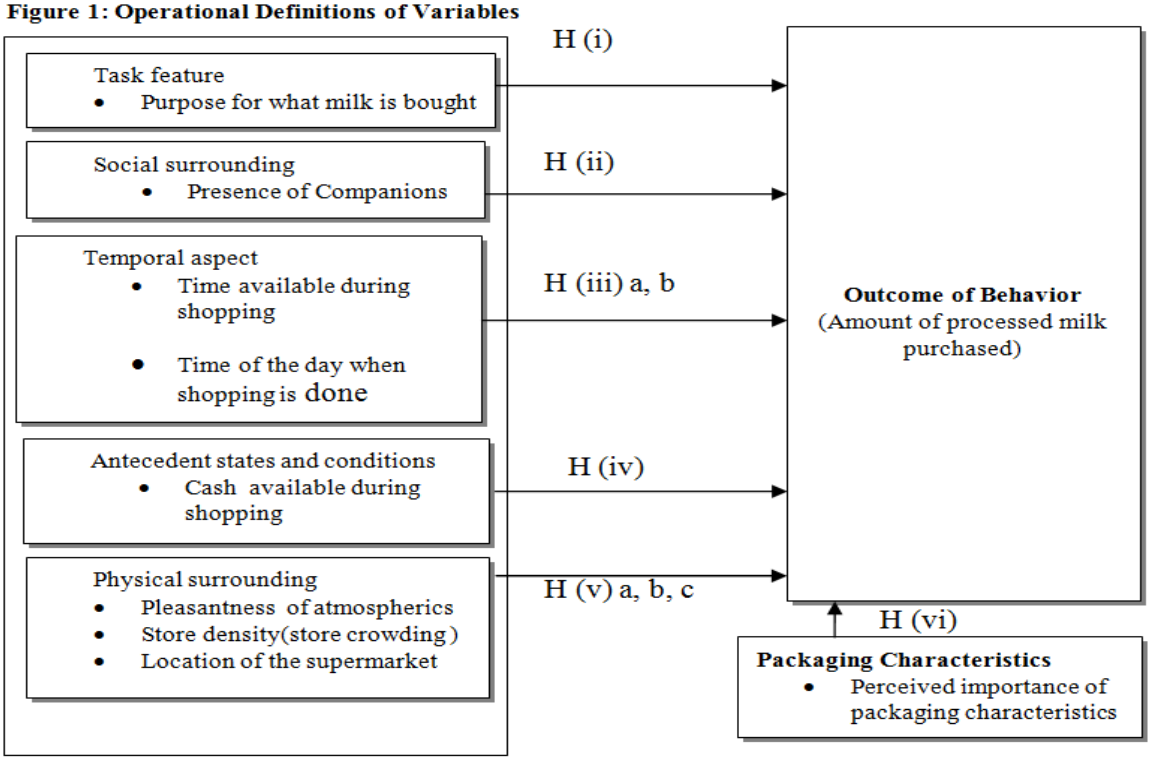
Where: Y = amount of fresh processed milk purchased, α_0 = constant term. α_1, α_2 …….. α_{16} are unknown parameters associated with changing patterns of the explanatory variables which must be estimated. The explanatory variables are: X_1 = shopper's importance of packaging characteristics, X_2 = supermarket atmospherics, X_3 = supermarket crowding, X_4 = Ruiru, X_5 = Kiambu, X_6 = presence of companion, X_7 = cash constrained, X_8 = stay time, X_9 = Time of the day, X_{10} = purpose of buying milk, X_{11} = shopper's age,

X_{12} = shoppers level of education, X_{13} =shopper's family size, X_{14} = shopper's gender, X_{15} = Price, X_{16} = Monthly income u_i = random error term.

3.1 Operational Definitions of Variables

The study focused on the shoppers' outcome of behavior in regard to the amount of processed milk purchased by shoppers from supermarkets in Kenya. Therefore, the amount of milk bought from the supermarkets is the dependant variable in the regression model. Specific variables per each independent variable are identified in figure 1below.

Figure 1: Operational Definitions of Variables



3.2 Specification of Variables

Some of the independent variables that influence the dependent variable can be in two states, A or B, a situation taken care of by creating dummy variables (Newbold, 1999). Dummy variables are data classifying devices in that they divide a sample into various subgroups based on qualities (Gujarati, 1988). A dummy independent variable is defined to take the value of 1 when this factor in state A and 0 if in state B. This was the case with most variables in this study as indicated in tables 1, 2 and 3 below.

Table (1): List of Independent Variables (Controlled Factors)

Independent Variable	How obtained	Description
X_{11} Shopper's age	Respondents indicated their age	Number of years
X_{12} Shopper's level of education	Respondents indicated their level of education	Number of years spent in school
X_{13} Shopper's Family Size	Respondents indicated the size of their family size	Number of family members
X_{14} Shopper's Gender	Respondents indicated their gender	Gender = 1 if the shopper is male and gender = 0 if the shopper had no companionship
X_{15} Price	Respondents indicated the price at which they bought milk	Amount in Kenya Shillings
X_{16} Monthly Income	Respondents indicated their monthly income	Amount in Kenya Shillings

Table (2): List of Independent Variables (Situational Factors)

Independent Variable	How obtained	Description
Supermarket atmospheric (X_2)	Respondents were asked to rate supermarket atmospherics on the scale of 1-7, where 1 = not very good; 7= very good. Items rated are: Background music, colors and general décor, interaction with the sales personnel, display of products, availability of milk products in desired packaging, availability of cool storage. An average was computed for the ratings of atmospherics and from the average, shoppers whose average rating was 1-4 were considered to perceive supermarket atmospherics as not enjoyable. Shoppers whose average rating was 5-7 were considered as perceiving supermarket atmospherics as enjoyable	Supermarket atmospherics= 1 if the store atmospheric is enjoyable and store atmospherics =0 if otherwise
Supermarket crowding (X_3)	Respondents rated the human crowding inside the store at the time of shopping, using a scaled provided set as follows: 1= very low, 2= slightly low 3= low, 4= just average, 5= slightly high, 6= high, 7= very high. Supermarkets with a score 1-4 score were perceived as not crowded; 5 and above ratings as crowded.	Supermarket crowding = 1 if the store is crowded and store crowding= 0 if otherwise
Ruiru (X_4)	The interviewer indicated whether the supermarket location where shopping was done was Ruiru	Ruiru= 1 if supermarket location is ruiru, and Ruiru=0 if otherwise
Kiambu (X_5)	The interviewer recorded whether the supermarket location where shopping was done was Kiambu	Kiambu = 1 if supermarket location is Kiambu, and Kiambu= 0 if otherwise
Presence of Companions (X_6)	Respondents indicated whether they were accompanied or not	Companion= 1 if the shopper had a companion and companion = 0 if the shopper had no companionship
Cash Constrained (X_7)	Respondents indicated their degree/level of being cash constrained using a scale of 1-7 where: 1= Not constrained at all 2= some-what not constrained 3= not constrained 4 = neutral 5= constrained 6= some-what constrained 7= very constrained	Cash constrained= 1 if the shopper is cash-constrained and cash constrained = 0 if the shopper was not cash-constrained.
Staying time (X_8)	Shoppers indicated the amount of time in minutes they had spent in the milk stand. Those shoppers whose total estimate was less than 3 minutes were considered to have had a short stay, while those whose total time estimate was more than 4 minutes were considered to have had a long stay.	Staying time= 1 if the shopper had a long stay and stay time = 0 if the shopper had a short stay
Time of the day (X_9)	Interviewer recorded the time of the day when a shopper entered the store, which was set as follows: morning shopping (8am - 3pm) Afternoon shopping (3pm & beyond	Time of the day = 1 if the shopping was done in the morning and time of the day = 0 if the shopping was done in the afternoon
Purpose of buying milk (X_{10})	Respondent whether the milk was for drinking direct from the pack or for other purposes like making tea, baking etc.	Purpose of buying milk=1 if the shopper bought milk for drinking directly from the pack and purpose for buying = 0 if otherwise

Table (3): List of Independent Variables (Packaging Characteristics)

Independent Variable	How obtained	Description
Shopper's importance of packaging characteristics (X_1)	Respondents indicated the importance they attach to selected packaging attributes using a 7-point Likert- scale, where 1= strong belief that an attribute is highly unimportant, and 7= Strong belief that an attribute is highly important. The selected attributes Included: a) durable material (b) availability in a variety of sizes (c) shape that allows for grip (d) easiness to dispose off after use (e) functional attributes (f) additional features such as straws and twist and turn lids when buying for direct consumption (g) lightness (h) cheapness (i) colors that impresses on taste (j) brand name & slogan and expiry date information. Following Mckenzie &Lutz (1989), an average was computed for the shopper's rating of the characteristics and from the average, shoppers whose average rating was 1-4 were considered to perceive packaging characteristics as not very important. Shoppers whose average rating was 5-7 were considered to have perceived packaging characteristics as important	Shopper's importance of packaging characteristics = 1 if packaging characteristics are perceived as very important and shopper's importance of packaging characteristics =0 if packaging characteristics are not perceived as very important

4.0 Results

Results in Table 4 indicate that, 42% of the respondents were male, implying that 52% were female. The average age of the shoppers was 34 years, and the average level of education was 12 years. The average family size was 3.6 (approximately 4 persons). The mean monthly family income was KSh 24,642.800 per month, with a minimum of Ksh 6000 and a maximum of KSh. 210,000. 50 % of respondents were exposed to promotional activities, implying that more than half of the respondents (50 %) were not exposed to milk and promotional activities. 9.8 % of the respondents bought milk for drinking directly from the milk pack and 72.4% of the respondents bought milk during the day. Only 2% of the respondents had a long stay at the milk stand in the supermarket. 64% of the respondents found the supermarkets from where the shopping was done crowded, only 36% did not find the supermarket from where the shopping was done, crowded. 29.1 % of the respondents had companions during shopping activity while 70.9% were unaccompanied. 68.2% of the respondents found the supermarket atmospherics good (enjoyable) implying that 31.8% found the supermarket atmospherics not good (not enjoyable). 72% of the respondents were cash constrained, which implies that only 28% of the respondents indicated that they were cash constrained. 44.1% of the shoppers perceived packaging characteristics as very important, which implies that 55.9 did not perceive packaging characteristics as very important. The average price for milk was KSh 140 per litre, and the average milk bought was 1.271 litres. 53% of respondents were from Ruiru, 24% from Kiambu and 22% from Ongata Rongai.

Table 4: Descriptive statistics

Variable	Observations	Mean	Std.dev	Min	Max
Amount of Milk bought	1230	1.271	0.921	0.2	4
Purpose of Buying	1230	0.098	0.298	0	1
Time of the day	1230	0.724	0.447	0	1
Stay time	1230	0.200	0.400	0	1
Supermarket Crowding	1230	0.640	0.480	0	1
Presence of Companion	1230	0.291	0.454	0	1
Supermarket Atmospherics	1230	0.682	0.466	0	1
Cash constrained	1230	0.720	0.449	0	1
importance for packaging characteristics	1230	0.441	0.497	0	1
Gender	1230	0.420	0.494	0	1
Shopper's age	1230	34.413	15.614	18	67
education	1230	12.931	3.129	8	20
Shopper's Family size	1230	3.672	1.286	1	6
Monthly Income	1230	24642.800	15775.780	6000	210000
level of exposure to milk promotions	1230	0.497	0.500	0	1
price	1230	140.541	42.981	110	230
Ruiru	1230	0.538	0.499	0	1
Kiambu	1230	0.241	0.428	0	1
Ongata Rongai	1230	0.221	0.415	0	1

Table 5: Analysis of Variance

	Source	SS	Df	MS	F	P-value
Supermarket crowding	Between groups	619.145	1	619.145	1797.15	0.000
	Within groups	423.064	1228	0.345		
Supermarket atmospherics	Between groups	163.990	1	163.990	229.3	0.000
	Within groups	878.220	1228	0.715		
	Total	1042.2096	1229	0.848		
Supermarket locations	Between groups	7.257	2	3.6282	4.30	0.0138
	Within groups	1034.95	1227	.8435		
	Total	1042.20963	1229	.8480		
Stay time	Between groups	710.06805	1	710.068	2625.280	0.000
	Within groups	332.14158	1228	0.270		
	Total	1042.2096	1229	0.848		
Time of the day	Between groups	31.722	1	31.722	38.55	0.000
	Within groups	1010.488	1228	0.823		
	Total	1042.209	1229	0.848		
Companion	Between groups	139.202	1	139.202	189.3	0.000
	Within groups	903.008	1228	0.735		
	Total	1042.210	1229	0.848		
Purpose of buying	Between groups	19.903	1	19.903	23.91	0.000
	Within groups	1022.307	1228	0.832		
	Total	1042.210	1229	0.848		
Cash Constrained	Between groups	1.624	1	1.624	1.92	0.1665
	Within groups	1040.586	1228	0.847		
	Total	1042.210	1229	0.848		
Shopper's importance of packaging Characteristics	Between groups	9.194	1	9.194	10.93	0.001
	Within groups	1033.016	1228	0.841		

The results of the analysis of variance in table 5 indicates that, the means for milk bought in different situations were different in all situations accept for being cash contained situation (p-value= 0.1665).

Table 7: Regression Results: Effect of Situational Factors and Packaging Characteristics

Linear	regression	Number of obs	=	1230
		F(8, 1221)	=	542.84
		Prob > F	=	0
		R-squared	=	0.810
		Adj R-Squaired		0.809
		Root MSE	=	0.40227
	Coef	Std.Err	t	P>t
Purpose of Buying	-0.053	0.0403	-1.31	0.189
Time of the day	-0.264	0.0275	-9.62	0.000
Stay time	1.282	0.0501	25.6	0.000
Supermarket Crowding	-0.585	0.0171	-34.2	0.000
Ruiru	0.143	0.030	4.71	0.000
Kiambu	0.105	0.038	2.79	0.000
Supermarket Atmospherics	0.274	0.0223	12.32	0.000
Presence of Companion	0.111	0.0295	3.76	0.000
Cash constrained	-0.117	0.0259	4.517	0.000
Shoppers importance for packaging characteristics	0.099	0.0255	3.88	0.000
_cons	1.296	0.0373	34.78	0.000

The results in table 7 indicate that, R-squared is equal to 0.810 while adjusted R-squared is equal to 0.809. This implies that there is high degree of goodness of fit of the regression model. It also means that over 80% of variation in the dependent variable (the amount of processed milk bought) can be explained by the regression model. The F test result was F (8, 1221) 542.84, with a significance of 0.000. Consequently, the hypothesis that all regression coefficients in the model are zero is rejected. RMSE which is the square root of the variance of the residuals or the standard deviation of the unexplained variation was 0.402. This was low given that it is below 0.500, which was an indication that there is high degree of goodness of fit of the regression model.

Purpose for buying (drinking directly from the pack) had a negative and insignificant effect on the amount bought from supermarkets in Kenya (coefficient -0.053, p-value = 0.189). This implies that, holding all other factors constant, the amount of processed milk bought is expected to be lower by about 0.053 liters for shoppers who purchased fresh processed milk for drinking directly from the pack purpose than for those who purchased milk for other purposes (making tea/coffee or baking). Given that P-value of 0.189 was greater than 0.05, hypothesis H (i) that buying milk for purpose of drinking directly from the pack has no significant effect on the amount of processed milk bought from supermarkets in Kenya was accepted. This supports findings by Zhuang et al, (2006), which indicated that task feature influences outcome of consumer behavior.

Time for the day (morning) has a negative but significant effect on the amount of milk bought from supermarkets in Kenya (Coefficient -0.264, p-value = 0.000). This implies that, holding all things constant, the amount of processed milk bought is expected to be lower by 0.264 litres for respondents doing their shopping in the morning than those shopping in the evening. Given that P-value of 0.000 was less than 0.05, hypothesis H (iii a) that time of the day when shopping activity is done has no significant effect on the amount of processed milk bought by customers in supermarkets in Kenya was rejected. The results contradicted findings of studies by Nicholls et al, (1996) and Anic and Radas, (2006) which indicated that higher proportions of purchase were associated with morning shoppers (those who shopped before 3p.m) than the late shoppers (those shopping after 3pm).

Stay time (long stay at the milk stand) has a positive and significant effect on the amount of milk purchased from supermarkets (Coefficient 1.282, p-value = 0.000). This implies that holding all other things constant, the amount of processed milk bought is expected to be higher by 1.282 litres for the shoppers who had a long stay at the milk stand than for those who had a short stay at the milk stand. Given that P-value of 0.000 was less than 0.05, hypothesis, H (iii b) that shoppers' long stay at the milk stand in the supermarket has no significant effect on the amount of processed milk bought is rejected. The alternative hypothesis that shoppers' long stay in the milk stand in the supermarket has significant effect on the amount of processed milk bought is accepted. This supports the findings in studies on situational factors and shopping decisions by Nicholls et al, (1996) and Zhuang et al, (2006).

Enjoyable atmospherics in supermarkets impacts positively and significantly on the amount of processed milk bought by shoppers during a shopping activity (Coefficient 0.274, p-value = 0.000). The results implies that holding all other things constant, the amount of fresh processed milk purchased is expected to be higher by about 0.274 litres for those respondents shopping in supermarkets with enjoyable atmospherics than

for respondents who shopped in supermarkets without enjoyable atmospherics. Given that P-value of 0.000 was less than 0.05, hypothesis, H v (a) that enjoyable atmospherics in Kenyan supermarkets has no significant effect on the amount of processed milk bought by shoppers is rejected. This supports the findings in studies on store environment by Whan & Daniel (1989), Sherman (1997) and Zhuang et al, (2006). However, the findings contradicted the findings in a study by Anic & Radas (2006), which indicated no relationship between store atmospherics and purchasing outcomes.

The results further indicated that crowding in the supermarket has a significant but a negative effect on the amount of the amount of fresh processed milk purchased from the supermarkets during shopping activity (Coefficient -0.585, p-value = 0.000). This implies that, holding all other factors constant, the amount of fresh processed milk bought is expected to be lower by 0.585 litres for shoppers who shopped in crowded supermarket environment than for those who shopped in un-crowded supermarket environment. Given that P-value of 0.000 was less than 0.05, hypothesis, H v (b) that crowding in supermarkets has no effect on the amount of processed milk bought from supermarkets in Kenya was rejected. The results supported the findings in a study by Zhuang et al, (2006) which indicated that store density has a negative influence on purchase behavior. However, the findings contradicted the findings in a study by Anic & Radas (2006), which indicated that high crowding in the supermarkets resulted in higher purchasing outcomes.

The results further shows that Ruiru supermarkets' location has a positive significant effect on the amount of the amount of fresh processed milk purchased from the supermarkets during shopping activity (0.143, p-value 0.00). This implies that, holding all other factors constant, the amount of fresh processed milk bought is expected to be higher by 0.143 litres for shoppers who shopped in Ruiru than for those who shopped in Ongata Rongai. Similarly, Kiambu location of supermarkets has a positive significant effect on the amount of the amount of fresh processed milk purchased from the supermarkets during shopping activity (0.108, p-value 0.00). This implies that, holding all other factors constant, the amount of fresh processed milk bought is expected to be higher by 0.108 litres for shoppers who shopped in Kiambu than for those who shopped in Onata Rongai. Given that P-values in the two situations were less than 0.05, hypothesis H v (c) that shopping location has no effect on the amount of processed milk bought from supermarkets in Kenya is rejected. This supports the findings in a study by Nicholls et al, (1996) on the relationship in situational variables and purchasing in India and the USA. The results of this study indicates that, the location from were shopping is done influences the outcome of behavior in terms of the amount of commodity purchased.

Presence of companions has a positive and significant effect on the amount of processed milk purchased from the supermarkets during shopping activity (coefficient 0.111, p-value = 0.000). This implies that, holding all other factors constant, the amount of fresh processed milk bought is expected to be higher by 0.111 litres for shoppers who had companions than for those who had no companions. P-value of 0.000 is less than 0.05, and as a result, hypothesis H (ii) that social surrounding (being accompanied) during shopping activity has no significant effect on the amount of milk bought by shoppers buying from supermarkets in Kenya was rejected. The results supported the findings in studies by Nicholls et al, (1996), Zhuang et al, (2006) and Anic & Radas, (2006)

The results further indicate that being cash-constrained has a negative but significant effect on the amount bought from supermarkets in Kenya (coefficient -0.117, p-value = 0.000). This implies that, holding all other factors constant, the amount of fresh processed milk bought is expected to be lower by 0.117 litres for shoppers who were cash- constrained than for those who were not cash constrained. Considering that p-value was equal to 0.000 which was less than 0.05, hypothesis H (iv) that being cash-constrained during shopping activity in supermarkets in Kenya has no significant effect on the amount of processed milk bought was rejected. This supported the findings by Anic & Radas (2006) which suggested a relationship between cash available during purchase and the purchasing outcomes.

Perceived importance for packaging characteristics has a positive and significant effect on amount of of processed milk bought from the supermarkets. (Coefficient 0.099, p-value=000). This implies that, holding all other factors constant, the amount of fresh processed milk bought is expected to be higher by 0.099 litres for shoppers who perceived packaging characteristics as very important compared to the amount bought by those who did not perceive milk packaging characteristics as very important. P-value was equal to 0.000 which was less than 0.05. Consequently, hypothesis H (vi) that perceived importance of packaging characteristics has no effect on the amount of processed milk bought from supermarkets in Kenya may be rejected.

Table 8: Estimation of the Full Regression Model

The results in table 8 indicate that, the coefficient of determination (R-Squared) increased from 0.810 to 0.832. This implies that about 83.2 % of the variation in the amount of processed milk bought from the supermarket could be explained by the combined action of the fourteen predictors together in the model. The Adjusted R-squared increased from 0.809 to 0.819, implying that, inclusion of the controlled variables improved the model than would be expected by chance. F (15, 1214) was 310.29 and with significance of 0.000. Thus, the probability

of these results occurring by chance was less than 0.05. Therefore, a significant relationship was present between the amount of milk bought from the supermarkets and the sixteen variables. The model therefore fit the data well. RMSE decreased from 0.402 to 0.380, an indication of a higher degree of goodness of fit of the regression model than before.

Except for the purpose for buying milk, all the other situational factors and perceived importance for milk packaging characteristics still had significant effect on the amount of milk bought. Further, the results indicate that shopper's gender is a significant predictor of the amount of processed milk purchased from supermarket during a shopping activity (coefficient = 0.240, p-value = 0.000). Shoppers age had an insignificant effect on the amount of processed milk purchased (coefficient = 0.001, p-value = 0.828). Similarly, education had a positive but insignificant effect on the amount of processed milk bough t coefficient = 0.008, p-value = 0.213). On other hand, shopper's family size has a positive and significant effect on the amount of processed milk purchased (coefficient = 0.038, p-value = 0.008). The effect of price on the amount of processed milk bought was negative but insignificant (coefficient = -0.00037, p-value = 0.25). The effect of monthly income on the amount of processed milk bought was positive but insignificant (coefficient = 0.0004, p-value = 0.190).

		No.obs	=	1230
		F(15, 1214)	=	310.29
		Prob > F	=	0
		R-squared	=	0.832
		Adj R-Squaired		0.819
Linear regression		Root MSE	=	0.380
	Coef.	Std.Err	t	P>t [95%]
Purpose of Buying	-0.0091	0.040	-0.2275	0.125
Time of the day	-0.250	0.025	-10	0.000
Stay time	1.272	0.047	27.28	0.000
Supermarket Crowding	-0.650	0.022	-29.54	0.000
Supermarket Atmospherics	0.263	0.023	11.63	0.000
Ruiru	0.144	0.031	4.72	0.000
Kiambu	0.108	0.036	2.81	0.005
Presence of Companion	0.113	0.030	3.767	0.000
Cash-constrained	-0.114	0.035	-3.257	0.000
Shoppers importance for packaging characteristics	0.119	0.025	4.69	0.000
Shopper's Gender	0.240	0.025	9.76	0.000
Shopper's age	0.001	0.002	-0.22	0.828
Shopper's years of education	0.008	0.006	-1.25	0.213
Shopper's Family size	0.038	0.014	2.66	0.008
Price	-.0003692	0.000	-1.15	0.250
Income	0.0004	0.0000	1.31	0.190
_cons	1.2004	0.0961	10.49	0.000

5.0 Conclusion and Implications

Shopper's situational factors and perceived importance of packaging characteristics have significant effect on outcome of behavior for shoppers of processed milk in Kenya. Thus, when processing firms are designing their marketing strategies, packaging characteristics should not be ignored if they are to succeed in increasing sales of processed milk. Supermarkets should also be keen on the shoppers' situational factors so that they are able to boost sales of processed milk in Kenya.

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