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

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Strategy

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

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Abstract

Purpose: The objective of the study was to establish the effect of psychological factors on consumer buying behavior in chain supermarkets in Kenya.

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

Results: The study found out that there was a positive and significant relationship between psychological factors and consumer buying behavior ($r=0.29$, $p=0.000$).

Recommendation: It was found out that psychological factors have a positive and significant effect on Consumer Buying Behavior. Therefore, the study recommends for chain supermarkets to take care of consumers perceptions (self-confidence, autonomy, defensiveness, adaptability), consumers past experience with the products and the supermarket (learning) value for their money. Additionally they should also take care of consumer needs and wants so as to improve on their revenue performance.

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

1.0 INTRODUCTION

According to studies in United Kingdom by Hamilton (2012), brand understanding changes as the child grows older. For example, children from low income learn how to identify budget brands they can afford. Consumers will usually buy products for psychological reasons. For example, studies in New York indicate that men will purchase Axe body spray brand because they feel the product will make them attractive to women (Bosman, 2013). Men desiring to appeal to women will thus be motivated to buy and use Axe to fulfil this need. Studies by Quester et al., (2007) in U.S.A. show that after purchasing a product, consumers compare actual performance of the product with their anticipations; and are either glad or regretful depending on the outcome. Unfavorable results may lead to consumer complaints or their abandoning the product.

A study by Donoghue and de Klerk (2006) in South Africa indicates that consumer complaining behavior arises from problems experienced from purchasing products such as electrical household appliances. Thus, many scholars agree that dissatisfaction, a psychological factor is a major determinant of consumer buying behavior.

Consumers choose, organize and infer information from advertisements, conversation and media. This way, these consumers create a meaningful image of the world such as a supermarket, products and services (Armstrong & Kotler, 2009). As a result, individuals emerge with different perceptions of the same object (Harper & Makatoumi, 2002). This is due to selective attention (screening out unwanted stimuli), selective distortion (interpreting information to suit personal perception) and selective retention, which is holding information that supports personal beliefs (Wood, 2008). According to Okach (2002) it is important for marketers such as supermarkets to use pleasant drama and repetition. This creates pleasant memories with their target audience. Kotler and Keller (2016) add that using figurative language positively influences consumer perception. Such advertising creates the desired top of mind awareness of the supermarkets, products and services they offer. This is important in influencing the buyer decision-making process (McGuire, 2000).

When individuals learn, they change their behavior owing to interplay of drivers, stimuli, cues responses and reinforcement (Kotler & Keller, 2013). A consumer with a desire to acquire a digital camera whose experience is rewarding will tend to choose the same brand of products and from the same seller in the future. Consumers prefer buying products and services from supermarkets that make them feel emotionally proud, excited or confident (Armstrong & Kotler, 2009). Procter & Gamble launched emotionally tailored advertising in 2009 for Woolite fabric. The company successfully appealed to consumers by riding on how their tide detergent would protect clothes (Kotler & Keller, 2016). An individual's lasting favorable or unfavorable evaluations, emotions and action tendencies towards an object or idea comprises their attitude (Wood, 2008). These attitudes, which are also hard to change, can be towards religion, politics, music, food and clothes. This then determines their consumer buying behavior (Okach, 2002).

According to Kiesel and Villas-Boas (2007), attitude is responsible for likes and dislikes. Businesses have a major role to play in order to create positive attitude toward their products and services. The supermarkets need to understand what happens in the consumer's consciousness between exposure to external marketing stimuli and final purchase that influences their attitudes. This will guide the retailers in designing an effective marketing strategy (Kotler & Keller, 2013). For example, consumers from Kibera, Nairobi-Kenya, are prepared to use energy saving cooking stoves after learning of their cost saving benefits (Lambe & Senyagwa, 2013). The supermarkets in the neighbourhood can thus sell such stoves to optimize business sales.

Lai, Griffin and Babin (2009) in their survey on Chinese consumers reveal that product and service quality directly influences both perceived value and corporate image that elicit both customer

satisfaction and loyalty. Studies by Chen and Barnes (2007) show that consumers' trust in a supermarket significantly influences their purchase decisions. Borrowing from Martenson (2007), the retail image that motivates a consumer to shop in a particular store relates to whether a store is pleasant, neat and offers products that meet their needs. It can also be a store that suggests the retailer understands consumer needs (Hsu, Huang & Swanson, 2010). Moreover, Chakrabarty, Brown and Widing (2010) hold that consumers regular interaction with supermarkets' salespeople influences their attitude towards making purchases across a wide range of products and services. Thus, consumers normally want to shop where store employees, especially salespeople, are helpful, welcoming and well-mannered.

Attributes of retail store image also arise from elements of the "product mix". A perception of a great assortment significantly enhances store image and attracts consumers to shop (Theodoridis & Chatzipanagiotou, 2009). The product mix elements comprise of product, price, place and promotions (Kotler & Keller, 2016). Findings by Gilbert and Jackaria (2002) on supermarkets in United Kingdom show that only price discount promotions significantly influence consumer buying behavior. Such promotions entail "buy-one-get-one-free" and bundle promotions where consumers get a discount for buying big volumes. However, as opposed to increasing retailers' sales, this practice tends to encourage brand switching (Foubert & Gijsbrechts, 2007). In addition, sales promotion has a downside since it causes consumers' mental erosion of the brand equity (Valette, Guizani, & Merunka 2011).

Lambe and Senyagwa (2015) when working amongst Kenyan households in Kibera, Nairobi demonstrated that psychological aspiration is an important factor. This feature influences uptake of efficiency cooking stoves that enhance the quality of life. However, these consumers have psychological fear of accidents and damage to appliances caused by frequent power surges. This issue makes consumers avoid use of electricity for cooking. A study carried out in a southwestern state metropolitan university, in the U.S.A. indicates that involving students in fashion, and more so, those with positive emotions is beneficial. This practice results in fashion related impulsive buying behavior by the students (Joo Park, Young, & Cardona, 2006).

1.2 Problem Statement

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

Consumers are taking advantage of the offers by purchasing and stocking products which they then use for an extended period. Thus the consumers are benefitting while the supermarkets' sales

only increase in the short time but in the long run, the sales returns are still low (Reardon et al., 2003). This is as a result of the supermarkets' not maximizing innovative strategies such as consumer buying behavior insights to attract consumers to spend money in their outlets continuously, as opposed to hunting for promotional deals. Strategic leveraging on consumer buying behavior determinants would enable the supermarkets to grow their businesses sustainably. This study sought to establish the influence of psychological factors on consumer buying behavior in chain supermarkets in Kenya.

1.3 Research Objective

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

2.0 LITERATURE REVIEW

2.1 Theoretical Framework: Freud's Theory

According to Frank (2003) Sigmund Freud argues a consumer cannot fully understand his or her own motivations due to significant influence psychological forces. Consequently, someone who examines particular brands will react not only to their stated benefits, but also to other less conscious cues such as shape, size, weight, material, color and brand name (Kotler & Keller, 2013). Motivational researchers often gather in-depth interviews with a number of consumers to discern deeper motives triggered by a product. They use projective techniques such as word association, sentence completion and role-playing (Saunders, Lewis & Thornhill, 2012). A product can satisfy different motives. For instance, whiskey can meet social needs for social relaxation, status or fun. This means that marketers need to position different whisky brands motivationally to meet the different consumer needs (Kotler & Keller, 2013).

2.2 Conceptual Framework

A conceptual framework showing how psychological factors influence consumer buying behavior has been developed. It is based on Freud's Theory.

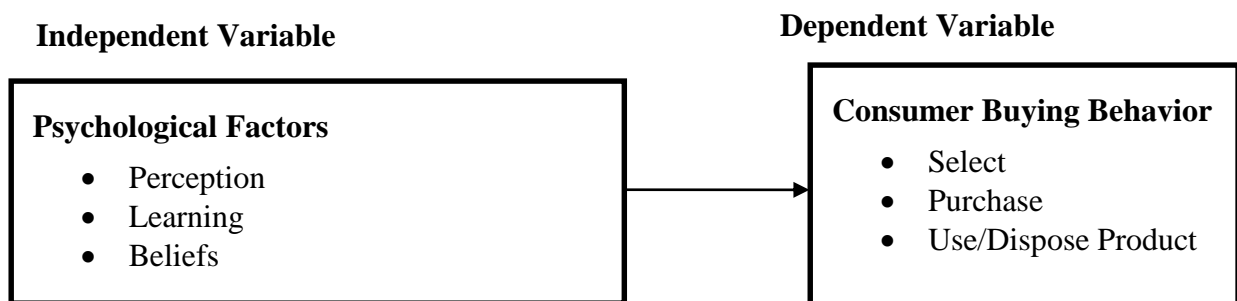


Figure 1: Conceptual Framework

2.3 Empirical Review

According to studies in United Kingdom by Hamilton (2012), brand understanding changes as the child grows older. For example, children from low income learn how to identify budget brands they can afford. Consumers will usually buy products for psychological reasons. For example, studies in New York indicate that men will purchase Axe body spray brand because they feel the product will make them attractive to women (Bosman, 2013). Men desiring to appeal to women will thus be motivated to buy and use Axe to fulfil this need. Studies by Quester et al., (2007) in U.S.A. show that after purchasing a product, consumers compare actual performance of the product with their anticipations; and are either glad or regretful depending on the outcome. Unfavorable results may lead to consumer complaints or their abandoning the product. A study by Donoghue and de Klerk (2006) in South Africa indicates that consumer complaining behavior arises from problems experienced from purchasing products such as electrical household appliances. Thus, many scholars agree that dissatisfaction, a psychological factor is a major determinant of consumer buying behavior.

Lambe and Senyagwa (2015) when working amongst Kenyan households in Kibera, Nairobi demonstrated that psychological aspiration is an important factor. This feature influences uptake of efficiency cooking stoves that enhance the quality of life. However, these consumers have psychological fear of accidents and damage to appliances caused by frequent power surges. This issue makes consumers avoid use of electricity for cooking. A study carried out in a southwestern state metropolitan university, in the U.S.A. indicates that involving students in fashion, and more so, those with positive emotions is beneficial. This practice results in fashion related impulsive buying behavior by the students (Joo Park, Young, & Cardona, 2006).

3.0 RESEARCH METHODOLOGY

Descriptive research design was used for this study. The study population, which is the unit of analysis, were 33 chain supermarkets in Kenya. The supermarkets were from Nairobi City County, Kiambu County, Kajiado County and Machakos County (Various Supermarkets Database, 2017). The target respondents, who were the unit of observation, includes managers, assistant managers and supervisors who are employees of these supermarkets. The total number of respondents was 634. Fishers' formula was used to arrive at 193 respondents. The study adopted stratified sampling technique since the population was homogenous. Questionnaires were used to collect primary data. Primary data have the benefit of providing current information about the variables under study (Kothari, 2011)

Data preparation process as guided by Kothari (2011) was adopted. The process involves editing, coding, transcription and cleaning data. These data were analyzed using Analysis of Variance (ANOVA), which is a powerful tool for analyzing simultaneously, relationships between independent variable(s) and one dependent variable. This research adopted this method and simultaneously regressed the dependent variable to establish how it relates to the independent variable, using Statistical Package for Social Sciences (SPSS) (Saunders *et.al.*, 2012). This technique is suitable since the researcher presumes the independent variables are associated with

the dependent variable. Moreover, SPSS facilitated the researcher to present large and complex data in a simplified form that is easy to understand. This analysis helped to derive relationship patterns, make summaries and draw conclusions using statistical methods.

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

$$Y = \beta_0 + \beta_1 X + \epsilon$$

Where,

Y = Consumer Buying Behaviour

X = Psychological Factors

€ = Error term

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

4.0 RESULTS AND FINDINGS

4.1 Descriptive Statistics of Psychological Factors

The objective of the study sought to determine the influence of psychological factors on consumer buying behavior in chain supermarkets in Kenya. To achieve the respondents were requested to indicate their levels of agreement on a five point Likert scale. (1 = strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = strongly agree) was used. For the purposes of interpretation 4 & 5 (agree and strongly agree) were grouped together as agree, 1 & 2 (strongly disagree and disagree) were grouped as disagree while 3 was neutral. The results of this study are as depicted in Table 1.

Table 1: Descriptive Analysis on Psychological Factors

The objective of the study sought to assess the influence of psychological factors on consumers buying behavior. Frequency, percentage, mean and standard deviation were used to summarize the data as shown in Table 1.

Table 1: Descriptive Analysis on Psychological Factors

	Percentage of Responses (n=187)					Mean	Std. Deviation
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree		
Consumers' Perception (self-confidence, autonomy, defensiveness, adaptability,) influences their buying behavior.	2.1	19.8	20	41.7	16	3.5	1.0
Consumers' past experience with the products and the supermarket (Learning) affects their purchasing behavior.	1.6	8.6	3.7	50.8	35.3	4.1	0.9
Consumers will buy products from supermarkets which they believe offer value for money.	0.5	0.5	7.5	48.1	43.3	4.3	0.7
Consumers will buy products from supermarkets they believe sell products that meet their needs and wants.	1.6	1.1	3.2	47.1	47.1	4.4	0.7
Consumers will purchase products that make them feel good.	5.9	12.8	9.1	48.7	23.5	3.7	1.1
Consumers will buy products from supermarkets that have helpful staff.	0	4.3	8	58.3	29.4	4.1	0.7
Consumers purchase products from supermarkets that treat them respectfully.	1.1	2.1	7.5	48.7	40.6	4.3	0.8
Overall average						4.1	0.9

Results in table 1 revealed that majority 57.7% (41.7%+16%) agreed that consumers' perceptions (self-confidence, autonomy, defensiveness, adaptability) influences their buying behavior. The results had a mean response of 3.5 with a standard deviation of 1.0. This implies that consumers' perceptions influences buying behavior. Secondly, majority 86.1(50.8% +35.3%) agreed that consumers past experience with the products and the supermarket (learning) affects their purchasing behavior. The results had a mean response of 4.1 with a standard deviation of 0.9. This implies that consumers past experience with the products and the supermarket (learning) affects purchasing behavior. Thirdly, majority 91.4% (48.1% + 43.3%) agreed that consumers will buy products from supermarkets which they believe offer value for their money. The results had a mean response of 4.3 with a standard deviation of 0.7. This implies that the value of the products influences the buying behavior of the customers. Further, majority 91.5% (47.1% + 4.4%) agreed that consumers will buy products from supermarkets they believe sell products that meet their needs and wants. The results had a mean response of 4.4 with a standard deviation of 0.7. This implies that customers' needs and want influence the buying behavior of the customers. The results agree with Lambe and Senyagwa (2015) who when working amongst Kenyan households in

Kibera, Nairobi demonstrated that psychological aspiration is an important factor in influencing uptake of efficiency cooking stoves that enhance the quality of life.

Moreover, 72.2(48.7% +23.5%) agreed that consumers will purchase goods that make them feel good. The results had a mean response of 3.7 with a standard deviation of 1.1. This implies that consumers' perception on importance of a product influences the buying behavior of the customers. Majority 87.7% (58.3% + 29.4%) agreed that consumer's buys goods from supermarkets they find helpful staffs. The results had a mean response of 4.1 with a standard deviation of 0.7. This implies that consumers' perception on importance of a product influences the buying behavior of the customers. Finally, majority 89.3(48.7% + 40.6%) agreed that consumers buy goods from supermarkets that treat them respectfully. The results had a mean response of 4.3 with a standard deviation of 0.8. This implies that consumers' perception on importance of a product influences the buying behavior of the customers. Overall, the average mean of the responses was 4.1 which means that majority of the respondents were agreeing to the statements in the questionnaire. The standard deviation was 0.9 meaning that the responses were clustered around the mean response. The findings agree with those of Donoghue and de Klerk (2006) who in their study in South Africa argue that consumer complaining behavior arises from problems experienced from purchasing products such as electrical household appliances. Thus, many scholars agree that dissatisfaction, a psychological factor is a major determinant of consumer buying behavior.

4.2 Sampling Adequacy

To examine whether the data collected was adequate and appropriate for inferential statistical tests such as the factor analysis, multiple linear regression analysis and other statistical tests, two main tests were performed namely; Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy and Barlett's Test of Sphericity. For a data set to be regarded as adequate and appropriate for statistical analysis, the value of KMO should be greater than 0.5 (Field, 2000). The results of the KMO and Bartlett's Test are summarized in Table 2.

Table 4.2: Psychological Factors KMO Sampling Adequacy and Bartlett's Sphericity Tests

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.700
	Approx. Chi-Square	172.666
Bartlett's Test of Sphericity	df	21
	Sig.	.000

Findings in Table 2 showed that the KMO statistic was .700 which was significantly high; that is greater than the critical level of significance of the test which was set at 0.5 (Field, 2000). In addition to the KMO test, the Bartlett's Test of Sphericity was also highly significant (Chi-square = 172.666 with 21 degrees of freedom, at $p < 0.05$). These results provide an excellent justification for further statistical analysis to be conducted.

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

Table 3: Psychological factors Analysis Component Matrix

Statement	Components
Consumers' Perception (self-confidence, autonomy, defensiveness, adaptability,) influences their buying behavior.	.717
Consumers' past experience with the products and the supermarket (Learning) affects their purchasing behavior.	.520
Consumers will buy products from supermarkets which they believe offer value for money.	.556
Consumers will buy products from supermarkets they believe sell products that meet their needs and wants.	.531
Consumers will purchase products that make them feel good.	.656
Consumers will buy products from supermarkets that have helpful staff.	.774
Consumers purchase products from supermarkets that treat them respectfully.	.681

Results in table 3 revealed that the statement that Consumers' Perception (self-confidence, autonomy, defensiveness, adaptability,) influences their buying behavior had a component coefficient of 0.717. The statement that Consumers' past experience with the products and the supermarket (learning) affects their purchasing behavior had a coefficient of 0.520. The statement that consumers will buy products from supermarkets which they believe offer value for money had a coefficient of 0.556. The statement that Consumers will buy products from supermarkets they believe sell products that meet their needs and wants had a coefficient of 0.531. The statement that Consumers will purchase products that make them feel good had a coefficient of 0.656. The

statement that Consumers will buy products from supermarkets that have helpful staff had a coefficient of 0.774. Finally, the statement that Consumers purchase products from supermarkets that treat them respectfully had coefficients of 0.681

4.3 Regression Analysis for Psychological Factors

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

Table 4: Model Fitness of Psychological Factors

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.35a	0.12	0.12	1.01

a. Predictors: (Constant), Psychological Factors

Psychological factors were found to be satisfactory in explaining Consumer Buying Behavior. This is supported by coefficient of determination also known as the R square of 12%. This means that Psychological factors explain 12% of the variations in the dependent variable which is Consumer Buying Behavior. Results of the model fitness back up the study by Donoghue and de Klerk (2006) in South Africa indicates that consumer complaining behavior arises from problems experienced from purchasing products such as electrical household appliances. Thus, many scholars agree that dissatisfaction, a psychological factor is a major determinant of consumer buying behavior.

Table 5 ANOVA on Psychological Factors

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	26.148	1	26.148	25.405	.000
Residual	190.409	185	1.029		
Total	216.557	186			

Table 5 provides the results on the analysis of the variance (ANOVA). The results indicate that the overall model was statistically significant. Further, the results imply that the independent variable is a good predictor of Consumer Buying Behavior. This was supported by an F statistic of 25.405 and the reported p value (0.000) which was less than the conventional probability of 0.05 significance level. This finding is consistent with that of Morganosky and Cude (2000) who in their research on online consumers in the U.S.A. show that once internet search for products is done, older consumers with more disposable income actually make more purchases online than younger consumers. The older consumers with more purchasing power are comfortable paying a little more for hassle free shopping.

Table 6 Regression of Coefficients of Psychological Factors

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.475	.754		.631	.529
<i>Consumers' Perception</i> (self-confidence, autonomy, defensiveness, adaptability,) influences their buying behavior.	.071	.083	.069	2.859	.001
<i>Consumers' past experience</i> with the products and the supermarket (Learning) affects their purchasing behavior.	0.003	.099	.002	2.027	.009
Consumers will buy products from supermarkets which they believe offer <i>value for money</i> .	0.102	.132	.065	2.771	.004
Consumers will buy products from supermarkets they believe sell products that meet their <i>needs and wants</i> .	.197	.125	.137	1.577	.117
Consumers will purchase products that make them <i>feel good</i> .	.016	.074	.017	.213	.831
Consumers will buy products from supermarkets that have <i>helpful staff</i> .	.125	.120	.084	2.037	.030
Consumers purchase products from supermarkets that <i>treat them respectfully</i> .	.081	.116	.058	.693	.489

Regression of coefficients results in table 6 showed that Consumers' Perception and Consumer Buying Behavior had a positive and significant relationship ($r=0.071$, $p=0.001$). The results also revealed that Consumers' past experience and Consumer Buying Behavior had a positive and significant relationship ($r=0.003$, $p=0.009$). The results also revealed that value for money and Consumer Buying Behavior had a positive and significant relationship ($r=0.102$, $p=0.004$). The results also indicated that needs and wants and Consumer Buying Behavior had a positive and

insignificant relationship ($r=0.197$, $p=0.117$). The results also showed that Consumers will purchase products that make them feel good and Consumer Buying Behavior had a positive and insignificant relationship ($r=0.016$, $p=0.831$). The results further showed that helpful staff and Consumer Buying Behavior had a positive and significant relationship ($r=0.125$, $p=0.030$). Lastly, Consumers purchase products from supermarkets that treat them respectfully and Consumer Buying Behavior had a positive and insignificant relationship ($r=0.081$, $p=0.489$). The results agree with that of Quester et al., (2007) in U.S.A who show that after purchasing a product, consumers compare actual performance of the product with their anticipations; and are either glad or regretful depending on the outcome. Unfavorable results may lead to consumer complaints or their abandoning the product.

Table 7: Optimal Model for Psychological Factors

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.175	0.074		2.353	0.020
Psychological Factors	0.29	0.057	0.347	5.04	0.000

Regression coefficients in Table 7, revealed that there was a positive and significant relationship between Psychological factors and consumer buying behavior ($r=0.29$, $p=0.000$). This was supported by a calculated t-statistic of 5.04 which is larger than the critical t-statistic of 1.96. The results agree with Lambe and Senyagwa (2015) who when working amongst Kenyan households in Kibera, Nairobi demonstrated that psychological aspiration is an important factor in influencing uptake of efficiency cooking stoves that enhance the quality of life.

$$Y = 0.175 + 0.29X$$

Where Y = Consumer Buying Behavior

X = Psychological Factors

Hypothesis testing for Personal Factors

The Hypothesis to be tested was:

H₀: Psychological Factors do not influence consumer buying behavior in chain supermarkets in Kenya.

The hypothesis was tested by using simple linear regression and determined using p-value (Table 7). The acceptance/rejection criteria was that, if the p value is greater than 0.05, we fail to reject the H₀ but if it's less than 0.05, the H₀ is rejected. Therefore the null hypothesis is that psychological factors do not influence consumer buying behavior in chain supermarkets in Kenya. Results in Table 7 show that the p-value was 0.000. This was supported by a calculated t-statistic

of 5.04 which is larger than the critical t-statistic of 1.96. The null hypothesis was therefore rejected. The study therefore adopted the alternative hypothesis that psychological factors influence consumer buying behavior in chain supermarkets in Kenya. The findings agree with those of Donoghue and de Klerk (2006) who in their study in South Africa argue that consumer complaining behavior arises from problems experienced from purchasing products such as electrical household appliances. Thus, many scholars agree that dissatisfaction, a psychological factor is a major determinant of consumer buying behavior.

5.0 CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

The study established that psychological factors have a positive and significant effect on Consumer Buying Behavior. Consumers will usually buy products for psychological reasons. After purchasing a product, consumers compare actual performance of the product with their anticipations; and are either glad or regretful depending on the outcome. Unfavorable results may lead to consumer complaints or their abandoning the product. Consumer complaining behavior arises from problems experienced from purchasing products such as electrical household appliances. Thus, many scholars agree that dissatisfaction, a psychological factor is a major determinant of consumer buying behavior.

5.2 Recommendations

It was found out that psychological factors have a positive and significant effect on Consumer Buying Behavior. Therefore, the study recommends for chain supermarkets to take care of consumers perceptions (self-confidence, autonomy, defensiveness, adaptability), consumers past experience with the products and the supermarket (learning) value for their money. Additionally they should also take into consideration needs and wants of consumer so as to improve on their revenue performance.

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