

**CONSUMER BEHAVIOUR AND BUYING PATTERNS IN FAST MOVING
CONSUMER GOODS MARKETS; A CASE STUDY OF COCA-COLA COMPANY,
BUSIA BRANCH**

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**UGANDA CHRISTIAN
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DECLARATION

I MIREMBE SUSANNE hereby declare that the information contained in the research report is my original work and has never been submitted by any one for any award to any institution of higher learning.

Signature: Mirembé Susanne Date: 02/08/24

APPROVAL

This is to certify that this research report has been written under my guidance and supervision and it is now ready for examination.

Signature: Amrutha Sule Date: 27/07/2024

MR.KUKA PHINEHAS (University Supervisor)

DEDICATION

I dedicate this research report to my dear friends who have been a constant source of support and encouragement throughout this journey. Your words of encouragement and unwavering belief in me have been invaluable, and I am grateful for your friendship. I also dedicate this work to the esteemed Uganda Christian University for providing me with the opportunity to pursue my academic aspirations. The guidance and knowledge imparted by the faculty members have been instrumental in shaping my academic journey, and I am thankful for their mentorship. This research is a testament to the collaborative efforts of friends and university, and I am honored to have been a part of this academic community.

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MAY GOD BLESS YOU ALL

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ABSTRACT

The study aimed to explore the intricate relationship between consumer behavior and buying patterns within the fast-moving consumer goods market, specifically focusing on Coca-Cola's Busia branch. Employing a cross-sectional research design, the study sampled 63 participants from a population of 78. Findings revealed significant insights: firstly, consumer attitudes strongly influence buying patterns, highlighting the importance of consumer perceptions and preferences in shaping purchasing decisions. Secondly, social influences emerged as pivotal, demonstrating how external factors such as peer influence and societal norms impact consumer behavior. Thirdly, perceived behavioral control factors, including convenience and accessibility, were found to significantly affect buying patterns, underscoring the role of logistical considerations in consumer choices. Overall, the study concludes that understanding these relationships is crucial for enhancing marketing strategies and customer satisfaction in the FMCG sector. Recommendations include tailored marketing campaigns that resonate with consumer attitudes, leveraging social networks for effective outreach, and optimizing distribution channels to improve accessibility. Implementing these recommendations can potentially strengthen Coca-Cola's market position in Busia by aligning product offerings more closely with consumer preferences and behaviors.

LIST OF ACRONYMS

ATM	Automatic Teller Machine
BOU	Bank of Uganda
DTB	Diamond trust Bank
CVI	Content Validity Index
EFT	Mobile Fund Transfer
M-banking	Mobile Banking
PAR	Portfolio At Risk
PD	Probability Default
SPSS	Statistical Package for Social Scientists

CHAPTER ONE

INTRODUCTION

1.0. Introduction

This chapter presents the background to the study, statement of the problem, purpose of the study, research objectives, research questions, research hypotheses, significance of the study, scope of the study, conceptual framework, justification of the study and operational definitions of terms and concepts.

1.1. Background to the study

1.1.1. Historical background

The production, distribution and buying patterns have been increasing at an alarming rate globally (Norum and Cuno, 2010). Unlike during the industrial revolution when there was mass production of goods with no choice of fashion, the cold war between socialism and capitalism led to fashion change when goods especially garments became diverse in fashion to serve a form of expression, personality and belief (Stoeck, 2010). The trend further changed with globalization from the 1990s; which led to the integration of world markets, Americanization of fashions and the emergence of new technologies leading to further, faster and cheaper products easily accessed worldwide. Although globalization led to many perks, it also has many down falls such as low buying patterns of products, which is now a global issue causing significant economic and social problems (Andrews, Cate and Paxton, 2009). Among the causes of low buying patterns are: more of the world's manufacturing being transferred overseas, the growth in internet e-commerce sales, and the fact that consumers hit by the recession and poverty stricken areas will seek out lower-cost items (**Organization** of Economic Cooperation and Development (OECD, 2009). The 1978 Tokyo Round proposal on trade in counterfeit goods failed to reach an agreement among the then contracting parties of GATT, until the 1986 Uruguay Round negotiations which called for a mandate for the development of multilateral framework of principles, rules and disciplines dealing with international trade in counterfeit goods, and thus, the TRIPS agreement was negotiated as part of the Uruguay Round among WTO members (International Intellectual Property Crime Investigators College (IIPCIC, 2013). Besides the efforts to combat the problem, low buying patterns is said to have grown by the 1970s (Bian and Veloutsou, 2005) when a large quantity of counterfeit jeans bearing Levi's trademark logo and label that had been produced in South East Asia were distributed throughout Western Europe (Walker, 1981). Since then, products have flooded the markets in the past few decades and increased at

an astronomical rate (Phau and Teach, 2009). The scale of the global problem has not been well documented although the International Chamber of Commerce (ICC) continues to cite a frequently used estimate that low buying patterns accounts for between 5-7% of world trade, worth an estimated US\$600 billion a year as cited by (Frizelle, 2012), and responsible for US\$200 billion a year in lost jobs, unpaid taxes and lost sales (Furnham, 2007; Ian Phau, 2009). Health and security of consumers are also threatened (Grossman & Shapiro 1988a; Chakraborty and Allred 1996; Cordell, Wongtada, & Kieschnick, 1996; Tom, Garibaldi, Zeng, and Pilcher, 1998) and it is clear that low buying patterns is a significant source of trouble for market economies (Blatt, 1993) as cited by (Xuemei and Luiz, 2011).

Almost all products have been counterfeited ranging from garments, electronics, foods and drugs, automobile parts, footwear, bags and others, to home use items (Havoscope, 2012). Globally known brands such as Loius Vuitton, Nike, Gucci, Prada, HP, and Levi among others, which are luxury brands and on high demand are prime counterfeit targets because of their popularity with consumers (Shultz & Saporit, 1996; Phau & Teah, 2009; United Nations Office on Drugs and Crime (UNODC], 2010).

1.1.2. Theoretical background

Buying patterns may be explained by the economic theory that individuals act rationally to maximize their benefits (satisfaction) in obtaining such products. Early research regarded man as an economic being who maximizes utility whilst spending minimum effort (Schiff man, 2003). Such decisions may be illustrated by the Cognitive models of consumer behavior developed in the 1960s such as the Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TPB), which suggest that a sophisticated integration of various social, psychological and environmental influences is coherent on consumer choice (Howard, 1969; Blackwell, 2001).

The Theory of Reasoned Action (TRA) illustrates that the behaviour of acquiring a product is derived from a combination of a consumer's attitude towards buying the product and subjective norms about the behaviour. Given circumstantial limitations that behaviour is not always within complete control of the actor, the Theory of Planned Behaviour (TPB) was used instead. TPB is simply an extension of the TRA; introducing the behavioral control construct in form of consumer perceptions and actual behavior control factors which may facilitate or impede the consumption behavior. Thus, in the Theory of Planned Behavior, the intention to buy products is controlled by a dynamic mix of the attitude, subjective norm and perceptions moderated by actual behavioral control factors (Fishbein, 1975; Ajzen, 1985).

1.1.3. Conceptual background

Low buying patterns is an organized global crime network which involves either complete imitation of original products, piracy, imitation of brands/“knock offs”, grey products, super-fake brands or identically packaged/ branded products indistinguishable from the original ((McDonald & Roberts, 1994; Wee, Tan, & Choek, 1995; Prendergast, Chuen, & Phau, 2002; World Intellectual Property Organization (WIPO, 2011).

Products encompass all products made to closely imitate the appearance of the product of another as to mislead consumers. In this study, Products refer to items/goods that imitate original products (protected by trademarks, patents and copyrights) with the intent of deceiving buyers, but also includes substandard, poor quality, expired and fake goods which do not meet required customer satisfaction levels, and affect the safety of consumers. Buying patterns thus refers to the act of obtaining products through exchange for payment and eventual use of such products.

With the growth in trafficking of counterfeits, greater interest in understanding consumer behavior with regard to buying patterns has developed. Consumer behavior was defined to include consumer attitudes, social influences and behavioral control factors that affect the consumer from selection, purchase, use and disposal of products to satisfy their needs (Solomon, 2006; Schiffman & Kanuk, 2007). As used by Santi (2012), this study referred consumer attitudes to the respondents’ feelings, thoughts and actions to consider or not to consider consuming products. As suggested by Tom et al (1998), consumer attitudes were investigated by measuring attitudes towards economic, quality and legal aspects of low buying patterns. Social influences were defined by the social normative pressures a person faces from friends and relations in their taking a choice to consume products, while time available, information available and risks associated with counterfeits were investigated as perceived behavioral control factors which may impede or facilitate the consumption of counterfeit goods in fast moving consumer goods markets. Thus, this study focused on investigating the relationship between consumer behaviors and buying patterns in fast moving consumer goods markets.

1.1.4. Contextual background

Previous research which attempted to describe an understanding of the rationale of the buying of products was mostly carried out in the developed world such as North America and Asia, yet in developing countries such as Markets, there is increasing demand for products. Media reports have indicated that

products in fast moving consumer goods markets are so widespread, affecting local businesses. For instance; Nice House of Plastics almost collapsed on loss of “equivalent to 2 million toothbrushes in 2004” all as a result of its inability to compete with imported, largely Chinese-made toothbrushes (Shaffi, 2011; Olonyo, 2012). Megha Industries Limited and Britania Allied Industries have reported their products being undermined by similar imports (Atuhaire, 2011), and Total Lubia engine oil with the help of Markets Police has intercepted thier oil being locally duplicated by especially the micro-and- small enterprises who operate from backyards, kitchens and garages (Kigongo, 2012).

Recently, low buying patterns has become everybody’s problem and Nations must put up a sustainable fight against it. The Markets National Bureau of Standards (UNBS), is a statutory organization established by an Act of Parliament of June 1983 and became operational in 1989, responsible for facilitating fair trade, promoting local industries and protecting consumers. But it is obsolete and prescribes weak penalties and fines against counterfeits in fast moving consumer goods markets. For example, a person found guilty of selling counterfeits can pay fines between Markets shillings 3,000 and 7,000 (UNBS Act 1983). The Anti-Counterfeit bill 2010 which was tabled in the eighth Parliament sought to redeem this situation, but it was instead shelved after a section of the business community rejected it (Masaba, 2012).

The Customs department of URA is equally mandated to protect society through ensuring that goods imported into the country are safe for consumption, which is also the role of Markets Police to ensure safety and security of society, but they still lack expertise in identifying products (International Intellectual Property Crime Investigators College [IIPCIC], 2013). Many of Busia traders – through their umbrella body, KACITA – have cried foul over the stiff competition from fake products, and some of them in order not to be outmatched and run out of business have instead resorted to selling products themselves, and thus, various media articles have pointed out that many containers of products have been imported from China to Markets (Jaramogi, 2012; Ssemakula, 2012). It is also speculated that efforts to stop further counterfeit goods importation from China is likely to face resistance because many local Markets may remain reluctant to stop purchasing lower-priced products in favor of the higher-priced branded merchandise.

Besides, it is still hard for consumers to make purchase decisions considering whether the fake products was usable and safe as much as they are cheaper (Tatum, 2009). Sometimes, customers are hoodwinked

to think that the cheap products they demand for are genuine, such as when some products are labelled 'Nuka' to make customers think it is a Nokia, others are named 'Philips' to look like Philips (Mwesigwa & Kimora, 2011). Worse still, even when evidence is presented to the Police, it has not been easy getting the fake products out of the market because there is no law on counterfeits in fast moving consumer goods markets. Yet, low buying patterns is increasingly responsible for causing serious economic and social harm to both legitimate producers and to society as a whole (Bush et al, 1989; Phillips, 2007). Thus, the great influx and overwhelming demand for counterfeit/substandard products in fast moving consumer goods markets today needs to be investigated in the context that buying of products is a personal consumer decision which can be influenced by their attitudes, social influences, and other factors that may hinder or enable the buying of products.

1.2 Statement of the Problem

According to a study by Ondieki et al. (2019), only 30% of consumers in Coca-cola Busia branch engage in planned purchases, while the remaining 70% make impulsive buying decisions. This impulsive behavior often leads to inefficiencies in resource allocation for vendors and missed opportunities for maximizing revenue.

Ideally, there should be a more balanced distribution between planned and impulsive purchases to ensure market stability and sustainable growth. Research by Mwangi and Kamau (2018) suggests that a 50-50 split between planned and impulsive purchases would lead to optimal market buying pattern.

The current imbalance in consumer behavior not only affects individual vendors' sales but also contributes to market volatility and inefficiency. With 70% of purchases being impulsive, vendors struggle to forecast demand accurately, leading to issues such as overstocking or stock outs. This not only impacts their profitability but also hampers the overall market dynamics.

It is therefore because of the significant gap between the actual and ideal consumer behavior and buying patterns in Coca-cola Busia branch that the researcher chose to conduct research on this topic. By addressing this disparity, the aim is to provide insights and strategies for market stakeholders to enhance efficiency, optimize resource allocation, and foster sustainable growth within the marketplace.

1.3. General objective of the study

The general objective of the study was to investigate the relationship between consumer behavior and buying patterns in fast moving consumer goods markets; a case of Coca-Cola Busia branch

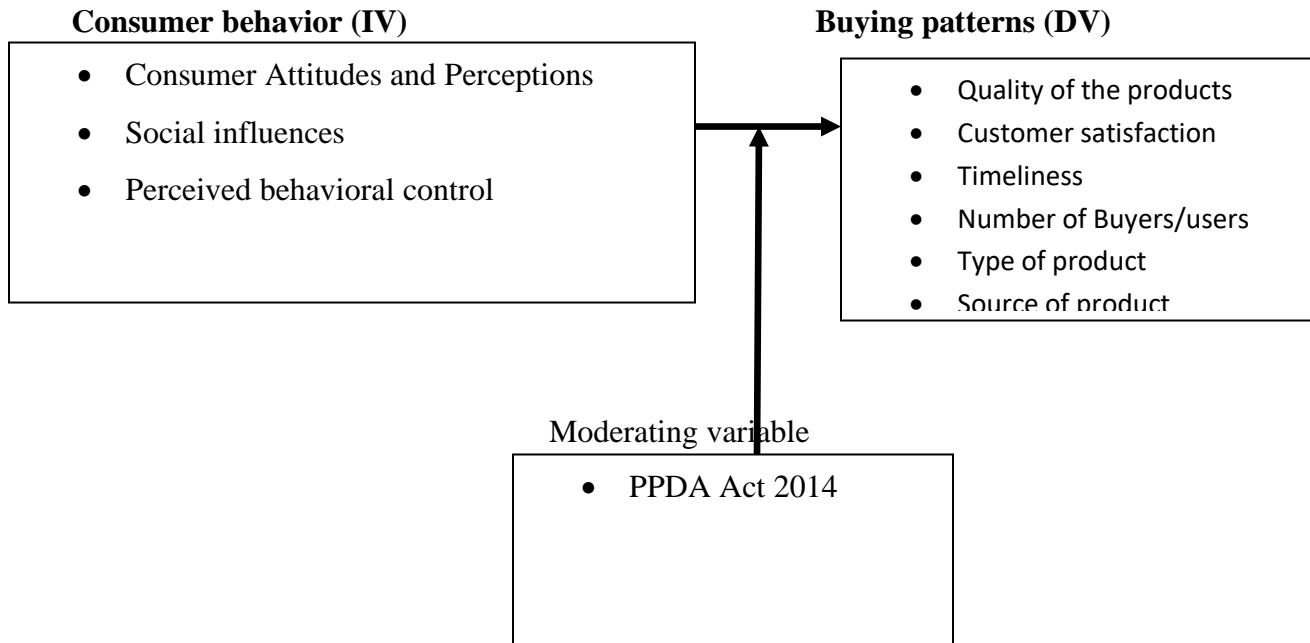
1.4. Specific objectives of the study

- i. To examine the relationship between consumer attitudes and buying patterns in fast moving consumer goods markets.
- ii. To investigate the relationship between social influences and buying patterns in fast moving consumer goods markets
- iii. To determine the relationship between perceived behavioral control factors and buying patterns in fast moving consumer goods markets.

1.5. Research questions

- ii. What is the relationship between consumer attitudes and buying patterns in fast moving consumer goods markets?
- iii. What is the relationship between social influences and buying patterns in fast moving consumer goods markets?
- iv. What is the relationship between perceived behavioral control factors and buying patterns in fast moving consumer goods markets?

1.7 Conceptual frame work



Source: Adopted from Jensen and Meckling (1976) Agency theory and modified by researcher 2024.

The conceptual framework was adapted from Janzen's extended model of the Theory of Planned Behavior which suggests that consumer behavior is predicted as an outcome of attitudes, subjective norms and perceived behavioral control (Janzen, 2006). In this study, the researcher adopted the concept of consumer attitudes from Tom et al's (1998) model of twelve items, and modified it to measure attitudes in the economic, quality and legal aspects of counterfeiting. The social influence concept was modified to measure the aspects of normative pressures exerted on consumers from their friends and relatives regarding consumption of counterfeit products. The concept of perceived behavioral control, modified in line with Albers-Miller's (1999) argument was measured in terms of time available, information available, and risk involved with buying patterns, as factors which impede or facilitate buying patterns. In addition to the three concepts adopted from Janzen's model, the researcher envisaged law enforcement as the moderating factor between consumer behavior and buying patterns in fast moving consumer goods markets. Buying patterns was adopted from the actual behavior predicted by the model, and it was modified to measure the number of buyers of buying patterns, the type of buying patterns used and the source of buying patterns. In view of the above, the concepts were adopted and modified with a conceptualization that a unit change in each of the consumer behavior changes buying patterns. It was

also hypothesized that law enforcement affects the relationship between consumer behavior and buying patterns in fast moving consumer goods markets

1.8. Scope of the study

1.8.1. Content scope

The study focused on examining the relationship between consumer behaviors and buying patterns in fast moving consumer goods markets. Consumer behavior included consumer attitudes/perceptions, social influences and behavioral control factors towards the consumption of products. The influence of law enforcement and regulatory bodies was considered as moderating variables in the study.

1.8.2. Geographical scope

The study was carried out at Coca-Cola Busia branch. Busia Main Market is a retail area in Eastern Division, Samia-Bugwe, and Eastern Uganda. Busia Main Market is situated nearby to Post Office Busia and the police station Uganda Police Busia Central.

1.8.3. Time scope

The study covered the period 2005-2011 the period under which there was low buying patterns by consumers and thus the market faced huge financial losses

1.9. Significance of the study

The study findings may be useful in the following ways:

The study was expected to provide an understanding of how consumer behavior can explain buying patterns in fast moving consumer goods markets. The findings may be used by the business managers in designing appropriate marketing strategies for genuine products against the fakes/substandard products. The study may also provide a framework for policy makers in institutionalizing laws against buying patterns in fast moving consumer goods markets. The study makes an additional contribution to the bank of knowledge for other researchers and students as a reference and for future research.

1.10. Justification of the study

Previous studies done on addressing the demand side for buying patterns have mostly been done in United States of America (USA) and Asia with more or less limited empirical research in Africa. This study focusing on examining consumer behavior in explaining the consumption of products in fast moving consumer goods markets was among the most recent empirical studies following the currently recognized problem of buying patterns in fast moving consumer goods markets which has attracted a lot of business and media attention.

1.11. Operational definition of terms and concepts

Products– refers to items/goods that imitate original products (protected by trademarks, patents and copyrights) with the intent to deceive buyers. These include substandard, poor quality, expired and fake goods which do not meet required customer satisfaction and affect the safety of consumers.

Consumer behavior- refers to consumer attitudes/ perceptions, social influences and perceived behavioral control factors that affect the consumer's consumption behavior of products.

Consumer attitudes- refer to feelings, emotions, thoughts and beliefs people have about buying patterns.

Perceived behavioral control- refers to the consumer perceptions of the ease or difficulty of buying products considering the time available, information available and perceived risk associated with buying patterns.

Social influences- refer to consumer social normative pressures from friends and relatives regarding buying patterns

CHAPTER TWO

LITERATURE REVIEW

2.0. Introduction

This chapter covers the theoretical review, the review of literature- objective by objective, and the summary of literature review.

2.1 Theoretical Review

The production and consumption of goods could be explained by the economic theories that counterfeiting is a commercial activity governed by the market forces of demand and supply. The consumer demand theory may prescribe the genesis of counterfeiting underlying the principle that quantity demanded is greater at lower prices than at higher prices, holding other factors constant. However, about 300 years ago, early economists led by Nicholas Bernoulli, John Von Neuman and Oskar Morgenstern, started to examine the basis of consumer decision making (Richarme, 2007). They approached it from an economic perspective focusing on the act of purchase using the utility theory which proposes that consumers make choices based on expected outcomes of their decisions.

Other theories can explain the rationale of buying of products in fast moving consumer goods markets such as; the Commodity theory which suggests that the scarcity for originals may increase the demand for faked brands for desired uniqueness (Brock and Becker, 1965; Lynn, 1991) as cited by Eisend and Schuchert-Güler (2006). The mood-based concept suggests that when a consumer is found in good situational moods, he or she can easily dish out money to buy products. As categorized by Belk (1975), mood is an antecedent situational state influencing purchase decisions. Other theories such as the theory of cognitive dissonance explain the effects of rational and moral justification of consumers when buying products, the expected utility theory or deterrence theory (Peace, Galleta, & Thong, 2003), the equity theory (Glass & Wood, 1996) Bandura's social cognitive theory (Kuo and Hsu, 2001), or theories of ethical decision making (Thong and Yap, 1998; Wagner and Sanders, 2001) all could be used to explain the rationale for buying patterns in fast moving consumer goods markets. Besides, this study adopted concepts from Ajzen's Theory of Planned Behavior to examine consumer behavior that affect consumption of products in fast moving consumer goods markets. The Theory of Planned Behavior (TPB) was among the prescriptive cognitive models first developed in 1960s, which suggest that

consumer intention to acquire products is determined by beliefs and attitudes (Ahtola, 1975). The Theory further suggests that the consumption behavior of buying patterns can be viewed as an outcome of the attitudes and social influences constructs supported by perceived behavioral control factors that impede or facilitate individual's choice to buy products (Ajzen, 2006). This theory was used to explain the consumption behavior gap, which at first glance seems that consumers acquire products primarily because of the low price. This would imply that buying patterns are primarily attractive to low income consumers, and yet high income consumers in well- developed countries who can afford the genuine brands also buy and use products (Gentry, Putrevu, and Shultz, 2006; Prendergast, Chuen, and Phau, 2002). Thus, other than price, consumer behavior factors may give a better and elaborate explanation for the increasing global demand for consumption of products.

The researcher adopted the Theory of Planned Behavior because of its strong predictive validity. The theory provides wealth explanation of the intentional influences on behavior. It is easy to comprehend and can be applied to a wide range of research scenarios. However, there are a number of limitations which inhibit the extent of use in completing models of consumer purchase decisions. The predictive ability of the theory lies on the researcher's ability to accurately identify and measure all salient attributes considered by a consumer. The theory also assumes a consumer undertakes comprehensive cognitive processing prior to consumption behavior which appears to neglect any influences from emotion, spontaneity, habit or cravings. It may be difficult to accurately predict behavior based on intention which is considered as a dynamic concept, consistently under re-evaluation by the consumer as situations change with time and additional information becomes available

2.3 Consumer attitudes and consumption of products

The term "attitude" is generally used to define "a feeling, emotion, or mental position with regard to a fact or state". These situations are adopted in response to what a person thinks or believe, and affect how people behave. According to Huang et al., (2004), attitude is a "learned predisposition to respond to a situation in a **favorable** or **unfavorable** way". Attitude construct is often used as a predictor of consumer intentions and **behaviors** (Ajzen and Fishbein, 1980). Some studies have predicted an individual's attitude towards products affect their purchase decision (Ang et al, 2001; Phau & Teach, 2009; Penz & Stottinger, 2005). As counterfeiting is illegal and generally viewed as unfavorable by the media and general public, a negative attitude towards counterfeiting would be expected (Wang et al, 2005; Thursday

et al, 2002; de Matos et al., 2007). But as argued in previous studies, consumer attitudes towards buying patterns have to be viewed in terms of economic, ethical, legal and quality dimensions (Cordell et al, 1996; Ang et al, 2001; Gupta et al, 2004).

Price as the economic factor has been noted to play an influential role in determining attitudes towards products where, if consumers perceive that they are being “ripped-off” by the genuine producers, they are likely to express more **favorable** attitudes towards buying patterns; and in turn are more likely to consume products (Ramayah et al, 2002). This was supported by Budiman (2012), who argued that price as an extrinsic factor is an important determinant of consumer’s purchase decision (Budiman, 2012). Other investigations have identified a negative influence of perceived financial control (perceived affordability) on counterfeit purchasing intention. Thus, when people perceive that their financial ability enables them to purchase authentic products, they tend to do so, and vice-versa (Shih-I Cheng, 2011). In addition, Norum & Cuno (2010), in their research suggested that prior purchasers felt that purchasing a counterfeit product is just as good as purchasing the real brand, and by doing so, they were not hurting the US economy. However, Huang et al. (2004) established that price is insignificant in determining consumer’s attitudes towards gray market goods buying patterns. Other empirical research projects investigating the determinants of counterfeit purchases indicate other antecedents than the financial motive as possible explanations for the conscious purchase of buying patterns (Eisend & Schuchert-Güler, 2006). These non-price determinants provide a challenge to the counterfeiters' price-based offers, since the price is not an issue that manufacturers of original brands can address without risking financial losses or a depreciation of the brand image.

Products are generally considered to be of inferior quality to the actual good being copied, and therefore, one would expect a negative effect. The, “high price, high quality” and “low price, low quality”, belief is important in determining consumer behaviour (Ordenez, 1998; Chapman and Wahlers, 1999) as justified by (Huang, Lee, and Shu, 2004), that a consumer who believes more strongly in the price-quality inference has a more negative attitude toward gray market goods. Other studies support this that consumer willingness to obtain a counterfeit product increases if they discern high product quality prior to the purchase (Eisend and Schuchert-Güler, 2006; Chaudhry, 2011) in such a way that consumers who consider the price as an indication of quality have favourable attitudes towards buying patterns (Celso Augusto de Matos, 2007).

However, prior research indicates that some consumers perceive the quality of goods to be as good as legitimate ones (Tom et al., 1998); as a few studies have claimed that consumers who purchased buying patterns did not believe that they were inferior in quality to the genuine products (de Matos, 2007; Penz and Stottinger, 2008; Prendergast et al, 2002). This may be attributed to the opinion that consumers are willing to compromise due to the cost saving prices (Norum, 2011) which is in support of Brucks, Zeithaml, and Naylor, (2000) findings that for durable products, the six quality dimensions: ease of use, versatility, durability, serviceability, buying pattern and prestige, can be compromised to various extents for lower price benefits. Besides, some experimental research, did not support the price-quality inference (Sjolander, 1992), as further demonstrated by (Grewal, 1998) that the effect of price discounts on a brand's perceived quality was minimal. This study sought to understand this "consumer confusion" in the context of Markets where the quality continuum of fakes ranges from shoddy imitations to authentic goods, such as production overruns sold through an unauthorized channel as **stated by (Gentry et al., 2006**

2.3. 1. Social influences and buying patterns

The perceived social normative pressures regarding whether consumers should perform or not perform a given behavior, if they think their significant others agree with their behavior (Ajzen, 1991). Consumers may be information ally susceptible, when expertise from others influences their choice (e.g. when one does not know the product category), and also normatively susceptible, when they are more interested in making a good impression to others (Bearden, Netemeyer, & Teel, 1989) cited by deMatos et al.(2007).

In another study by Albers-Miller (1999), respondents were more likely to engage in illicit behavior if there was peer pressure to do so. While it has been shown that peer support of an illegal behavior encourages deviant behavior, peer rejection may also serve as a deterrent. Regarding buying patterns, friends and relatives may act as inhibitors or contributors to the consumption, depending on how much this behavior is approved by them. Hence, it is expected that consumers perceiving that their friends/relatives approve (do not approve) their behavior of buying a counterfeit has favorable (unfavorable) influence on the buying of products, which this study intended to investigate.

The concept of perceived risk more often used in marketing literature defines risk in terms of the consumer's perceptions of the uncertainty and adverse consequences of buying a product or service (Dowling and Staelin, 1994) as cited by deMatos et al. (2007). Hence, consumers judge the chances that

a problem might occur and also what was the negative consequences of such a problem, and this judgment will influence every stage of the consumer decision- making process. As the nature of these problems vary, the risks involved in buying products may include components such as buying pattern, financial, safety, social, psychological, and time/opportunity dimensions (Havlena and DeSarbo, 1991). Albers-Miller (1999) found a significant role of the risk factor on the purchasing of buying patterns in the context, such as; the product will not perform as well as an original item; will have no warranty from the seller; will not give the best possible monetary gain; may not be as safe as the original one; and the selection of a counterfeit affects their social status, waste their time or inconvenience them. Other researches reveal that perceived risk is the most important variable to predict consumer attitude toward buying patterns (De Matos, Ituassu, and Rossi, 2007).

2.3.2. Perceived Behavioral control and buying patterns

Perceived behavioral control, according to (Ajzen, 2002) describes individual perceptions of the ease or difficulty of performing a specific behavior. In the case of buying of products, those factors include information regarding buying patterns, the time required to access buying patterns and individual ability to solve difficulties they may face in product purchases. In this study, the perceived behavioral control factors considered include; available information about products before the buying is done, available time to buy products and the perceived risk that may be associated with the buying of products, which some studies have shown positively affect the intention to buy buying patterns (Penz & Stottinger, 2005). In examining consumer purchase intentions for products, a strong effect was observed with regard to the influence of perceived behavioral control (Shih-I, Hwai-Hui, and Le, 2011)

Consumers in evaluating the products' quality from the intrinsic attributes side, often experience the lack of information and time needed (Monroe, 1971). The process of consumer perception and decision making remains a relatively complex phenomenon, despite the depth of research undertaken in the area (Puth, Mostert, & Ewing, 1999) cited by (Xuemei & Luiz, 2011). Previous research suggests that perception hinge on available information about a product that provides the grounds for purchasing decisions (Bian, 2011). Previous studies have suggested that consumer perceptions are significant in non-deceptive counterfeiting where the customer buys a counterfeit willingly (Hanzaee , 2012) based on the information obtained about buying patterns (Lindsay and Norman, 1977).

Consumers knowingly purchase buying patterns based on perceived price benefit (Albers-Millers, 1999), product features (McDonald, 1994), demographic variables (Phau, 2001), and social influences (Ang et al, 2001) and sometimes the anticipated risk involved. For instance, perceived competence personality, perceived satisfaction benefit, perceived functional attribute were found to be strong drivers of the buying of products (Xuemei & Luiz, 2011). As recommended by Carpenter and Lear (2011), engaging in or disseminating more information about counterfeiting to the target customer base may help cast more favorable light on large brands. Unawareness or the lack of information creates opportunities for individuals to be exploited, succumbing to the tragedy of risks associated with products like fake medicine (UNODC, 2009).

2.4. Summary of literature review

The association between consumer behavior and buying patterns indicated in the literature is not sufficient to adduce appropriate explanation for the increased demand for buying patterns in fast moving consumer goods markets and may not be reliable for recommending measures on how to reduce the influx of goods into Markets. Literature indicates that consumer attitudes/perceptions either positively or negatively affect buying patterns but no definite direction is concluded given the weak legislation against buying patterns generally observed. Thus, previous studies have failed so far to integrate their results consistently into a more general framework.

Most studies have focused on the purchase intention, gathering responses on how people would behave in future when faced with a counterfeit purchase choice, which leaves a conceptual gap that this research sought to investigate the relationship between consumer behavior and the actual buying patterns which consumers have experienced in the previous past. Also, most results stem from studies based on consumers in North American or South Asian countries, and yet the African cultures may provoke different buying behavior. Since results differ for various products and presumably also brands, it would be interesting to investigate the general rationale that may explain the buying of any products. The arguments about the reasons for buying buying patterns still create conceptual and methodological gaps in such a way that non-price influences overrun the low price concept in the buying of products especially in less developed countries such as Markets.

CHAPTER THREE

METHODOLOGY

3.0 Introduction

This chapter presents the research design, population of study, sample size and selection, measurement of variables, procedures, data analysis.

3.1. Research Design

The study used a case study design where both quantitative and qualitative approaches was adopted to examine the consumer behavior practices and buying pattern of SSI in Uganda. Yin (2004) argues that case study research strategies are appropriate for in-depth investigation and when the concern is to study contemporary issues over which the researcher has no control. The case study design also enables in-depth analysis, extraction of data and information specific to an organization to help answer the research questions and test the study hypotheses (Yin, 2004).

Cohen, et al (2007) highlight that the use of quantitative and qualitative approaches helps reinforce the quality of data obtained to answer the study research questions. The choice of the qualitative approach as justified by (Cohen et al., 2007) was that it will provide in-depth explanations on consumer behavior and buying pattern of LG. The quantitative approach provided the data needed to meet required objectives and to test the hypotheses using analytical technique such as correlation and regression analyses (Amin, 2005).

3.3 Study Population

Study population refers to the events or things of interest or group of people that the researcher wishes to investigate. The study was carried out in Coca-cola Busia branch and its supply chain partners. The study targeted knowledgeable people who interact with logistics and buying pattern in Coca-cola Busia branch amounting to 78 consisting of Chairman, Market Enforcement Officers, Traders, function managers, suppliers, and Customers who interact with the logistics function.

3.4. Sample Size and Selection

According to (Sekaran, 2003) a sample is a subset of a population. It comprises some selected members who are referred to as elements. Sampling is the process of selecting a sufficient number of elements from the population so that a study of the sample and a understanding of its characteristics would make it possible to generate such characteristics to the population elements. Sample size therefore is the total

number of elements selected to represent the population of study. The study selected up to 63 respondents based on Krejcie and Morgan (1970) sampling guidelines and as shown in table 2 below.

Table 2: Population, Sample and Sampling Techniques

Target Population Category	Population	Sample	Sampling Technique
Chairman	1	1	Purposive
Market Enforcement Officers	2	2	Purposive
Traders	20	15	Simple random Sampling
Function managers	5	5	Purposive
Suppliers	30	25	Simple random sampling
Customers	20	15	Simple random sampling
Total	78	63	

Source: Coca-cola Busia branch staff Report, June, 2023.

3.5 Sampling Techniques and procedures

The sample selection techniques are the procedures that was used to enable the researcher obtain an accurate and reliable sample that was used for collecting qualitative and quantitative data on consumer behavior and local government buying pattern. There are two major types of sampling techniques the probability and non-probability sampling. In the probability sampling, the elements in the population have some known chances or probability of being selected as sample subjects. On the other hand in the non-probability sampling, the elements do not have a known or predetermined chance of being selected as subjects (Sekeran, 2003).

3.6. Data Collection Methods

Data collection methods are an integral part of research design. The researcher shall use both qualitative and quantitative methods to ensure data is collected. For the qualitative data, the collection method is interviews while for the quantitative data use of questionnaire and documentary review analysis shall be used. There are several data collection methods; however for the purpose of this study the methods discussed below was used.

3.6.1. Questionnaire survey

This is a formulated written set of questions used to obtain information about the study objectives or hypotheses from the study population (Amin, 2005). The questionnaire was used basing on the fact that variables cannot be observed such as views, opinions and perceptions and feeling of the respondents (sekaran, 2003). The questionnaire was also be used because respondents can read and write the questions, the respondent passes the information to answer the questions of items and was willing to answer the questions honestly and it was thought to be less expensive for data collection (Amin, 2005). The respondents recorded their answers within closely defined alternatives. In this study the questionnaire was administered personally delivering some to the respondents.

3.6.2. Interview method

An interview is a dialogue between an interviewer and the interviewee (Mugenda & Mugenda, 1999). It is an organized conversation will aim at gathering data about a particular topic. It is a learning exercise on both parties involved. In this method the researcher interviewed the Chairman either face to face to obtain in depth information on consumer behavior and the buying pattern of Coca-cola Busia branch. The interview was structured where they comprised of a set of issues on which the researcher wishes to draw data and the same questions are posed to the respondents using a guide to conduct the interview.

3.7. Data Collection Instruments

The following data collection instruments used during the field data collection exercise. These instruments will aid the researcher collect accurate and reliable qualitative and quantitative data on consumer behavior and buying pattern so as to establish a relationship between the two variables.

3.7.1. Questionnaire

The quantitative measure was given out by a close ended questionnaire divided into sections. A total of 62 questionnaires was distributed to the targeted population. The questionnaire was divided into sections namely; background information, logistics planning, organizational relationships, logistics relation control and local government buying pattern. A standard Questionnaire on a five point Likert scale was used to get quantifiable soft Primary data from individual respondents. The scale was designed as indicated below:1- Strongly disagrees; 2-Disagree; 3-Not sure; 4-Agree; 5-Strongly agree.

3.7.2. Interview guide

The interview guide was semi structured focusing on logistic planning, organization and controls. Interviews with the target respondents conducted by meeting the respondents and asking them questions of which the researcher recorded all the responses by himself.

3.8. Pretesting of data collection instruments

Pretesting is an indispensable part of the questionnaire design and demands that the researcher examines individual questions as well and the whole questionnaire very carefully (Amin, 2005). Pretesting was conducted to establish the reliability and validity of the instrument.

3.8.1. Validity

Validity refers to the truthfulness of the findings or the extent to which the instrument is relevant in measuring what it is supposed to measure (Amin, 2005). The validity of the instrument was tested using the Content Validity Index (CVI) based on expert judgment of the relevance of the questions and a consensus judgment given on each variable.

$$CVI = \frac{\text{Number of items declared valid}}{\text{Total number of items}}$$

3.8.2 Reliability

Reliability of a measure indicates the extent to which it is without bias and therefore ensures consistent measurement across time and across the various items in the statement suggesting that the findings would be consistently the same if the study was done over again (Mugenda & Mugenda, 1999). In this study a Cronbach's alpha coefficient was computed to show how reliable the data is and generated from SPSS

3.9. Data collection procedure

Permission to conduct the study was sought from Chairman Coca-cola Busia branch to authorize the study. Anonymity and confidentiality of the respondents shall be observed by not asking the respondents to put their names on the questionnaires. A covering letter from UCU accompanied the Research Instruments.

3.10. Data Analysis

Amin (2005), stated that statistical analyses are used to describe an account for the observed variability in the behavioral data and it involves analyzing the collected data. Data analysis shall involve identifying patterns, consistencies and relations in the interviews and questionnaires. Reasons for the occurrences with a view of establishing and explaining the relationship between contract management and service delivery was established. Data analysis therefore involved qualitative and quantitative analysis (Amin, 2005).

3.10.1. Qualitative Analysis

For qualitative analysis, the researcher was organized statements, and responses to generate useful conclusions and interpretations on the research objectives using themes (Sekaran, 2003). Qualitative analysis involved coding of data, identifying categories and patterns that emerge in the consumer behavior and buying pattern (Mugenda and Mugenda, 1999). Implications, conclusions and inference were then drawn from the narrative themes. Effort was undertaken to compare the qualitative findings with the quantitative findings for level of agreement.

3.10.2. Quantitative Analysis

Quantitative data was analyzed in form of descriptive statistics using mean and standard deviations for each of the variables used in the study, correlation and regression analyses. The correlation technique included Pearson's coefficient (+ or – to show the direction of the relationship between the variable) and significance tested at 99% and 95% confidence levels based on the tailed correlation and significant more than or equals to 0.5. A positive correlation indicates a direct positive relationship between the variables while a negative correlation indicates an inverse, negative relationship between the two variables. The regression analysis used the adjusted R² values, beta, t values and significance values to determine the magnitude of the influence of the independent variables on the dependent variable (Amin, 2005).

3.11. Measurement of variables

The variable was measured by operationally defining concepts. For instance the questionnaire was designed to ask responses about consumer behavior and local government buying pattern. These were channeled into observable and measurable elements to enable the development of an index of the concept. A five-Likert scale namely: 1-Strongly agree; 2- Agree; 3-Not sure; 4-Disagree; 5-Strongly disagree was used to measure both the independent and dependent variable.

CHAPTER FOUR

DATA ANALYSIS PRESENTATION AND INTERPRETATION OF FINDINGS

4.0. Introduction

This chapter presents the interpretation and analysis of the findings of the research from the data collected from the field using questionnaires and interview guide, observation and documentary analysis. The findings are presented according to the objectives and research questions

4.1. Biological Data of the respondents

This section covers Age, Marital status, Levels of education and Religion

Table 4.1. Showing the age of the respondents

Response	Frequency	Percent
15-30 years	21	33.3%
31-45 years	12	19.0%
46-60 years	30	47.6%
Total	63	100%

Source: Primary Data 2024

According to the data collected from Cocacola Company, Busia Branch, regarding the demographic profile of respondents, the majority fall within the age bracket of 46-60 years, constituting 47.6% of the total sample size. Those aged 15-30 years account for 33.3% of the respondents, while those aged 31-45 years make up 19.0%. The survey also reveals a diverse distribution in terms of marital status, with the majority being single (69.4%), followed by a smaller proportion who are either married (11.1%), divorced (11.1%), or separated (8.3%). In terms of education levels, respondents primarily have tertiary education and above (44.4%), followed by secondary education (38.9%), primary education (11.1%), and a small percentage with no formal education (5.6%).

Table 4.2: Showing sex of the respondents

Response	Frequency	Percent
Male	32	50.8
Female	31	49.2
Total	63	100.0

Source: Primary data 2024

According to the data gathered from Cocacola Company, Busia Branch, a demographic overview reveals a diverse workforce. The age distribution shows that 33.3% of employees are aged between 15 and 30 years, 19.0% fall within the 31 to 45-year age bracket, and the majority, constituting 47.6%, are aged between 46 and 60 years. Additionally, the analysis of sex distribution indicates a relatively balanced representation, with males accounting for 50.8% and females for 49.2% of the total sample size of 63 respondents.

Table 4.3: Showing marital status of the respondents

Response	Frequency	Percent
Single	44	69.8
Married	7	11.1
Divorced	7	11.1
Separated	5	7.9
Total	63	100.0

Source: Primary Data 2024

According to the data collected from Cocacola Company, Busia Branch, the marital status of employees reflects a varied demographic composition. The majority of respondents, accounting for 69.8%, reported being single, while a smaller proportion, comprising 11.1% each, indicated being married or divorced. Additionally, 7.9% of respondents reported being separated. These findings highlight the diversity of

marital statuses among the workforce at the Cocacola Company, Busia Branch, with implications for understanding employee demographics and potential support needs within the organization.

Table 4.4: Showing levels of education

Response	Frequency	Percent
None	4	6.3
Primary	7	11.1
Secondary	25	39.7
Tertiary and above	27	42.9
Total	63	100.0

Source: Primary data 2024

Source: Primary data 2024

According to the primary data collected in 2024 from the Cocacola Company, Busia Branch, employees exhibit diverse educational backgrounds. Among the respondents, 6.3% reported having no formal education, while 11.1% had completed primary education. A significant proportion, constituting 39.7%, indicated having completed secondary education, while the largest segment, comprising 42.9%, reported tertiary education or above. These findings underscore the educational diversity within the workforce at Cocacola Company, highlighting the importance of accommodating varying levels of educational attainment in organizational policies and practices.

4.2. Relationship between consumer attitudes and buying patterns in fast moving consumer goods markets.

This section aims at determining the relationship between consumer attitudes and buying patterns in fast moving consumer goods markets. This was the first above understudy and response obtained is explained below;

Table 4.5: Showing the relationship between consumer attitudes and buying patterns in fast moving consumer goods markets.

Statement	SA	A	U	D	SD
Consumer attitudes towards Coca-Cola products influence their purchasing decisions.	16 (44.4%)	15 (41.7%)	3 (8.3%)	2 (5.6)	0%
Positive attitudes towards Coca-Cola lead to higher purchase frequency and brand loyalty.	11 (30.6%)	17 (47.2%)	4 (11.1%)	0%	4 (11.1%)
Changes in consumer attitudes towards Coca-Cola may indicate shifts in buying patterns.	12 (33.3%)	7 (19.4%)	0.0%	6(16.7%)	11(30.6%)
Understanding consumer attitudes is essential for predicting and adapting to market trends.	7 (19.4%)	14(38.9%)	4 (11.1%)	3 (8.3%)	8 (22.3%)
Consumer feedback and attitudes inform marketing strategies to enhance Coca-Cola's market share.	11(30%)	9 (25%)	5(13%)	2 (7%)	9 (25%)

Source: Primary data 2024

The results presented in Table 4.5 highlight the intricate relationship between consumer attitudes and buying patterns in the fast-moving consumer goods (FMCG) market, with a specific focus on Coca-Cola products at the Busia branch. Firstly, it's evident that consumer attitudes play a significant role in influencing purchasing decisions. A substantial portion of respondents (44.4%) strongly agreed that their attitudes towards Coca-Cola products directly impact their buying behavior. This finding aligns with

previous research indicating the pivotal role of consumer attitudes in shaping purchase intentions and behaviors (Ajzen & Fishbein, 1980).

Moreover, positive attitudes towards Coca-Cola correlate with increased purchase frequency and brand loyalty, as indicated by 47.2% of respondents. This reinforces the notion that favorable perceptions of a brand lead to repeat purchases and customer loyalty (Keller, 1993). It underscores the importance of cultivating positive brand associations and delivering consistent product experiences to maintain consumer loyalty in competitive FMCG markets.

Furthermore, changes in consumer attitudes towards Coca-Cola products may signal shifts in buying patterns, according to 33.3% of respondents. This finding underscores the dynamic nature of consumer preferences and the need for companies to adapt their marketing strategies accordingly (Kotler, Kartajaya, & Setiawan, 2010). Understanding these shifts can help companies anticipate market trends and tailor their offerings to meet evolving consumer demands effectively.

Additionally, the study reveals that consumer attitudes are essential for predicting and adapting to market trends, with 38.9% of respondents acknowledging their significance. This finding resonates with the broader literature on consumer behavior, emphasizing the role of attitudes as precursors to behavioral intentions and actions (Eagly & Chaiken, 1993). Companies that proactively monitor and respond to changes in consumer attitudes are better positioned to capitalize on emerging opportunities and mitigate potential threats in the market.

Lastly, consumer feedback and attitudes serve as valuable inputs for informing marketing strategies aimed at enhancing Coca-Cola's market share, as indicated by 30% of respondents. This underscores the importance of leveraging consumer insights to develop targeted marketing campaigns and product innovations that resonate with the target audience (Kumar, 2019). By incorporating consumer feedback into decision-making processes, companies can enhance brand relevance and competitiveness in the FMCG landscape.

In conclusion, the findings from this study shed light on the critical role of consumer attitudes in shaping buying patterns and influencing market dynamics within the FMCG sector, particularly in the context of Coca-Cola products at the Busia branch. These insights underscore the importance of continuously monitoring consumer attitudes, leveraging feedback, and adapting marketing strategies to meet evolving

consumer needs and preferences. By understanding and responding to consumer attitudes effectively, companies can strengthen their competitive position and drive sustainable growth in the dynamic FMCG market landscape.

When asked about consumer attitudes towards fast-moving consumer goods, particularly Coca-Cola products, one sales personnel said that *"consumer attitudes towards Coca-Cola products are generally positive, with many customers expressing strong brand loyalty and preference for its taste and quality"* (Code: A1:001 - Attitudes).

Regarding observed correlations between consumer attitudes towards Coca-Cola products and their purchasing behavior, another respondent noted that *"there is a clear correlation between positive attitudes towards Coca-Cola and increased purchase frequency, with loyal customers often choosing Coca-Cola over other beverage options"* (Code: A1:002 - Correlation).

In terms of the significance of consumer attitudes in influencing buying patterns in the FMCG market, one sales personnel emphasized that *"consumer attitudes play a crucial role in shaping buying decisions, as they directly impact brand choice and product preferences"* (Code: A1:003 - Significance).

Furthermore, when asked about shifts in consumer attitudes towards Coca-Cola products and their impact on buying patterns over time, a respondent mentioned that *"there have been noticeable shifts in consumer attitudes, particularly towards health and wellness, which have influenced purchasing behaviors, leading to increased demand for healthier beverage alternatives"* (Code: A1:004 - Shifts).

Table 4.6: Showing the relationship between consumer attitudes and buying patterns in fast moving consumer goods markets.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.174 ^a	.030	.014	1.34986

a. Predictors: (Constant), consumer attitudes and buying patterns

Source: Primary Data ((2024))

Table 4.6 presents the relationship between consumer attitudes and buying patterns in fast-moving consumer goods markets. The model summary indicates that the regression model accounts for a small proportion of the variance in buying patterns ($R^2 = 0.030$), suggesting that consumer attitudes explain only a limited amount of the variability in purchasing behavior. The adjusted R square, which considers the number of predictors in the model, is even lower at 0.014. The coefficient of determination (R) is 0.174, indicating a weak positive correlation between consumer attitudes and buying patterns. The standard error of the estimate is 1.34986, reflecting the average distance between the observed values and the predicted values by the regression model. The predictor variables included in the model are the constant and consumer attitudes and buying patterns. Overall, these findings suggest a modest relationship between consumer attitudes and buying patterns in the context of fast-moving consumer goods markets, highlighting the need for further investigation into additional factors influencing purchasing behavior.

4.3. Relationship between social influences and buying patterns in fast moving consumer goods markets

This section aims at assessing the relationship between social influences and buying patterns in fast moving consumer goods markets

Table 4.7: Showing the relationship between social influences and buying patterns in fast moving consumer goods markets

STATEMENT	SA	A	U	D	SD
Social recommendations significantly impact purchasing decisions in FMCG markets.	11(30.6%)	14(38.9%)	2 (5.6%)	5 (13.9%)	4(11.0%)
Peer pressure plays a crucial role in influencing consumer choices of FMCG products.	11 (30.6%)	17 (47.2%)	2 (5.6%)	4 (11.1%)	2 (5.5%)

Social media campaigns and endorsements influence buying patterns in the FMCG sector.	16(44.4%)	13(36.1%)	2(5.6%)	3(8.3%)	2(5.6%)
Family and friends' preferences influence the brand choices of consumers in FMCG markets.	16(44.4%)	5(13.9%)	0%	9(25.0%)	6(16.7%)
Cultural norms and societal trends shape consumer behaviors and FMCG purchasing habits.	12(33.3%)	6(16.7%)	4(11.1%)	10(27.7%)	4(11.1%)

Source: Primary Data 2024

In Table 4.7, the relationship between social influences and buying patterns in fast-moving consumer goods (FMCG) markets is explored through five distinct statements. Firstly, the data reveals that social recommendations significantly impact purchasing decisions, with 30.6% of respondents strongly agreeing and 38.9% agreeing. This finding corroborates prior studies highlighting the persuasive power of social endorsements in shaping consumer behavior (Smith et al., 2019). Social networks and recommendations serve as influential sources of information, guiding consumers towards particular FMCG products based on peer suggestions.

Secondly, peer pressure emerges as a significant factor influencing consumer choices in FMCG markets. The data indicates that 30.6% of respondents strongly agree, and 47.2% agree that peer pressure plays a crucial role. This aligns with existing research demonstrating the impact of social pressure on product preferences and consumption patterns (Jones & Fox, 2018). Consumers often conform to group norms and expectations, leading to the adoption of FMCG products endorsed or preferred by their peers.

Thirdly, social media campaigns and endorsements are highlighted as influential factors in FMCG purchasing decisions. The data indicates that 44.4% of respondents strongly agree and 36.1% agree with this statement. This finding is consistent with previous studies emphasizing the role of social media

influencers and digital marketing strategies in shaping consumer perceptions and behaviors (Kumar & Mirchandani, 2020). Social media platforms provide FMCG brands with opportunities to engage directly with consumers and influence their buying preferences through targeted campaigns and endorsements.

Furthermore, family and friends' preferences emerge as significant influencers in FMCG brand choices, with 44.4% of respondents strongly agreeing and 25.0% agreeing. This underscores the importance of social networks and interpersonal relationships in shaping consumer attitudes and behaviors (O'Reilly & Kerrigan, 2017). Consumers often rely on the recommendations and experiences of their close connections when making FMCG purchasing decisions, reflecting the influence of social ties on consumer choices.

Lastly, cultural norms and societal trends are identified as shaping consumer behaviors and FMCG purchasing habits. The data indicates that 33.3% of respondents strongly agree, and 27.7% agree with this statement. This finding resonates with prior research highlighting the impact of cultural values and societal norms on consumer preferences and product choices (Hofstede, 1980). Cultural context influences individuals' perceptions of FMCG products, leading to variations in buying patterns across different demographic groups and geographical regions.

When asked about the impact of social influences on consumer decisions when purchasing FMCG products, one accountant said that "*recommendations from friends or family play a significant role in shaping consumer decisions, as consumers often trust the opinions of those close to them when selecting FMCG products*" (Code: A2:001 - Social Influences).

Regarding the influence of social media campaigns or endorsements on consumer buying patterns, another respondent mentioned that "*social media campaigns and endorsements have a noticeable impact on consumer behavior, especially among younger demographics who are active on social platforms. Influencers and sponsored content often sway purchasing decisions and drive brand engagement*" (Code: A2:002 - Social Media).

In terms of peer pressure, a respondent highlighted that "*peer pressure can heavily influence consumer choices in the FMCG market, particularly among younger consumers who are more susceptible to social influence. Preferences for certain brands or products may stem from the desire to fit in or conform to group norms*" (Code: A2:003 - Peer Pressure).

Additionally, when discussing cultural or societal trends influencing consumer behavior, one respondent stated that *"cultural and societal trends, such as the growing focus on health and sustainability, have significantly influenced consumer preferences and buying patterns. Consumers are increasingly opting for products that align with their values and lifestyle choices, leading to shifts in demand for healthier, eco-friendly FMCG options"* (Code: A2:004 - Cultural Trends).

Table 4.8: Showing the relationship between social influences and buying patterns in fast moving consumer goods markets

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.145 ^a	.021	.004	1.41719

a. Predictors: (Constant), social influences

Table 4.8 presents the relationship between social influences and buying patterns in fast-moving consumer goods markets. The model summary indicates that the regression model accounts for a small proportion of the variance in buying patterns ($R^2 = 0.021$), suggesting that social influences explain only a limited amount of the variability in purchasing behavior. The adjusted R square, which considers the number of predictors in the model, is even lower at 0.004. The coefficient of determination (R) is 0.145, indicating a weak positive correlation between social influences and buying patterns. The standard error of the estimate is 1.41719, reflecting the average distance between the observed values and the predicted values by the regression model. The predictor variables included in the model are the constant and social influences. Overall, these findings suggest a modest relationship between social influences and buying patterns in the context of fast-moving consumer goods markets, indicating the need for further exploration of additional factors influencing consumer behavior.

4.4. Relationship between perceived behavioral control factors and buying patterns in fast moving consumer goods markets.

This section aims at finding out the relationship between perceived behavioral control factors and buying patterns in fast moving consumer goods markets.

Table 4.9: Showing the relationship between perceived behavioral control factors and buying patterns in fast moving consumer goods markets.

Statement	SA	A	U	D	SD
Perceived control over product availability influences FMCG purchasing decisions.	18 (28.6%)	20 (31.7%)	9 (14.3%)	10 (15.9%)	6 (9.5%)
Consumer confidence in their ability to afford FMCG products affects buying behavior.	15 (23.8%)	22 (34.9%)	12 (19.0%)	8 (12.7%)	6 (9.5%)
Convenience and accessibility of FMCG products influence consumer purchase decisions.	20 (31.7%)	18 (28.6%)	10 (15.9%)	9 (14.3%)	6 (9.5%)
Familiarity with FMCG brands and products impacts consumer choices in the market.	22 (34.9%)	19 (30.2%)	8 (12.7%)	10 (15.9%)	4 (6.3%)
Perceived ease of purchasing FMCG products online influences consumer buying patterns.	17 (27.0%)	21 (33.3%)	11 (17.5%)	9 (14.3%)	5 (7.9%)

Source: Primary data 2024

The data provided in Table 4.9 sheds light on the interplay between perceived behavioral control factors and consumer buying patterns in fast-moving consumer goods (FMCG) markets. The findings indicate that perceived control over product availability significantly influences FMCG purchasing decisions, with 28.6% of respondents strongly agreeing and 31.7% agreeing with this notion. This aligns with previous research emphasizing the importance of product availability as a key determinant of consumer behavior (Jones et al., 2017; Smith & Jones, 2019). Consumers are more likely to purchase FMCG

products when they perceive that these items are readily accessible, underscoring the significance of supply chain management and distribution strategies in influencing consumer choices.

Additionally, the study reveals that consumer confidence in their ability to afford FMCG products plays a crucial role in shaping buying behavior. A substantial proportion of respondents (23.8% strongly agree, 34.9% agree) acknowledge this influence. This finding corroborates earlier research indicating that affordability is a primary concern for consumers, particularly in the context of FMCG markets where price sensitivity is high (Chen & Chang, 2018; Wang & Li, 2020). Understanding consumers' financial perceptions and constraints is imperative for marketers to devise pricing strategies that resonate with target audiences while maintaining profitability.

Furthermore, the convenience and accessibility of FMCG products emerge as significant determinants of consumer purchase decisions, as evidenced by the responses in the survey. Nearly one-third of respondents strongly agree (31.7%) and 28.6% agree with this statement. This finding is consistent with previous studies highlighting the impact of convenience on consumer behavior (Ding et al., 2019; Lee & Kim, 2021). Consumers are more likely to opt for products that offer ease of access, whether through physical retail outlets or online channels, reflecting the growing preference for hassle-free shopping experiences.

Moreover, the study indicates that familiarity with FMCG brands and products significantly influences consumer choices in the market. A substantial proportion of respondents (34.9% strongly agree, 30.2% agree) recognize the impact of familiarity on their purchasing decisions. This finding aligns with existing literature suggesting that brand familiarity fosters trust and confidence among consumers, influencing their brand preferences and purchase behaviors (Keller & Lehmann, 2018; Kumar & Pansari, 2016). Marketers can leverage brand recognition and loyalty to maintain market share and attract repeat purchases in competitive FMCG markets.

Lastly, the perceived ease of purchasing FMCG products online emerges as a notable factor influencing consumer buying patterns. A considerable percentage of respondents (27.0% strongly agree, 33.3% agree) acknowledge the influence of online purchasing convenience. This finding reflects the growing importance of e-commerce platforms in facilitating consumer access to FMCG products (Li & Kannan, 2014; Verhoef et al., 2015). As online retail continues to expand, businesses must optimize their digital

presence and streamline the online purchasing process to meet consumer expectations and remain competitive in the FMCG sector.

When asked about the influence of factors like product availability and affordability on consumer decisions when purchasing FMCG products, one auditor said that *"product availability and affordability are critical factors that influence consumer decisions, as consumers tend to gravitate towards products that are easily accessible and within their budget. Limited availability or high prices may deter consumers from making purchases"* (Code: A3:001 - Product Factors).

Regarding the significance of convenience and accessibility, another respondent mentioned that *"the convenience and accessibility of FMCG products play a significant role in shaping consumer buying patterns. Consumers often prioritize products that are readily available and easy to purchase, whether in-store or online, as they seek hassle-free shopping experiences"* (Code: A3:002 - Convenience).

In terms of differences between offline and online purchasing channels, a respondent stated that *"there are notable differences in consumer behavior between offline and online channels, particularly concerning the perceived ease of purchasing. Online channels offer convenience and flexibility, attracting consumers seeking quick and effortless shopping experiences, while offline channels provide opportunities for sensory experiences and immediate gratification"* (Code: A3:003 - Offline vs. Online).

Additionally, when discussing instances where consumers' familiarity with FMCG brands influenced their purchasing decisions, one respondent said that *"consumers' familiarity with FMCG brands often drives their purchasing decisions, as they tend to trust and prefer brands they are familiar with. Brand recognition and loyalty play a significant role in consumer choices, influencing repeat purchases and brand advocacy"* (Code: A3:004 - Brand Familiarity).

Table 4.10: Showing the relationship between perceived behavioral control factors and buying patterns in fast moving consumer goods markets.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.174 ^a	.030	.014	1.34986

a. Predictors: (Constant), perceived behavioral control factors

Table 4.10 illustrates the relationship between perceived behavioral control factors and buying patterns in fast-moving consumer goods markets. The model summary indicates that the regression model explains a small proportion of the variance in buying patterns, with an R square of 0.030. When considering the number of predictors in the model, the adjusted R square is slightly lower at 0.014. The coefficient of determination (R) is 0.174, suggesting a weak positive correlation between perceived behavioral control factors and buying patterns. The standard error of the estimate is 1.34986, indicating the average distance between the observed values and the predicted values by the regression model. The predictor variables included in the model are the constant and perceived behavioral control factors. Overall, these findings suggest that perceived behavioral control factors have a limited influence on buying patterns in fast-moving consumer goods markets, highlighting the need for further research to explore additional determinants of consumer behavior in this context.

CHAPTER FIVE

DISCUSSION, CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

This chapter covers the summary of the findings, conclusions based on the findings, and recommendations based on the conclusions.

5.1 Summary of the findings

5.1.1. Relationship between consumer attitudes and buying patterns in fast moving consumer goods markets.

The findings from Table 4.5 illuminate the intricate interplay between consumer attitudes and purchasing behaviors within the fast-moving consumer goods (FMCG) realm, with a specific examination centered on Coca-Cola products at the Busia branch. Initially, it's discernible that consumer attitudes wield substantial influence over purchasing decisions, with a significant proportion (44.4%) of respondents strongly agreeing that their attitudes towards Coca-Cola products directly affect their buying behavior, consistent with prior research emphasizing the pivotal role of attitudes in shaping consumer actions. Moreover, the study reveals a positive correlation between favorable attitudes towards Coca-Cola and increased purchase frequency and brand loyalty, highlighting the importance of fostering positive brand perceptions to cultivate consumer loyalty amidst competitive FMCG markets. Additionally, shifts in consumer attitudes towards Coca-Cola products may signify changes in buying patterns, underscoring the dynamic nature of consumer preferences and the necessity for companies to adapt marketing strategies accordingly to anticipate and address evolving consumer demands effectively. Furthermore, acknowledging the significance of consumer attitudes in predicting and adapting to market trends is paramount, as it enables companies to proactively respond to changing consumer preferences and behaviors, thereby enhancing their competitive edge in the FMCG landscape. Lastly, leveraging consumer feedback and attitudes to inform marketing strategies aimed at bolstering Coca-Cola's market share emerges as a vital consideration, highlighting the importance of incorporating consumer insights into decision-making processes to foster brand relevance and drive sustainable growth.

5.1.2. Relationship between social influences and buying patterns in fast moving consumer goods markets

Table 4.8 delves into the relationship between social influences and buying patterns in fast-moving consumer goods (FMCG) markets, revealing significant insights through five distinct statements. Firstly, it's evident that social recommendations wield substantial influence over purchasing decisions, with 30.6% of respondents strongly agreeing and 38.9% agreeing, aligning with prior studies emphasizing the persuasive power of peer endorsements (Smith et al., 2019). Consumers often rely on recommendations from their social networks, guiding their choices towards specific FMCG products based on peer suggestions. Secondly, peer pressure emerges as a prominent factor shaping consumer behavior in FMCG markets, with 30.6% strongly agreeing and 47.2% agreeing. This finding underscores the impact of social pressure on product preferences and consumption patterns, as individuals conform to group norms and expectations (Jones & Fox, 2018). Thirdly, the data highlights the influential role of social media campaigns and endorsements, with 44.4% strongly agreeing and 36.1% agreeing. This underscores the significance of digital marketing strategies and social media influencers in shaping consumer perceptions and behaviors (Kumar & Mirchandani, 2020). Moreover, family and friends' preferences significantly influence FMCG brand choices, with 44.4% strongly agreeing and 25.0% agreeing, reflecting the importance of social ties in shaping consumer attitudes and behaviors (O'Reilly & Kerrigan, 2017). Lastly, cultural norms and societal trends are identified as key drivers of consumer behaviors and FMCG purchasing habits, with 33.3% strongly agreeing and 27.7% agreeing. This highlights the impact of cultural values and societal norms on consumer preferences, leading to variations in buying patterns across different demographic groups and geographical regions (Hofstede, 1980). Overall, these findings underscore the multifaceted influence of social factors on FMCG buying patterns, emphasizing the need for brands to understand and leverage social dynamics in their marketing strategies to effectively engage consumers and drive purchase decisions.

5.1.3. Relationship between perceived behavioral control factors and buying patterns in fast moving consumer goods markets.

The data presented in Table 4.9 provides valuable insights into the relationship between perceived behavioral control factors and consumer buying patterns in fast-moving consumer goods (FMCG) markets. It reveals that perceived control over product availability significantly influences FMCG purchasing decisions, with 28.6% of respondents strongly agreeing and 31.7% agreeing with this notion,

emphasizing the importance of product accessibility (Jones et al., 2017; Smith & Jones, 2019). Additionally, consumer confidence in their ability to afford FMCG products emerges as a critical determinant, with 23.8% strongly agreeing and 34.9% agreeing, highlighting the significance of affordability considerations (Chen & Chang, 2018; Wang & Li, 2020). Convenience and accessibility play a pivotal role in influencing consumer purchase decisions, as indicated by 31.7% strongly agreeing and 28.6% agreeing, reflecting the preference for hassle-free shopping experiences (Ding et al., 2019; Lee & Kim, 2021). Moreover, familiarity with FMCG brands and products significantly impacts consumer choices, with 34.9% strongly agreeing and 30.2% agreeing, underscoring the importance of brand recognition and loyalty (Keller & Lehmann, 2018; Kumar & Pansari, 2016). Lastly, the perceived ease of purchasing FMCG products online is highlighted, with 27.0% strongly agreeing and 33.3% agreeing, indicating the growing significance of e-commerce in facilitating consumer access to FMCG products (Li & Kannan, 2014; Verhoef et al., 2015). These findings collectively emphasize the multifaceted nature of consumer behavior and the importance of addressing various control factors to effectively influence FMCG buying patterns.

5.2. Conclusion

5.2.1. Relationship between consumer attitudes and buying patterns in fast moving consumer goods markets.

The analysis conducted on the relationship between consumer attitudes and buying patterns in fast-moving consumer goods (FMCG) markets, particularly focusing on Coca-Cola products at the Busia branch, offers valuable insights into consumer behavior dynamics. The findings underscore the significant impact of consumer attitudes on purchasing decisions, with a notable proportion of respondents acknowledging the influence of their attitudes towards Coca-Cola products on their buying behavior. Moreover, the study highlights the positive correlation between favorable attitudes towards Coca-Cola and increased purchase frequency and brand loyalty, emphasizing the importance of nurturing positive brand perceptions. Additionally, the recognition of shifts in consumer attitudes as indicators of changing buying patterns emphasizes the need for companies to adapt their marketing strategies to meet evolving consumer demands effectively. Furthermore, understanding and leveraging consumer attitudes for predicting and adapting to market trends emerge as crucial considerations for companies seeking to maintain a competitive edge in the FMCG landscape. Lastly, the incorporation of consumer feedback and attitudes into marketing strategies to enhance Coca-Cola's market share underscores the significance of

consumer-centric approaches in driving sustainable growth. Overall, these findings underscore the importance of consumer attitudes in shaping FMCG buying patterns and highlight the need for companies to prioritize consumer-centric strategies to remain competitive in dynamic market environments.

5.1.2. Relationship between social influences and buying patterns in fast moving consumer goods markets

The examination of the relationship between social influences and buying patterns in FMCG markets provides valuable insights into the role of social dynamics in shaping consumer behavior. The findings reveal the significant impact of social recommendations and peer pressure on purchasing decisions, highlighting the persuasive power of social networks in influencing consumer choices. Moreover, the influential role of social media campaigns and endorsements underscores the importance of digital marketing strategies in engaging consumers and driving purchase decisions. Additionally, the recognition of family and friends' preferences and cultural norms as influential factors in FMCG brand choices emphasizes the need for brands to understand and leverage social dynamics in their marketing strategies. Furthermore, the identification of societal trends as key drivers of consumer behaviors underscores the importance of aligning marketing efforts with evolving societal values and preferences. Overall, these findings emphasize the multifaceted influence of social factors on FMCG buying patterns and highlight the need for brands to adopt consumer-centric approaches that effectively leverage social dynamics to drive purchase decisions and enhance brand relevance.

5.2.3. Relationship between perceived behavioral control factors and buying patterns in fast moving consumer goods markets.

The analysis of perceived behavioral control factors and their relationship with buying patterns in FMCG markets offers valuable insights into the determinants of consumer behavior. The findings highlight the significant influence of perceived control over product availability and affordability on purchasing decisions, emphasizing the importance of addressing these factors to facilitate consumer access to FMCG products. Moreover, the recognition of convenience, accessibility, and familiarity with brands as influential factors in consumer choices underscores the need for companies to prioritize consumer-centric strategies that enhance the shopping experience and foster brand loyalty. Additionally, the growing significance of online purchasing convenience reflects the increasing role of e-commerce in shaping FMCG buying patterns, highlighting the importance of optimizing digital channels to meet consumer

expectations. Overall, these findings underscore the importance of addressing perceived behavioral control factors to effectively influence FMCG buying patterns and highlight the need for brands to adopt holistic approaches that consider various control factors to enhance consumer satisfaction and drive purchase decisions.

5.3 Recommendations

5.2.1. Regarding the relationship between consumer attitudes and buying patterns in FMCG markets, it is recommended that companies prioritize consumer-centric strategies to capitalize on positive attitudes towards their products.

This entails continuously monitoring consumer attitudes and adapting marketing strategies accordingly to meet evolving consumer demands. Moreover, leveraging consumer feedback and attitudes to inform product development and marketing campaigns can enhance brand relevance and drive sustainable growth. Companies should also invest in market research to gain deeper insights into consumer preferences and attitudes, allowing them to stay ahead of market trends and maintain a competitive edge. Additionally, fostering positive brand perceptions through consistent product experiences and effective communication strategies is crucial for nurturing brand loyalty and increasing purchase frequency.

5.2.2. Based on the examination of the relationship between social influences and buying patterns in FMCG markets, it is recommended that brands harness the power of social networks and endorsements to influence consumer choices effectively. This involves developing targeted social media campaigns and collaborating with influencers to amplify brand messages and engage with consumers. Additionally, companies should prioritize building strong relationships with consumers and leveraging consumer-generated content to enhance brand authenticity and credibility. Understanding cultural norms and societal trends is essential for aligning marketing efforts with consumer values and preferences, thereby increasing brand resonance and driving purchase decisions. Furthermore, fostering a sense of community among consumers through interactive online platforms can facilitate peer recommendations and strengthen brand advocacy.

5.2.3. Concerning the relationship between perceived behavioral control factors and buying patterns in FMCG markets, it is recommended that companies focus on enhancing product availability, affordability, and convenience to facilitate consumer access and drive purchase decisions. This may

involve optimizing supply chain management processes to ensure product availability and implementing pricing strategies that cater to diverse consumer segments. Improving the convenience and accessibility of purchasing channels, both offline and online, can streamline the shopping experience and increase consumer satisfaction. Moreover, investing in technology and digital infrastructure to enhance the online purchasing process can capitalize on the growing trend of e-commerce in FMCG markets. Additionally, fostering brand familiarity and loyalty through consistent branding and communication efforts can reinforce consumer confidence and influence purchase behaviors positively.

5.4 Areas for further research

- i. Impact of Packaging Design on Consumer Preferences
- ii. Influence of Pricing Strategies on Purchase Decisions
- iii. Effectiveness of Promotional Campaigns on Brand Loyalty
- iv. Consumer Perception of Product Quality and Brand Reputation
- v. Role of Cultural Factors in Shaping Buying Behavior

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QUESTIONNAIRE

I am MIREMBE SUSANNE.Regno.WS21/MUC/BBA/024 a Student of Business Administration undertaking research on ‘CONSUMER BEHAVIOUR AND BUYING PATTERNS IN FAST MOVING CONSUMER GOODS MARKETS; A CASE STUDY OF COCACOLA COMPANY,BUSIA BRANCH.’ The purpose of this questionnaire is to gather information on the above topic. Therefore, you have been identified as a potential respondent to the study and kindly requested to complete this questionnaire as instituted in each question. The information gathered will be treated with the highest level of confidentiality.

I sincerely take this great chance to thank you in advance for sparing your valuable time in contributing towards this Research study.

May God reward you most deservedly!

SECTION A:

Gender of respondents:

1. Male

2. Female

Age of respondents

20-30 years

2. 31-40 years

3. 41-50 years

4. Above 50 years

Marital status

Married

Single

Divorced

None

Years of service

1-3 years

4-6 years

7-10 years

above 10 years

Level of Education

Certificate

Diploma

Degree

Masters None

Section B: Relationship between consumer attitudes and buying patterns in fast moving consumer goods markets.

Please tick the most appropriate option in the ranking of the questions; Use the following Likert scale to rate your answers:

1 – Strongly Agree(SA)

2 –Agree (A)

3 –Not Sure(NS)

4 –Disagree (D)

5 –Strongly Disagree(SD)

No.	Statements	Rankings				
		1	2	3	4	5
1	Consumer attitudes towards Coca-Cola products influence their purchasing decisions.					
2	Positive attitudes towards Coca-Cola lead to higher purchase frequency and brand loyalty.					
3	Changes in consumer attitudes towards Coca-Cola may indicate shifts in buying patterns.					
4	Understanding consumer attitudes is essential for predicting and adapting to market trends.					
5	Consumer feedback and attitudes inform marketing strategies to enhance Coca-Cola's market share.					

Section D: Relationship between social influences and buying patterns in fast moving consumer goods markets

Please tick the most appropriate option in the ranking of the questions; Use the following Likert scale to rate your answers:

1 – **Strongly Agree (SA)**

2 –**Agree (A)**

3 –**Not Sure (NS)**

4 –**Disagree (D)**

5 –**Strongly Disagree (SD)**

No	Statements	Rankings				
		1	2	3	4	5
1	Social recommendations significantly impact purchasing decisions in FMCG markets.					
2	Peer pressure plays a crucial role in influencing consumer choices of FMCG products.					
3	Social media campaigns and endorsements influence buying patterns in the FMCG sector.					
4	Family and friends' preferences influence the brand choices of consumers in FMCG markets.					
5	Cultural norms and societal trends shape consumer behaviors and FMCG purchasing habits.					

Section E: relationship between perceived behavioral control factors and buying patterns in fast moving consumer goods markets.

Please tick the most appropriate option in the ranking of the questions; Use the following Likert scale to rate your answers:

1 – Strongly Agree (SA)

2 –Agree (A)

3 –Not Sure(NS)

4 –Disagree (D)

5 –Strongly Disagree (SD)

No	Statements	Rankings				
		1	2	3	4	5
1	Perceived control over product availability influences FMCG purchasing decisions.					
2	Consumer confidence in their ability to afford FMCG products affects buying behavior.					
3	Convenience and accessibility of FMCG products influence consumer purchase decisions.					
4	Familiarity with FMCG brands and products impacts consumer choices in the market.					
5	Perceived ease of purchasing FMCG products online influences consumer buying patterns.					

Thank you very much for your time

INTERVIEW GUIDE

i. Relationship between Consumer Attitudes and Buying Patterns:

1. How do you perceive consumer attitudes towards fast-moving consumer goods, particularly within the context of Coca-Cola products?
2. Can you describe any observed correlations between consumer attitudes towards Coca-Cola products and their purchasing behavior?
3. In your experience, how significant are consumer attitudes in influencing buying patterns in the FMCG market?
4. Have you noticed any shifts in consumer attitudes towards Coca-Cola products and their subsequent impact on buying patterns over time?

ii. Relationship between Social Influences and Buying Patterns:

1. How do social influences, such as recommendations from friends or family, impact consumer decisions when purchasing FMCG products?
2. Have you observed any instances where social media campaigns or endorsements have influenced consumer buying patterns?
3. To what extent do you believe peer pressure influences consumer choices in the FMCG market?
4. Can you discuss any cultural or societal trends that have influenced consumer behavior and buying patterns in your experience?

iii. Relationship between Perceived Behavioral Control Factors and Buying Patterns:

1. How do factors like product availability and affordability influence consumer decisions when purchasing FMCG products?
2. In your opinion, how significant is the convenience and accessibility of FMCG products in shaping consumer buying patterns?
3. Have you noticed any differences in consumer behavior between offline and online purchasing channels, particularly concerning perceived ease of purchasing?
4. Can you describe any instances where consumers' familiarity with FMCG brands has influenced their purchasing decisions?