

**FACTORS INFLUENCING CUSTOMER PURCHASE DECISION OF
NYANZA BOTTLING COMPANY (NBCL) PRODUCTS IN MWANZA
CITY**

**FACTORS INFLUENCING CUSTOMER PURCHASE DECISION OF NYANZA
BOTTLING COMPANY (NBCL) PRODUCTS IN MWANZA CITY**

BY

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**A dissertation Submitted to the School of Bussiness (SOB) in partial/fulfillment of
the requirements of award of Masters in Business Administration in Corporate
Management (MBA-CM) degree of Mzumbe University**

2019

CERTIFICATION

We, the undersigned, certify that we have read and hereby recommend for acceptance by Mzumbe University, a dissertation entitled” *Factors influencing customer purchase decision of Nyanza Bottling Company (NBCL) products in Mwanza city*” in partial fulfillment of the requirements for the award of the Masters in Business Administration in Corporate Management degree of Mzumbe University.

Signature

Major Supervisor

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Internal Examiner

Accepted for the school Board

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DECLARATION

I, Diana Kyeju, declare that this dissertation is my own original work and that it has not been presented and will not be presented to any other University or Institution of higher learning for a similar or any other degree award.

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ACKNOWLEDGMENT

I would like to express my innermost heartfelt and sincere gratitude to those people who in one way or another enabled the successful completion of this study.

First of all, I would like to thank the Almighty God for his countless blessings and love that He endowed me during the entire period of my study. He protected me, stood by my side and gave me the courage to go on and on. I'm so grateful and appreciate all He has done for me.

I humbly and kindly present my special thanks to my Supervisor Dr. Mshumbushi Kato for his unexplainable assistance, constructive ideas, inspirations and much time he dedicated to make this research report something so special. I have nothing to offer to him, but may the Almighty God bless him.

Moreover, many thanks likewise go to each one of the individuals who have added value to this study, last but not least, my much gratitude should go to all respondents who participated in responding to questionnaires and thus facilitated in the production of this research study.

DEDICATION

I do hereby humbly and heartily dedicate this research report to my lovely family and close friends. I just love them too much and may GOD bless them for their continuing support and encouragement.

LIST OF ABBREVIATION

NBCL - Nyanza Bottling Company Limited

ABSTRACT

This research report was based on the factors that influence the customer purchase decision of NBCL products in Mwanza city. The main objective of the study was to determine the factors that influence customer purchase of NBCL products. The specific objectives were to examine the influence of social factors on customers' purchase decision of NBCL bottling products in Mwanza city, to assess the influence of marketing communication factors on customers' purchase decision of NBCL bottling products in Mwanza city, to examine the influence of personal factors on customer purchase of NBCL bottling products in Mwanza city and to determine customers' suggestions on improvement of NBCL bottling products in Mwanza city.

The study used a sample size of 150 respondents, but only 102 responded to the questionnaires distributed. Sampling techniques that were used were purposive sampling and convenience sampling. Both primary and secondary data were used as sources of data and the researcher employed a survey research design because of its flexibility in terms of data collection and breadth. The data collected were presented, discussed and analyzed using descriptive statistical analysis.

The findings of the study revealed that social factors, market communication, and personal factors influenced customer purchase decision of NBCL products. These findings imply customers tend to purchase NBCL products mostly based on their social classes, group influence and sometimes out of personal preferences.

The study recommends that NBCL should provide the required information to customers on their products differentiate their products from other company's products, provide seminars and training to customers about decision making and establish the outcome from customers after purchasing their products.

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CHAPTER ONE

PROBLEM SETTING

1.0 Introduction

This chapter comprises of the foundation of the study in terms of the back ground of the study, statement of the problem, research objectives, research questions, significance of the study, scope of the study as with the limitations of the study.

1.1 Background of the problem

In the seventeenth century before industrialization period, the purchase aspect stayed not same intense and most producers were not very concerned about why a customer purchases because most consumers were loyal and had no varieties, relatives were up country, huge then self-sustained, they created the basic needs for exchange in the marketplace at very low quality and amount (The industrial revolution 1976). The world of today is very globalized and industrialized, thus companies are very concerned about the way consumers make decisions to purchase and behave before, during and after purchase. According to Kotler (2008), to minimize their cognitive dissonance most customers these days rank brands and different factors before purchase, purchase astounding things and look on the attitude of others and abrupt situational factors which reliant on foreseen pay, expected expense and expected thing benefits.

In the 18th and 19th century most developed countries started producing goods at better quality and quantity. The market started becoming very competitive making customers prior to their decisions to purchase even though Africans were still making decisions on cheap and poor branded products. This is because of lacking awareness, but slowly the global world moved to all around and now most consumers want quality, good brands and basically the best choices making customers be in a predicament since they are presently presented with various brands and varieties of products.

Be that as it may, the elucidation and choice of choices are different based perceptions, attitude, motivation both internally and other external factors like social class, group influences, income, and others.

Consumers make decisions to buy products every day and this is the focal point of marketers' effort. Most large companies do research in order to know where, how, when, why they buy. According to Kotler (2011) learning about a consumer's behavior is not easy because even consumers themselves sometimes don't know what influences them to buy. The "human mind does not work in a linear way" says one marketer, the central question for marketers here is how do consumers respond to certain efforts that the company uses or might use?

For the sake of competing in today's world of business, it is very important for the producers to know their customers wants, needs and what basically pushes them to buy and consume. Or make a choice to purchase a specific item in order to win them because at first most companies were focused on the 7p's which are price, place, promotion, people, process and more as the key variables in winning the customers.

But these days' customers are so content with many other factors like status, group influence, personal preferences, perceptions, and others. Thus the factors that influence a customer to purchase are one of the very important areas for most companies and therefore the issue of purchase decisions, consumer behavior is well researched on because knowing your customer makes it easy for you to serve them.

1.2 Statement of the problem

Nyanza Bottling Company Limited is a company that produces soft drinks products, their main aim is to meet their expectations by providing their customers with good and quality products so that they can become the best choices. This is made possible through proper marketing as a competitive tool and advantage over the other producers and basically understanding what your customer needs and wants is the key thus the way consumer purchases your product can be communicated to the company.

Therefore the main focus should be what influences a consumer to buy a certain product or to make your product their choice is it the quality, group influence, perceptions, personal preferences or more because this will enable the organization to meet the desires for this customer over understanding their motive and leading to satisfaction and delight to the consumer since according to Kotler (2008) the case of understanding the factor to why,

when, how, where the customer buys a product is the focal point of the Marketing effort in any company.

Most of the companies are running short of this important tool of understanding the customer before trying to serve them. This is because it is not easy to meet the customers' expectations without knowing what influences them to purchase.

Some organizations just basically believe in their marketing campaigns to influence customers to buy their products but sometimes what pushes a customer to buy could be the quality, social class or even the perception towards the product. Thus without a serious study on what influences a customer to purchase, then it is not easy to win a customer because their perceptions should always meet their expectations and most importantly there are a variety of brands and choices to win the same customers i.e. soft drinks products competition is very stiff because their goods are substitute and a customer can switch from consuming coca cola to Pepsi very easily, if they don't get what influenced them to purchase the first drink over the other simply because the company did not understand the consumers particular need.

Therefore, purchase decision is very essential and most of the organization's focus on giving information about their products and fall short of understanding why this customer made a particular decision after getting the information of the particular products.

Therefore, after accepting the importance of understanding the choices and decisions made by customers and aiming to make Coca-Cola the best choice in the neighborhood and global brands the scientist chose to initially distinguish the factors that influence most of our customers to purchase and consume your products. Basically the factors could help us to understand our customers more and meet or even exceed their expectations by providing them according to their perception, therefore making it a competitive tool over the other companies because eventually we win loyalty from our customers and enable correspondence between the organization and its clients stronger also the company is able to know where the efforts are required in order to satisfy our customer.

1.3 Research objectives

This part provides for the general objective and specific objective of the study as follow;

1.3.1 General objective

The general objective of this study was to asses the factors influencing customers' purchase decision of NBCL bottling products in Mwanza.

1.3.2 Specific objectives

- i. To examine the influence of social factors on customers' purchase decision of NBCL bottling products in Mwanza city.
- ii. To assess the influence of marketing communication factors on customers' purchase decision of NBCL bottling products in Mwanza city.
- iii. To examine the influence of personal factors on customer purchase of NBCL bottling products in Mwanza city.
- iv. To determine customers' suggestions on improvement of NBCL bottling products in Mwanza city.

1.4 Research questions

In order to achieve the objectives, the research centered on the following questions: -

- i. Do social factors influence customers' purchasing decision of NBCL bottling products in Mwanza?
- ii. Do marketing communication factors influence customers' purchasing decision of NBCL bottling products in Mwanza?
- iii. Do personal factors influence customer' purchasing decision of NBCL bottling products in Mwanza?
- iv. What are customers' suggestions on improvement of NBCL bottling products in Mwanza?

1.5 Significance of the study

This study had significant benefits to different groups as follows;

i. Scholars

The examination has added academic writing to the current group of learning explicitly on the showcasing territory which will assist different specialists in using it in their exploration, extends as a component of their study. The study has recommended zones for further investigations to permit individuals who intend to do a similar research study.

ii. Management NBCL

The study has provided very important knowledge for the organization since it has identified the factors that influence a purchaser to buy their products. This will help the organizations and companies to focus on these factors and be able to satisfy customers with what they want always. Moreover, it will increase more understanding of their customers by knowing their preferences all of which could be a competitive advantage to the company. Lastly, it will increase different practices and campaigns to win their customers to purchase since the study has suggested measures that aim at measuring challenges facing them, and thus persuade their customers to purchase their products.

1.6 Scope of the Study

The investigation focused on getting to the components that impact the client buy choice of items. This examination has shared the light on the elements that impact on client buy choice of items from Nyanza Bottling Company Limited Mwanza since it employed contextual analysis. The study was deliberately done because of the way that Nyanza Bottling Company Limited in Mwanza is one among the large soft drinks companies in Tanzania.

1.7 Limitation of the study

The researcher confronted a few obstructions in the field; in covering this examination time farthest point was an issue but the researcher attempted to press her time table in order to finish the exploration. Similarly, a portion of the respondents were not willing to participate and some of them about 32% of respondents did not return questionnaires that were distributed to them.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

Literature review is the description of ideas of other scholars about the same field of study. It includes theoretical review, empirical review and conceptual framework. It mainly covers the gap between what other authors have explained theoretically and empirically and what has not been explained (the research gap). Thus, this chapter is concerned about an extensive literature review on issues related to customer purchase decision.

2.1 Definition of meaning and concepts

2.1.1 Customer

A customer is an individual or business that purchases another company's goods or services. Customer could best be well-defined as those that use the output of work, the end users of products or services. They could be internal to the organization such as the employees and directors or external like the associates of the public, other businesses or government (Tumi, 2005)

Customers estimate which offer will deliver the most perceived value and act on it. Whether or not the offer lives up to expectation affects customer satisfaction and the probability that he or she will purchase the product again (Kotler & Keller 2006).

2.1.2 Customer Behavior

Customer behavior is the examination of individuals, social events, or affiliations and all of the activities related with the purchase, use, and move of items and adventures, including the purchaser's excited, mental and lead to previously responses or seek after these activities (Hawkins, 2002)

The study of customer behavior is concerned with all aspects of purchasing behavior from pre-purchase activities through to post-purchase consumption, evaluation and disposal activities. It is also concerned with all persons involved, either directly or indirectly, in purchasing decisions and consumption activities including brand influencers and opinion leaders (Armstrong & Kotler, 2003).

Customers settle on many purchasing choices consistently. The client acquiring choice answers inquiries concerning what shoppers purchase, where they purchase, how and the amount they buy and what time they suppose to buy, and the reason of buying (Armstrong and Kotler, 2003). Past choices, time-related occasions, for example, maturing, and outer occasions, for example, a sickness or employment change, lead to way of life changes that represent extra utilization issues and result in new buys (Neal, Quester, and Hawkins, 2002).

2.1.3 Customer Purchase

According to business dictionary (2016), customer purchase is the act of a customer to buy something without any failure, basically, something that a customer wishes to buy and buys it then they have already purchased it, and there should be no failure in the process itself.

2.1.4 Purchase decision

Is the way of reasoning that leads a buyer from perceiving a need, making choices and picking a specific thing and brand. Some purchase decisions are minor but some need sensitivity that is major, a buy choice is actually how it sounds. In particular, when settling on an acquiring choice there are five phases (Problem/need recognition, Information search, Evaluation of alternatives, Purchase decision and Post-purchase decision) that shoppers do (Wharton 2015)

2.1.4.1 Purchase decision Stages

According to (Kotler, 2011), the following are the stages when a customer wants to make a decision to purchase that any marketer should be aware of it.

i. Problem/need recognition

The initial step is the most important of all means in the basic leadership progression in light of the fact that a buy exchange can't be complete except if a need of a thing is earliest wanted model; a need of a vehicle, likely there was an outside improvement of a vehicle stalling set off his requirement for another vehicle. Abraham Harold Maslow illustrated a

progressive system of desires then confirmed that solitary when an individual has fulfilled the necessities at a particular stage that they can move to the accompanying stage.

ii. Information search

This is where the purchaser endeavors to find the best response to the issue/need that was recognized in stage one, here customer will currently scour the paper and Internet to pick up as much data in regards to is the issue or need. The purchaser of a vehicle could utilize TV, promotions, radio advertisements and print media to pick up the information required for the buy.

iii. Evaluation of alternatives

In the wake of social affair the data, the buyer evaluates the brands and their individual credits to check whether they will pass on that perfect issue/need this particular stage is driven on the component of relationship of the buyer or the importance to the buyer. If the buyer has a high focus on the last item, by then the evaluation methodology will be expansive, the buyer will possibly review a greater number of different things, here the need of the vehicle is significant given that despite everything he needs to establish a decent connection at the organization, his procedure of assessing should be snappy however will likewise be executed to guarantee he finds a solid vehicle.

iv. Purchase decision

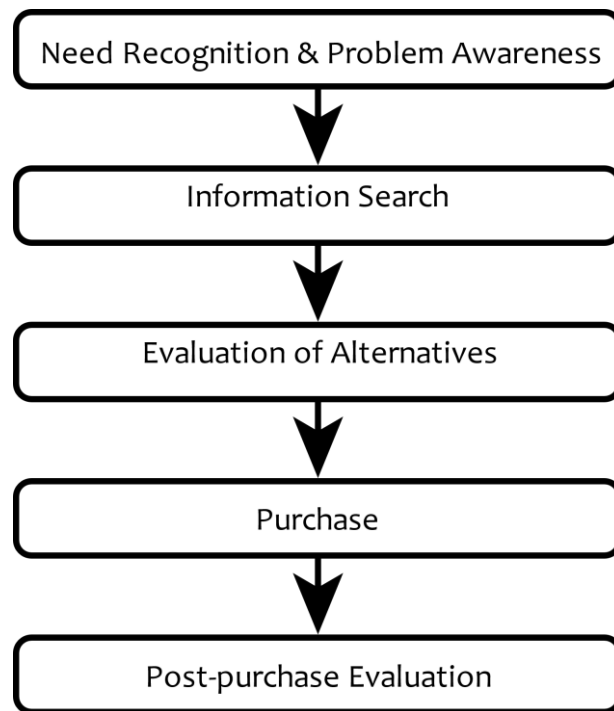
After evaluating all the alternatives and all the options then he/she could have two alternativeves that could change the choice of the customer of purchasing the item that is the thing that different companions of the purchaser think about the item and any unexpected conditions, these are, for example, money related misfortunes which prompted not to purchase the item but here the choice to purchase the car is already made and in our case customer has decided to purchase.

v. Post-purchase decision

After the buy the buyer may experience post-buy discord feeling that purchasing another item would have been exceptional tending to a post-buy cacophony which spreads great word for the item and builds the opportunity of continuous repurchase, Kotler examined

the decision whether a client is fulfilled or disappointed with the buy. The appropriate response lies between clients' desire and items purchased.

Figure 2.1: Concept of purchasing decision



Source: Purchasing Decision Process (Kotler, 2012)

The figure above explains the obtaining choices process that customer they are used. A couple of models are made with the ultimate objective of offering explanations to the acquiring decisions of the client. Disregarding the way that they vacillate in kind of presentation, most of them are made out of stages, for instance, pre-purchase, purchase and post-purchase (Hoyer, 2001; Jaworski, 2003). In light of this stipulation, Jaworski, (2003) further propose the drift of use that sees gaining shapes as a circle, including verifying of items and undertakings, use, similarly as exchange of used product. Stage one needs affirmation which happens when a customer thinks about different product between their perception and the genuine satisfaction level (Solomon et al., 2006). Besides, it's separated into two sorts of necessities, for instance, down to earth prerequisites and mental needs. Valuable needs are related to the introduction of the thing however mental needs. Stage

two is the journey for information. The length and significance of mission change for different customers.

Appraisal and depend upon elements like character, social class, pay, size of acquisition, past experiences, prior brand perceptions similarly as purchaser devotion. As referenced by Solomon et al. (2006), Information search is the method by which the purchaser diagrams his or her condition for appropriate data to settle on a reasonable decision, and it confined into pre-acquiring search and ceaseless interest, even in coca cola customer they seek after this strategy in order to purchase. Pre-purchase search is begun when clients see a need and hereafter scan for more information from the business focus.

Stage three goes to the pre-purchase evaluation that clients differentiate different things and brands with settle on a getting decision. In this stage, purchasers give explicit thought to the properties which are most huge to their needs (Kotler et al.2005). According to Porter (2004) firms can make a motivator by giving a lower cost or extraordinary plans to the customers to surpass desires their high grounds over the others.

Stage four implies the purchase decisions made by the customers in the wake of evaluating the thoughts from different retailers. As communicated by Blackwell et al. (2006), there are two phases adding to the fundamental administration shapes, fusing retailer and in-store assurance.

In stage five, customers begin eating up the things while, in stage six, customers evaluate the use system. The associations need to consider the probability of remarketing. This stage is basic since customers could be possible to make repeat purchases outfitted that they are content with the recently referenced stages (Jaworski, 2003). A large amount researches about purchasing decisions making put the focus on the cognitive process. Consumers decision making process was described as complicated with many factors generate problem recognition before a series of actions was initiated to reach a result (Erasmus et al., 2001).

Buyer fundamental initiative system portrays the methods for a client's essential authority. Customers at first perceive their needs and after that assemble information and that looked like in purchasing decisions process, survey the choices finally settle on the purchase decision. All of these exercises are managed by both mental and monetary factors and are

affected by characteristic segments like social, get-together, and social characteristics (Klein, 1989). In the psychological perspective, clients are viewed as absurd, rash and uninvolved when settling on a decision (Zaichkowsky,1991). A couple of clinicians accept buyers would use objective simple courses to choose. They feel that customers are not immaculate pioneers and their minds are obliged to manage and audit the information.

2.1.4.2 The significance of acquiring a choice

Schewe (2003) and Robertson et al (2006) depicts that acquiring choice is critical to the two customers and makers on the grounds that a last shopper before chooses what to get her or she needs to figure "For what reason do I purchase?" and "to whom will I purchase?" All of these will assist an individual with buying an item which will fulfill his or her needs, needs and desire. On another hand, the makes and independent venture likewise need to know the buying choice of the last shoppers to target well the market as indicated by explicit items and administrations required by those customers.

2.1.5 The Factors that influence a customer purchase decision

The following are the factors that influence customers to purchase something and that is how that make business to be more successful.

i. Social factors

Social variables influence purchaser conduct altogether. Every individual has someone around affecting their obtaining decisions. The noteworthy social parts are: reference get-togethers, family, employment, and status (Perreault, 2014.)

Every client is an individual yet, has a spot with a social event. The social affair to which a customer has a spot is known as an enlistment gathering. This is a quick and direct gathering. A minute social event type is a reference gathering. The reference social event impacts the psychological self representation of purchasers and customers' directly. The reference get-together gives a couple of purposes of relationship with buyers about their direct, lifestyle or affinities. As a rule, there are various more diminutive reference social affairs, which are surrounded by family, dear friends, neighbors, work gathering or different people that customers band together with. The social occasions to which a customer does not have a spot yet can in like manner sway. These idealistic social

occasions are bundles where a purchaser attempts to have a spot and needs with be a bit of what might be on the horizon (Kotler and Armstrong 2010, p. 164; Khan 2006, p. 58.)

Relatives can affect solitary customers' acquiring conduct. A family outlines the earth for an individual to obtain regards, make and shape character. This condition offers the probability to make moods and suppositions towards a couple of subjects, for instance, social relations, society, and administrative issues. A family mentions first objective facts about brands or things and purchaser penchants. (Kotler and Armstrong 2010, p. 169; Khan 2006, p. 68.) For example, the purchasers who have made brand acknowledgments when they were energetic, can finish these equal brand conclusions in adult presence without seeing that their family affected these decisions.

Individuals expect a wide scope of employments in their lives. Each activity contains activities and attitudes that are depended upon from an individual to execute as demonstrated by the general population around him. (Kotler and Armstrong 2010, p. 170.) The monetary prosperity reflects the position that individuals have in parties subject to such things as money and wealth, preparing or occupation. In various social requests status is noteworthy and people need the valuation for other people. Monetary prosperity can be picked up by being productive for the duration of regular day to day existence or being normally acquainted with money. Thing and brand assurance consistently reflects the social employment and status. (Wright 200, p. 360.)

ii. Personal factors

An individual's decisions are influenced by near and dear factors, for instance, a buyer's age and life cycle state, occupation, financial condition, lifestyle, and character and self-thought.

Purchasers' change during their life and obtaining of things alter dependent upon age and period of life. Age-related factors are, for instance, taste in sustenance, dress, preoccupation, and furniture. Moreover, condition, values, lifestyle, side interests and client affinities advance during a lifetime. Family life stages change acquiring behavior and brand assurance. Usually a family life cycle included simply energetic singles and married couples with youths. Nowadays publicists are focusing on choice, nontraditional stages, for instance, unmarried couples, childless couples, same-sex couples, single

watchmen and singles wedding at some point not far off. (Kotler and Armstrong, 2010, p. 170.) It can be normal that customers' taste can change during lifetime and affects coffee brand assurance in different periods of life.

A purchaser's occupation and purchasing power effect securing decisions and obtaining conduct. The compensation level impacts what customers can deal with the expense of and the perspective towards money. People, who offer near occupations, will when all is said in done have similar inclination for music, articles of clothing and entertainment works out. They commonly partner with each other and offer a comparable kind of characteristics and contemplations. Pay level effects on what client can tolerate the expense of and perspective towards money. (Solomon 2004, p. 12.) Individuals from lower compensation get-togethers are undoubtedly dynamically enthusiastic about obtaining things that are crucial for survival than spending on lavishness brands or organizer articles of clothing.

Purchasers' lifestyle tells how the individual lives and consumes money. It is joined from before experiences, current situation, and inherent characteristics. The thing choices that customers make are related to their lifestyle. An individual's lifestyle contains different lifestyle estimations. (Khan 2006, p. 18.) These estimations are:

- a. Activities portray how clients contribute their vitality, for instance work, side interests or get-aways.
- b. Interests are clients' tendencies and requirements for instance family, home or sustenance.
- c. Opinions teach how clients feel concerning different issues, for instance themselves, administrative issues or things (Plummer 1974, p. 34.) These lifestyle estimations express a person's case of living. Lifestyle will affect clients' buying behavior and decisions (Kotler and Armstrong, 2010, p. 170.)

Character remembers one individual from another by individual properties. These individual characteristics can act normally assurance, flexibility, affability, and transcendence (Kotler and Armstrong, 2010, p. 172.) Personality chooses how we see ourselves and our general surroundings similarly as how different people see us. Outlooks, characteristics, and people around us shape our character. Character alters during life when

an individual grows up and changes condition. (Wright 2006, p. 296.) Self-thought is a multi-dimensional and complex term. Kardes et al. (2011) depict the self-idea as pursues "Self-idea is frequently portrayed as the totality of a person's considerations and emotions with respect to him/herself as an item." In other word, the image people hold about their selves encircled by manners and feelings. Various brands have developed an image and character that contrast and customers' characteristics and attributes. It empowers buyers to pass on what requirements be through brand choices (Kardes et al., 2011, p. 230.) There are five components of brand character: validity, vitality, capacity, multifaceted nature, and durability.

All of these estimations joins different components that relate to human character estimations. In the essential estimation, honesty brings the neighborliness of the brand by reflecting validity and judicious characteristics. Intensity offers buyers bleeding edge information and a fiery elective like advancement brand Apple. When using Mac PCs, clients can feel their selves young and laid back. While a brand that speaks to capacity offers commitment and security to customers. Refinement impacts high society clients by captivating with indulgence, for instance maker things, for instance, Gucci or Rolex. The fifth estimation is sturdiness that pulls in clients backwards of refinement. Harshness addresses marks that are seen as extreme, strong and outdoorsy. (Kotler and Armstrong 2010, p. 172; Kardes at el. 2011, p. 243; Arpan 2011.)

Marketing communication

According to the study that was conducted at Bucharest University of Economic(2000) studies on the influence of marketing communication to the way a consumer buys it explains how today's companies cannot be limited to production, distribution, and marketing of goods and services only but must involve communication with the market through different strategies and activities to both current and potential customers and influence purchasing decision and consumption, this means over the years this concept of marketing communication was developed directly to purchase and consumption behaviors meaning that the way accompany communicates to its customers through advertisements, promotions, and others has the important effect on influencing client purchase and

consumption thus customer purchase becomes dependent variable towards marketing factor.

Griniute (2012) discusses the elements of marketing communication as follows: -

i. Advertising

It is an indirect, paid procedure used by the associations to instruct the customers about their items and endeavors through TV, radio, print media, online destinations, etc. Publicizing is a champion among the most for the most part used methodologies for correspondence mix wherein the complete information about the affiliation's thing and organizations can be talked about viably with the huge target gathering of spectators inclusion.

iii. Sales Promotion

The business progression consolidates a couple of transient sparks to impact the customers to begin the purchase of the items and endeavors. This headway technique helps in holding the present customers just as attract new ones with included favorable circumstances. Discounts, limits, pay, Buy-one – get-one free arrangement, coupons, etc are a part of the business headway gadgets.

iv. Public Relations and Publicity

The associations play out a couple of social activities with the true objective of making their positive picture in the market. The activities that associations are endeavored, for instance, building up the open facilities, giving some piece of their purchase to the adolescent guidance, dealing with the blood blessing camps, planting trees, etc are a segment of the fundamental moves of improving the Public Relations.

v. Word-of-Mouth Marketing

It is a champion among the most for the most part cleaned procedures for particular gadget wherein customer share their experiences with their colleagues and allies about the product and adventures they acquired starting late. This procedure is huge for the associations in light of the way that the image of the brand depends upon what the customer feels about the brand and what message he passes on to other people.

2.2 Theoretical Literature review

Theoretical literature review provides different meanings of different key terms on the topic researched by different authors; it highlights the view of various scholars on the factors influencing customer purchase and consumption as follows;

Hierarchical Theory of Needs and purchasing decision

The underlying stage in the purchaser purchasing methodology is the need affirmation or motivation was clients comprehend that she/he has a necessity for something. Maslow theory states that people need to fulfill their basic needs, for instance, sustenance, water, sanctuary and articles of clothing that development. The Hierarchy of Needs model in 1940-50s USA and the levels of leadership of prerequisites speculation remains significant today for understanding human motivation, the board getting ready, and mindfulness. Undoubtedly, Maslow's musings enveloping the dynamic arrangement of necessities concerning the commitment of supervisors to give a workplace condition that inclinations and engages delegates to fulfill their own one of a kind novel potential (self-acknowledgment) are today more relevant than whenever in ongoing memory. Abraham Maslow book motivation and character, circulated in 1954 (second discharge in 1970) introduced the levels of leadership of necessities and Maslow's comprehensive his musings in other work, extraordinarily his later book towards a mind research of being a colossal and critical talk, which has been corrected starting late by Richard Lowry (1954), who is in his own one of a kind benefit a principle educational in the field of powerful cerebrum look into.

The Maslow's chain of significance of necessities five-orchestrate models underneath (structure and wording) it evidently and attributes direct to Maslow; later type of the theory with included convincing stages are not all that clearly inferable from Maslow. These comprehensive models have rather been intruded by others from Maslow's work; expressly, Maslow suggests the prerequisites scholarly, in vogue and significance (thusly seemed undeniable needs level in some interpretation of his theory) as additional pieces of motivation, anyway not as specific measurements in the movement of necessities. Where Maslow's movement of necessities is showed up more than five measurements these models have been connected through the interpretation of Maslow's work by different people. Customers prerequisite for uniqueness is significant in light of the way that it drives usage decision about how s/he conveys his/her own one of a kind character. Achievement, status, association, and having a spot are significant in light of the way that they reflect buyer's social position or employment.

Figure 2.2 Hierarchical Theory of Needs and purchasing decision



Source: Maslow's Hierarchy of Needs (Kotler, 2012)

Human behavior and decision making are motivated by those five need levels in Maslow's hierarchy. So the company have to produce the products considering every customer on his or her level of need. At first level every one is in need, but at the second level a customer feel secure when purchase cocacola product due to its quality for the case of health. By consuming cocacola products, a customer feel that is belong to a certain status family or certain group who are consuming cocacola products. At the fourth level of need, a customer become a matured one since he or she believing in himself that is in high class because he or she belong to the group which is consuming cocacola products. And the last one is where the customer is loyal it doesn't matter the changes of the price or something else but will still consuming cocacola products because is trusting that product and feels comfortable when consuming that product.

2.3 Empirical literature

This part of the literature reviews studies that are closely related to tis study in order to understand and obtain their views before undertaking this study.

Baker and Ozaki(2008), conducted a study on 'Showcasing effect on buyer buy choice', the target of the paper was to research if promoting and marking methods can help set up green brands and present greener examples of utilization, surveys were utilized to gather information from respondents who were 52 moms who shopped at the market. The outcomes demonstrated a relationship between's customer trust in their exhibition of green items and their pre natural convictions in utilization this paper proposed that the market for greener items could be abused more inside purchaser bunches along these lines they ought to incredibly utilize showcasing and brands to advance and sell items that are condition cordial for more consumption.

Also, Nguyen and Gizaw (2014), conducted a research on 'The variables that impact purchaser buy choice of Private Label Food items', the reason for the examination was to recognize and investigate factors that impact shopper buying choice, essential and optional information were gathered and the analyst distinguished couple of components that impact client buy choice of low value private mark brands are brand, brand-related activities(advertisement and verbal), recognition, disposition, buy aim, and statistic factors

yet fundamentally if clients view of value and value coordinate their desires they will be fulfilled and saw high estimation of items. It was established that these elements affected buyers buy choice.

Apart from that, Kakiza (2015), led an exploration on *'The components influencing buy choice of the shoppers in Kinondoni locale in Dar es Salaam'*, the investigation incorporated an example of 100 clients and 20 staff who were talked with, Data was gathered through surveys and meetings both essential and optional information were utilized, the specialist found elements influencing client choice which impact customer purchasing conduct and furthermore found abstract variables and target factors which inspire purchasing conduct, for example, singular elements, last buyers, value, quality and trust towards buying condition hence ecological elements disposition and others emotional elements are the key factors that could influence buying choice.

Moreover , Lui (2012) wrote a research report on *'Factors influencing consumer decision making in purchasing mobile phone in Sibuy'*, the purpose of the study was to identify the factors influencing consumer decision making in purchasing mobile phone in Sibuy, the study examined seven main factors which are price, product, promotion, social, culture, place and family, the researcher used in this study was descriptive statistics paired t-test and factor analysis. The result of the findings shows that price is the main factor that influences consumer decision in purchasing a mobile phone in Sibuy while culture is the least even though it indicated that all these variables can be seen as one component factor that affects the purchase decision.

Furthermore, Joshi, (2015) prepared a research thesis on *'The influencing factors on the buyer purchasing conduct of extravagance merchandise'*, the motivation behind the study was to discover and talk about the hypothetical methodology of extravagance products utilization. The study included 20-26year old understudies and working understudies as of now living in Finland, information was gathered by utilizing both quantitative and subjective inquiries. The findings revealed that the most significant variables for extravagance merchandise were quality, style and cost. The findings further revealed online life isn't yet experienced as a noteworthy impacting factor on purchasing conduct of extravagance products.

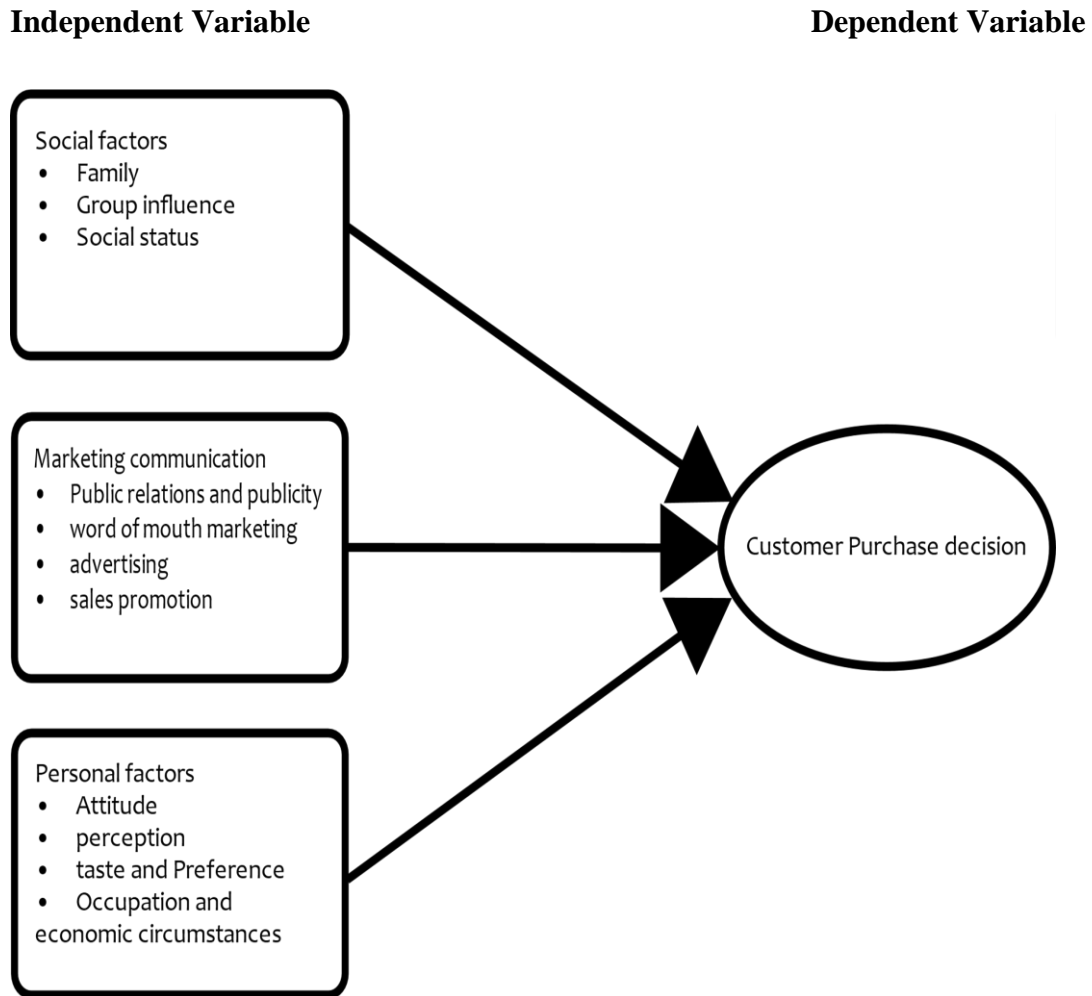
2.4 Research gap

Based from the studies of different researchers from the empirical and theoretical reviews above, few gaps have been noted that brought the need to undertake this research.

The main and underlying concept of most researchers was on the factors influencing consumer purchase decision meaning that customers make the decision to buy a particular product. The reasons for this state of affairs would basically be necessities, satisfaction that push customers to make that particular decision. The key concept of this particular research was to determine the factors influencing customer purchase decision and the research focused on what pushes a consumer to purchase a product after a decision to purchase has already been made. Therefore, this was concerned with purchasing decision as well as the cognitive dissonance that is the post-purchase behavior, the way a customer behaves after purchasing the product. Thus the researcher was interested to determine the purchase concept before and after making the decision.

Several studies on the factors that influence customer purchase decision have been conducted by different researchers, but mostly were based on their case study areas and environment, making it different from the current researchers' interest on factors influencing customer purchase decision, specifically on soft drinks products and a case study of Nyanza Bottling Company Limited. Most of the influences on purchasing decision focused on food products, luxury products, and alcoholic products or on different locations and coverage. This researcher study was interested on different environment, coverage and different products.

Figure 2.3 conceptual framework



Source: Researcher (2019)

The conceptual Framework above explains the relationship between the variables of the study which are the independent and dependent variables. In this study, the independent variables are the factors influencing customer purchase and consumption while customer purchase and consumption is the dependent variable.

Independent factors are such as social factors, personal factors, marketing mix, and Psychological motivations, while the dependent variable is the customer purchase and consumption because there are number of factors that determines customers purchase decision.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter deals with the manner in which the study has been conducted, it consists of research design, study area, study population, sample size and sampling techniques, data collection methods, data collection methods as well as validity and reliability.

3.1 Research design

Research configuration is the game-plan of conditions, for social occasion and examination of data, in a way that expects to solidify hugeness to the examination reason with economy in procedure, it is the connected structure inside which research is driven; it builds up the layout for the aggregation, estimation, and examination of data (Kothari, 2004).

The study employed the use of survey study design (Ogula, 2003) describes survey design as a method of gathering information by interviewing or directing the questionnaire to a sample of individuals. The main reasons for using this research design are that survey research designs attempt to capture a population's characteristics by describing the characteristics of a large population and thus extensive in nature, it is flexible in nature and thus for remote or hard-to-reach respondents is helpful because surveys can be administered in many modes. Also, survey designs are dependable because they allow honest and unambiguous responses than other types of design. It is designed for breadth rather than depth which led to appropriate answers to the study objectives and questions since the study based on a single organization and involves a large sample. In addition, the design also is useful because it is mostly used to show the relationship between variables as the researcher wanted to show the relationship between the independent variables and dependent variables in nature.

3.2 Study area

The study was carried out at Nyanza Bottling Company Limited located in Mwanza city, where the studied subject was. The company deals with the production and distribution of Coca-cola drinks. Areas flanking Mwanza locales are Kagera and Geita toward the west there is Shinyanga, toward the south and southeast. Upper east the area borders Mara district, toward the northern piece of Mwanza locale is encompassed by the Lake Victoria

which thusly isolates the district from neighboring nations of Uganda and Kenya. The key financial sources in Mwanza district incorporate fishing, the travel industry, trade, transportation, agriculture, and mining. The researcher used the Mwanza city as a survey area due to the fact that Mwanza is a growing region which has various people having varied educations, attitudes and family backgrounds. It was important to use this city because many studies, particularly relating to marketing have been conducted to big towns like Dar es Salaam. Therefore, the researcher has chosen this region to determine either the consumers of these areas (Mwanza and its surroundings) can be equal to other places in Tanzania or the rest of the world.

3.3 Target Population

A populace is a gathering of people who share similar attributes practically speaking that is important to the analyst (Kothari, 2004). The objective populace of this investigation was customers of NBCL products. The total targeted population was 150 customers.

3.4 Units of analysis

This study sought to the assessment of the factors that influence customer purchase decision; a case of Nyanza Bottling Company Mwanza city. The target group included customers of NBCL.

3.5 Variables and their measurements

Table 3.1 Variables and their measurements

Variables	Description	Measurement
Social factors	Are factors which emerge from culture, condition, network, family, association, society, and so on which impacts the person to think and act with a specific goal in mind.	Was measured by the following factors; Family, Group influence and Social status.
Marketing communication	Insinuates the strategies grasped by the associations to pass on messages about the things and the brands they sell, either genuinely or by suggestion to the customers with the desire to impact them to purchase	Was measured by the following factors; word of mouth marketing, advertising and sales promotion.
Personal factors	Are the individual components to the customers that solidly sway their obtaining rehearses..	Was measured by the following factors; attitude, taste, and preference as well as economic circumstances.
Purchase decision	Is the perspective that leads a client from perceiving a need, making choices and picking a specific thing and brand	Was measured by the following factors; Quality, the satisfaction of brand products, variety of products. Company support to the community and Taste of the products.

Source; Researcher 2019

3.6 Sampling size and sampling techniques

3.6.1 Sample size

The sample size is the subset of a populace that is taken to be illustrative of the whole populace (Mugenda, 2003). In this manner, the sample size is the genuine number of subjects that have been chosen to participate in the study. The investigation chose a sample of 150 respondents who were customers of NBCL products by considering the population

of Mwanza city. According to the 2012 Tanzania National Census, the population of Mwanza city which combine two districts Ilemela and Nyamagana approximately having the 296763 population. The selection of sample size was based on the margin of error accepted by the researcher that is 8.94%, the level of confidence is the amount of uncertainty that a researcher can tolerate from the data that was collected was 95% and the response distribution of which was the expectation of results from each question asked the percentage was 50%.

The sample size was raised from using the below formula of calculating the sample size,

$$SS = \frac{Z^2 * (P) * (1-P)}{C^2}$$

Whereas;

Z= value confidence level

P= percentage picking a choice expressed as a decimal (.5 used for sample size needed)

C= confidence interval

Therefore, this study will comprise the 150 respondents from different individual units of analysis that was used on the process of data corrections.

3.6.1 Sampling Techniques

Inspecting is that piece of measurable practice worried about the choice of individual perceptions (unit of investigation) proposed to yield some learning about the number of inhabitants in concern, particularly with the end goal of factual derivations (Kothari2004). The classification of examining methods which was utilized is likelihood testing (irregular inspecting, stratified inspecting, and group inspecting) and non-likelihood inspecting (accommodation testing). The investigation utilized non-likelihood testing especially accommodation examining procedure.

3.6.1.1 Convenience Sampling

Accommodation examining consolidates individuals who are expeditiously open and agree to look into an examination; this is a decently basic choice for investigators when a social affair of people can't be found to study or address. Solace looking at fuses only those readied and open, there is no explanation behind untidiness. He continues to explain that outline researchers need to find strategies for getting a precedent that will address the masses they are enthused about getting some answers concerning (Babbie, 1990). This procedure was used to select customers of NBCL to participate in this study.

3.7 Data Collection Methods

The study involved only one data collection instrument which was questionnaires.

3.7.1 Questionnaire

According to White (2002), surveys are arrangement to questions every one giving various choice answers from which the respondents can utilize. The poll can either be open-finished or shut finished inquiries and it is the most ordinarily utilized strategy for essential information. An open-finished inquiry is one in which potential reactions are not provided ahead of time, and are valuable for investigating delicate issues and examining points concerning convictions, frames of mind, and practices. The shut finished inquiry as a rule gives a lot of reactions or choice from which a respondent shows his or her decision (White, 2002).

The set of both closed and opened questions prepared in a written form helped the researcher to save time, respondents were free. Questionnaires were established to respondents who were customers of NBCL.

3.8 Data Analysis Tool

For the gathering and examination of information, SPSS (Statistical package for social sciences was used). These examinations are utilized in studies which incorporate relapse and connection investigation. To check the impact of autonomous factors (social factors, personal factors, and marketing communication factors) on the reliant variable (purchase decision), relapse investigation was utilized. Relationship investigation was utilized to

check the association among free and ward factors. Scale reliability examination for the review was completed by finding the Cronbach's alpha figure.

Regression model

In quantifiable illustrating, backslide examination is a great deal of accurate techniques for assessing the associations among components. It fuses various procedures for exhibiting and analyzing a couple of elements when the accentuation is on the association between ward factors and in any event one independent components. Independent variables represented by X and the dependent variable by Y.

In this study, multiple regression analysis was used since the researcher tried to determine the extent to which independent variable (The factors influencing customer purchase decision) X affect dependent variable (customer purchase decision) Y.

This analytical tool helped to understand how the typical value of the dependent variable (customer purchasing decision) changes when any one of the independent variables (factors that influence the customer purchasing decision) is varied while the other independent variables (factors) were held constant.

Data were analyzed using the Statistical Package for Social Sciences (SPSS) programme. From there on, the data was connected with the examination destinations to address the exploration issue.

3.9 Reliability and Validity of Research Design

The legitimacy and unwavering quality of instruments are basic in research (Ngulube, 2005). Legitimacy and unwavering quality allude to the quality that a strategy or instruments (apparatus) of research is exact, right, genuine, seriously and right, thus this is the point of the instruments utilized in this examination. Pilot study approach was connected in this specific investigation to check for both unwavering quality and legitimacy of this specific examination.

CHAPTER FOUR

PRESENTATION AND DISCUSSION OF FINDINGS

4.1 Introduction

This section shows the outcomes obtained the data analysed. Findings are presented in tables and figures that are centred on research objectives.

4.2 Profile of the respondents

In this study the response rate was 68% because 102 out of 150 respondents actively returned the data by filled questionnaires. The profile of the respondents covers their gender, marital status, age, education, income level, how long they have been purchasing and the extent they are aware of new NBCL products as presented in the following subsections.

4.2.1 Gender of respondents

All respondents of Mwanza city regardless of their gender are potential customers of Nyanza Bottling Company. The researcher collects data from both gender. The results show that 62.7% of respondents were male while 37.3% were female. Table below 4.1 shows the results.

Table 4.1 Gender of respondents

Gender	Frequency	Percentage
Male	64	62.7
Female	38	37.3
Total	102	100

Source; field data, 2019

4.2.2 Marital status of respondents

Nyanza Bottling Company sells its products to all customers regardless of their marital status. To get the perception of this status, the researcher collected information related to marital status. The results show that 57.8% were married, 39.2% were single and 2.9% were divorced. The findings indicate that the majority of respondents were married. Table 4.2 provides a summary of the results.

Table 4.2 Marital status of respondents

Marital status	Frequency	Percentage
Married	59	57.8
Single	40	39.2
Divorce	3	2.9
Total	102	100.0

Source: field data,2019

4.2.3 Age of respondents

Nyanza Bottling Company consider all people as potential customers regardless of their age. To get the perception of all age, the researcher collected information related to age group. The findings revealed that 43.1% of respondents were below 30 years, 44.1% were between 31 to 40 years while 12.7% were above 40 years. Table 4.3 gives the summary of the findings.

Table 4.3 Age of respondents

Marital status	Frequency	Percentage
Below 30yrs	44	43.1
Btn 31-40yrs	45	44.1
Over 40 yrs	13	12.7
Total	102	100.0

Source: Field data ,2019

4.2.4 Education level of respondents

All people regardless of their education levels are potential customers of Nyanza Bottling Company. The researcher collect data on the level of education of respondents. The results show that 15.749% of respondents attained primary education, 49% attained secondary education, 17.6% had Certificates, 12.7% had Diploma, 2.9% had undergraduate and 2% had Postgraduate qualifications. The table 4.4 shows the results.

Table 4.4 Education level

Education level	Frequency	Percent
Primary	16	15.7
Secondary	50	49.0
Certificate	18	17.6
Diploma	13	12.7
Graduate	3	2.9
Post graduate	2	2.0
Total	102	100.0

Source: field data 2019

4.2.5 Customers who are updated with new NBCL products

Nyanza Bottling Company Limited have the tendency of producing new products for its customers by considering the needs of the customers as well as the competitors products. The researcher wanted to determine customers who are updated with new products produced by NBCL recently. The results show that 92.2% were updated while 7.8% were not updated. This shows the majority of respondents were updated of new products produced by NBCL company as shown on the table 4.5 below .

Table 4.5 Customers who were updated with new NBCL products

Updated	Frequency	Percentage
Yes	94	92.2
No	8	7.8
Total	102	100.0

Source: field data,2019

4.2.6 The duration of being a customer of NBCL

Nyanza Bottling Company Limited was introduced in the year of 1984, it is 35 now years since its establishment. The researcher wanted to determine the duration of the respondents who have been NBCL customers 5.9% responded a day to one month, a month to a year had 36.3%, and more than two years had 57.8%. Table 4.6 provides a summary of findings presents.

Table 4.6 The duration of being a customer of NBCL

Duration	Frequency	Percent
One day-a month	6	5.9
One month-a year	37	36.3
More than two years	59	57.8
Total	102	100.0

Source: field data,2019

4.2.7 Monthly income levels of the customer

All people regardless of their income levels are potential customers of Nyanza Bottling Company as long as one can afford to buy even a single bottle of NBCL drinks. The researcher was curious to know the income of customers so as to see if the income of customers matter when they make a decision to purchase NBCL products. The result from the field shows that, the majority of respondents had an income of less than Tshs 300,000

(52.9%), followed by 300,000-500,000 Tshs (35.3%), 500,000-1,000,000 Tshs (7.8%) find more than 1,000,000 Tshs and above (3.9%) respectively. This indicates that NBCL serves all people even those of low monthly incomes as shown on table 4.7 below.

Table 4.7 Monthly customer Income levels

Income level (Tshs)	Frequency	Percent
Less than 300,000	54	52.9
300,000-500,000	36	35.3
500,000-1,000,000	8	7.8
1,000,000 and above	4	3.9
Total	102	100.0

Source: field data,2019

4.3 The influence of social factors on customer purchasing decision of NBCL products

The first objective of this finding was on examining the influence of social factors on customer purchasing decision at NBCL company. The purpose of this objective was to find out if social factors really influencing the customers on purchasing decision of NBCL products. At this social factorl, the researcher focused on the influence of friends and peer groups, social class and family to find out if they are influenced customers on purchasing decision of NBCL products.

4.3.1 The influence of Friends and peer groups on purchasing decision.

Table 4.8 indicates that 23.5% of NBCL respondents strongly agreed that friends and peer groups influenced on purchasing decision, 54.9% of respondents agreed and 21.6% of respondents were neutral on the factor that friends and peer groups influenced their purchasing decision.

Table 4.8 The influence of Friends and peer groups on purchasing decision.

	Frequency	Percent
Rather	22	21.6
Agree	56	54.9
Strongly agree	24	23.5
Total	102	100.0

Source: Field data, 2019

4.3.2. The influence of social class on the purchase decision.

Due to the factor of social class on the influence of purchasing decision of NBCL products, the researcher found that 24.5% and 52.9% of respondents strongly agreed and agreed respectively that were influencing by social class on purchasing decision. This implies that social class influences customers on the decision of purchasing NBCL products because only 22.5% were just neutral, means that they were not sure on that factor. This is shown on table 4.9 below.

Table 4.9 The influence of social class on a purchase decision

	Frequency	Percent
Rather	23	22.5
Agree	54	52.9
Strongly agree	25	24.5
Total	102	100.0

Source: Field data, 2019

4.3.3. The influence of Family on purchasing decision.

The findings revealed that 30.4% of the respondents were strongly agreed, 56.9% agreed and rather (neutral) were 12.7% that their families influenced them on the decision of purchasing NBCL products. This is indicated on table 4.11 below.

Table 4.10 The influence of Family on purchasing decision

	Frequency	Percent
Rather	13	12.7
Agree	58	56.9
Strongly agree	31	30.4
Total	102	100.0

Source: Field data (2019)

The researcher in her finding found that, all of the respondents concluded that social factors which influences them on purchasing decision of NBCL products. Table 4.11 indicate the results. The findings reveal that 35.6% of respondents strongly agree that friends and peer groups influence them. 45.4% agreed while 18.9% were neutral on these factors.

Table 4.11. The social factors that influence customers on purchasing decision

Social Factor	Strongly agree (%)	Agree (%)	Rather (%)	Disagree(%)	Strongly disagree (%)	Average(%)
1. Friends and peer groups influence you to make a decision on product purchasing.	23.5	54.9	21.6	0	0	33.3
2. Your social class either rich or poor, high education or uneducated and status can influence you on a purchase decision.	52.9	24.5	22.5	0	0	33.3
3. Family is your catalyst for purchasing decision.	30.4	56.9	12.7	0	0	33.3
Average	35.6	45.4	18.9	-	-	-

Source: field data,2019

4.4 The influence of marketing communication factors on customer purchasing decision of NBCL products

The second objective of this study aimed at examining the influence of marketing communication factors on customer purchasing decision at NBCL products. The purpose of this objective was to find out the reality of the influence of marketing communication factors on the customers purchasing decision of NBCL products. In order to get the vivid results on marketing communication factors, the researcher focused on the influence of advertisement, customer testimonies and promotional activities to show if they influence the customers on purchasing decision of NBCL products.

4.4.1. The influence Advertisement (price posters, shelf displays) on purchasing decision

Due to the findings on the factor of advertisement on the influence of customers purchasing decision of NBCL products, the researcher found that 34.3% and 41.2% of respondents strongly agreed and agreed respectively that there was the influence of advertisement on purchasing decision, this implies that advertisement influences the customer on the decision of purchasing NBCL products because just a few respondents of

24.5% were just neutral that's means they were not sure on that factor. This is shown in table 4.12 below.

Table 4.12 The influence Advertisement (price posters, shelf displays) on Purchasing decision

	Frequency	Percent
Rather	25	24.5
Agree	42	41.2
Strongly agree	35	34.3
Total	102	100.0

Source: field data, 2019

4.4.2. The influence of Customer testimonies (word of mouth) on purchasing decision

As indicated below in Table 4.13 indicates that 34.3% of NBCL customers who responded on questionnaire were strongly agreed that customer testimonies influence on purchasing decision, 39.2% of respondents were agreed and 26.5% of respondents were just neutral on the factor that customer testimonies influence on purchasing decision.

Table 4.13 The influence of Customer testimonies (word of mouth) on purchasing decision

	Frequency	Percent
Rather	27	26.5
Agree	40	39.2
Strongly agree	35	34.3
Total	102	100.0

Source: field data,2019

4.4.3. The influence of Promotional activities on the purchase decision

The researcher findings found that the respondents concluded that promotional activities influence NBCL customer on purchasing decision. 36.3% of the respondents were strongly agreed, 44.1% agreed and rather (neutral) were 19.6%. This implies that promotional activities are also the factors that influence the customer on the decision of purchasing NBCL products. This is shown in table 4.14 below.

Table 4.14 The influence of Promotional activities on purchase decision

	Frequency	Percent
Rather	20	19.6
Agree	45	44.1
Strongly agree	37	36.3
Total	102	100.0

Source: field data,2019

The researcher found that, both respondents concluded that marketing communication factors which influence the customers on purchasing decision of NBCL products are advertisements, customer testimonies as well as promotional activities due to the fact that, the average of respondents who were strongly agreed were about 41.5% also 34.9% of respondents agreed and 23.5% were neutral. Due to the researcher findings, it implies that marketing communication factors (advertisements, customer testimonies, and promotional activities) are among the factors that influence the customers on purchasing decision of NBCL products. This was proved through table 4.15 and figure 4.2 the results indicate social factors that influence customers on purchasing decision of NBCL products.

Table 4.15 Marketing communication factors that influence customers on purchasing decision

MARKET FACTORS	Strongly agree (%)	Agree (%)	Rather (%)	Strongly disagree (%)	Disagree (%)	Average (%)
1. Advertisement (price posters, shelf displays) acts as one of the factors that influence you towards Purchase and consumption.	41.2	34.3	24.5	0	0	33.33
2. Customer testimonies (word of mouth) enhance you to make a decision on purchasing.	39.2	34.3	26.5	0	0	33.33
3. Promotional activities (discounts, offers) play the role of influencing you on a purchase decision.	44.1	36.3	19.6	0	0	33.33
Average	41.5	34.9	23.5	-	-	-

Source: field data, 2019

4.5 The influence of personal factors on customer purchasing decision of NBCL products

On this objective of this dissertation intended to examine the influence of personal factors on customer purchasing decision at NBCL company. The purpose of this objective was to find the reality of the influence of personal factors on the customers purchasing decision

of NBCL product. In order to get the brilliant results on personal factors, the researcher focused on the influence of attitude, economic condition, taste and preference to confirm if they are influencing customers on purchasing decision of NBCL products.

4.5.1. The influence of Attitude on purchasing decision

From the findings in table 4.16, most of the respondents strongly agreed on the attitude of the customer influence on purchasing decision, they were almost 44.1% also who agreed were 40.2% and 15.7% were neutrally concerned the fact that attitude of a customer influence a customer him or herself on purchasing decision.

Table 4.16 The influence of Attitude on purchasing decision

	Frequency	Percent
Rather	16	15.7
Agree	41	40.2
Strongly agree	45	44.1
Total	102	100.0

Source: field data,2019

4.5.2. The influence of economic condition on purchasing decision

46.1 % of the respondents strongly agreed while 39.2% agreed and 14.7% were neutral about the factor of the economic condition of a customer to influence on purchasing decision of NBCL products. This issue of economic condition matters a lot when it comes to purchasing decision because; most respondents are buying products by considering their economic status. Table 4.17, below illustrate more about the influence of the economic condition of a customer on purchasing decision.

Table 4.17 The influence of economic condition on purchasing decision

	Frequency	Percent
Rather	15	14.7
Agree	40	39.2
Strongly agree	47	46.1
Total	102	100.0

Source: field data,2019

4.5.3. The influence of taste and preference on purchasing decision

The researcher findings found that the respondents concluded that taste and preference of a customer influence them on purchasing decision of NBCL products hence 34.3% of the respondents strongly agreed, 52.0% agreed and rather (neutral) were 13.7%. This implies

that taste and preference is also the factor that influences the customer on the decision of purchasing NBCL products. This proved in table 4.18 below.

Table 4.18 The influence of taste and preference on purchasing decision

	Frequency	Percent
Rather	14	13.7
Agree	53	52.0
Strongly agree	35	34.3
Total	102	100.0

Source: field data,2019

The outcomes as per factor of personal factors are presented clearly at table 4.19 and figure 4.3 below. The researcher in her findings found that, all of the respondents concluded that personal factors influencing the customers on purchasing decision of NBCL products are customer attitude, economic condition as well as taste and preference of the customer due to the fact that the average of respondents who were strongly agreed were about 46.1% also 39.2% of respondents agreed and 14.7% were neutral. In another word, the respondents are generally being influenced by personal factors like others such as social factors as well as marketing communication factors on purchasing decision of NBCL products.

Table 4.19 Personal factors that influence customers on purchasing decision

PERSONAL FACTOR	Strongly agree (%)	Agree (%)	Rather (%)	Strongly disagree (%)	Disagree (%)	Average (%)
1. Your attitude like talkative, discount etc can influence you on purchasing decision.	40.2	44.1	15.7	0	0	33.33
2. The purchasing decision depends on your income per month (economic condition)	46.1	39.2	14.7	0	0	33.33
3. Does your purchasing decision influenced by taste and preference?	52.0	34.3	13.7	0	0	33.33
Total	46.1	39.2	14.7	-	-	-

Source: field data, 2019

4.6 Customers' suggestions on improvement of NBCL bottling products in Mwanza city

On this objective of this dissertation intended to determine the customers' suggestions on improvement of NBCL bottling products in Mwanza city by involving the following areas; products, price, products services and sales promotion as well as adverts. The purpose of this objective was to determine what customers think that the company should make changes, so as to improve and serve by considering the customers want.

4.6.1 customer' suggestions on improvement of products itself

The researcher findings found that the respondents suggested that, dasan bottle should be sealed and 4.9% of respondents suggested on that. 27.5% of respondents suggested on improvement of products that quality and quantity of dasan package should be improved. The last suggestion on products was production of more flavours, 67.6% of respondents suggested. This proved in table 4.20 below.

Table 4.20 customer' suggestions on improvement of products itself

Suggestions	Frequency	Percentage
Dasan bottle should be Sealed	5	4.9
Improvement of quality and quantity of dasan package	28	27.5
Production of more flavours	69	67.6
Total	102	100.0

Source; field data, 2019

4.6.2 Customer' suggestions on improvement of the price of NBCL bottling products

Due to the findings on the customers' suggestions on improvement of the price of NBCL bottling products, the researcher found that 100% of respondents are satisfied with the price and they responded that products have reasonable price as table 4.21 below provided the summary.

Table 4.21 Customer' suggestions on improvement of the price of NBCL bottling products

Suggestions	Frequency	Percentage
Reasonable price	102	100

Source; field data, 2019

4.6.3 Customer' suggestions on improvement of the products services of NBCL bottling products

From the findings in table 4.22 below, 100% of respondents are satisfied with the products services of NBCL bottling products, hence they responded that products services are good.

Table 4.22 Customer' suggestions on improvement of the products services of NBCL bottling products

Suggestions	Frequency	Percentage
Good products services	102	100

Source; field data, 2019

4.6.4 Customer' suggestions on improvement of the sales promotions and adverts of NBCL bottling products

The researcher findings found that the respondents suggested that, every new products should be advertised and 5.9% of respondents suggested on that. 29.4% of respondents suggested on improvement of sales promotion and adverts that the adverts message should be clear so as customer to understand well the message. The last suggestion was rewards for loyal customers, 64.7% of respondents suggested. This proved in table 4.23 below.

Table 4.23 Customer' suggestions on improvement of the sales promotions and adverts of NBCL bottling products

Suggestions	Frequency	Percentage
Every new products should be advertised	6	5.9
Adverts message should be clear	30	29.4
Rewards for loyal customers	66	64.7
Total	102	100.0

Source; field data, 2019

4.7 Descriptive of independent variables

The findings revealed that both factors which are social factors, marketing communication factors and personal factors were at 9.00 minimum, 15.00 maximum with a mean and std deviation which were different. Social factors had a mean of 12.1961 and standard deviation of 1.74083, marketing communication factors had 12.3333 mean with a standard deviation of 2.13102 and lastly personal factors with a mean of 12.8333 and 1.71818 std deviation. Table 4.24 provides a summary of the findings.

Table 4.24 Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Social	102	9.00	15.00	12.1961	1.74083
Market	102	9.00	15.00	12.3333	2.13102
Person	102	9.00	15.00	12.8333	1.71818
Valid N (listwise)	102				

Source: field data,2019

4.8. Reliability analysis of factors influencing customers on purchasing decision of NBCL products

This alludes the way that a scale ought to be reliable. The given dependability tables of unwavering quality measurements of social factors,marketing correspondence variables and individual components are demonstrating a significant estimation of review and give figures which demonstrate that, the after effects of this study can be trusted as they give precise results.

4.8.1 Reliability analysis of social factors influencing customer on purchasing decision

All items were measuring the same underlying construct and the researcher found that the data were reliable due to the fact that Cronbach's alpha coefficient was 0.842, the data are reliable since the Cronbach's alpha coefficient of scale should be above 0.7.

In summary, the outcomes of the reliability and validity experiments reveal that the instrument used for this study was reliable and valid as it gave the Cronbach's alpha value of 0.842 as table 4.21 illustrates.

Table 4.25 Reliability Statistics of social factors

Cronbach's Alpha	N of Items
.842	3

Source: field data,2019

4.8.2. Reliability analysis of marketing communication factors influencing purchase decision

All items were measuring the same underlying construct and the researcher found that the data were reliable due to the fact that Cronbach's alpha coefficient of a scale was 0.912,

Briefly, the results of the reliability and validity experiments revealed that the instrument tested for this study is reliable as well as valid because the Cronbach's alpha value of 0.912, is shown on table 4.26 below

Table 4.26 Reliability Statistics

Cronbach's Alpha	N of Items
.912	3

Source: field data,2019

4.8.3. Reliability analysis of personal factors influencing purchase decision

All items were measuring a similar underlying construct and the researcher found that the data were reliable because of the fact that Cronbach's alpha coefficient was 0.706, as shown on table 4.27 below.

Table 4.27 Reliability Statistics

Cronbach's Alpha	N of Items
.706	3

Source: field data,2019

4.9 Correlation analysis

Correlation analysis is used to authenticate the influence of social factors, marketing communication factors and personal factors on the purchase decision of a customer at NBCL Company.

The correlation was used to determine whether and to what degree a relationship exists between four measurable variables (social factors, marketing communication factors, personal factors, and purchase decision). Table 4.28 shows that a P value of 0.01 was formed between all variables. The values were 0.483**, 0.321** and 0.288** which gave a significant connections between these variables; that is dependent variable (purchase decision) and independent variables (social factors, marketing communication factors, and personal factors).

Table 4.28 correlations of dependent and independent variables.

		Social factors	Market factors	Personal factors	Purchase decision
Social factors	Pearson correlation Sig. (2-tailed) N	1 102			
Market factors	Pearson correlation Sig.(2-tailed) N	.260** .008 102	1 102		
Personal factors	Pearson correlation Sig.(2-tailed) N	.295** .003 102	.369** .000 102	1 102	
Purchase decision	Pearson correlation Sig.(2-tailed) N	.483** .000 102	.321** .001 102	.288** .003 102	1 102

**Correlation is significant at the 0.001 level (2-tailed)

Source: field data,2019

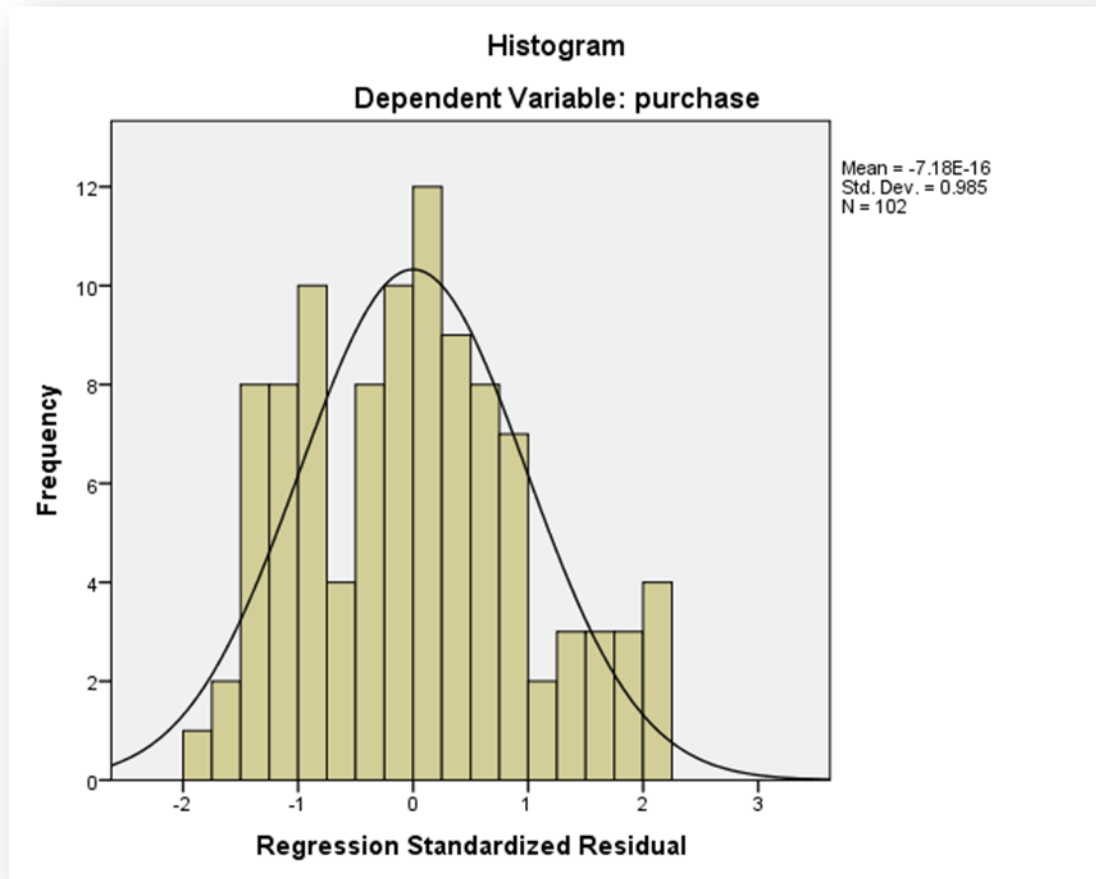
4.10 Inferential analysis

Assumptions; normality, linearity, and scatterplot

4.10.1 Normality

This shows the different parts of the circulation of scores and the idea of the hidden connection between factors. The factors are ordinarily disseminated and the best frequencies of qualities happen in the focal point of the circulation, with diminishing recurrence for qualities from the middle. The dependent Variables were normally distributed since they had a bell curve and symmetric, showing that the same proportion of cases of regression standardized residuals in the left and right tails of the distribution. Figure 4.1 below illustrates this fact.

Figure 4.1 Normality of variables

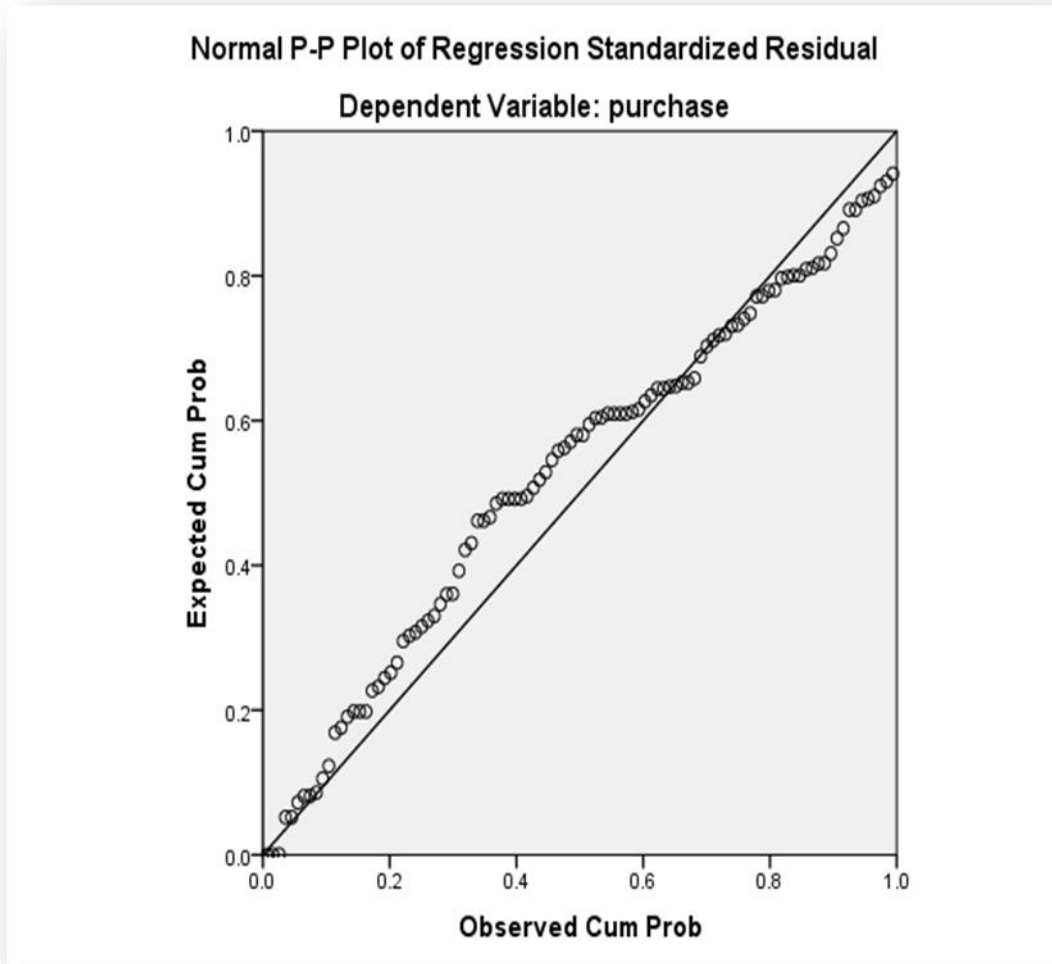


Source: field data,2019

4.10.2 Linearity

This shows the different parts of the appropriation of scores and the idea of the hidden connection between factors. There is a direct connection between Independent factors and a reliant variable that is the reason the straight line showed up. At the focal point of the relapse examination, the single line fitted through a scatter plot. Figure 4.2 below illustrates this.

Figure 4.2 Linear relationships between independent variables and dependent variable

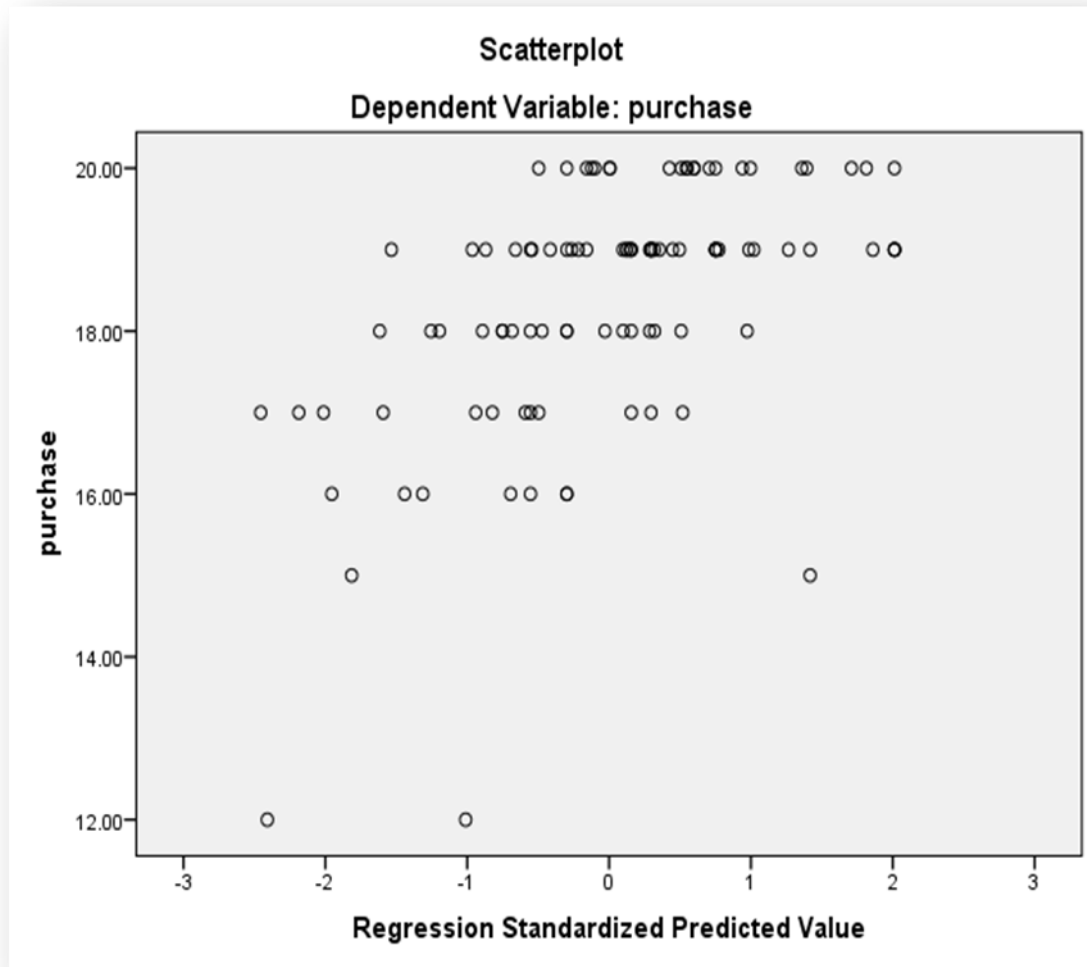


Source: field data,2019

4.10.3 Scatter plots

Residual scatter plots provide a visual examination of the assumption of homoscedasticity between the predicted dependent variable scores and errors of that prediction. The analysis meet the assumption and gave the exactness of the exploration discoveries. The figure 4.6 below shows a random displacement of scores that take on rectangular shape with no clustering or systematic pattern. The figure shows that the assumption of homoscedasticity is met.

Figure 4.3 Scatter plots assumption



Source: field data,2019

4.11 Regressions Analysis results for the factors influencing customer purchase decision of NBCL products

From the analysis a regression model was applied to establish the relationship between social factors,marketing communication factors and personal factors with customer purchase decision at NBCL company in Mwanza city. This relationship has been analysed below for each factor.

4.11.1 Social factors

A value of R square in the model summary represents how much variance of the dependent variable (purchase decision) is explained by independent variables (family, social class, friends and peer groups factors). That means 0.233 of R square in this study presents the variance of purchase decision that is explained by social factors. Table 4.29 below shows that there is a positive significant relationship between independent variables (social factors) and dependent variable (purchase decision).

Table 4.29 Model Summary

Model	R	R Square	Adjusted R Square	Std. The error of the Estimate
1	.483 ^a	.233	.225	1.36279

a. Predictors: (Constant), social factor

b. Dependent Variable: purchase decision

Source: field data,2019

The table 4.30 below provides in analysis of variance (ANOVA). The results show that the independent variable (social factor) has a significant unique contribution on the dependent variable (purchase decision) by the P value of 0.000. This implies there is a significant linear relationship between the independent variable (social factor) and dependent variable(purchase decision).

Table 4.30 Anova

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	56.370	1	56.370	30.352	.000 ^b
	Residual	185.718	100	1.857		
	Total	242.088	101			

a. Dependent Variable: purchase decision

b. Predictors: (Constant), social factor

Source: field data,2019

The social factor has a beta coefficient of 0.483 and a P value of 0.000. This implies that the dependent variable (purchase decision) is significantly influenced by the independent variable (social factor). Table 4.31 illustrates the followings.

Table 4.31 Coefficients

Model		Unstandardized	Coefficients	Standardized	T	Sig
		B	Std. Error	Beta		
1	(Constant)	13.148	.960		13.703	.000
	Social factor	.429	.078	.483	5.509	.000

a. Dependent Variable: purchase decision

Source: field data,2019

4.11.2 Marketing communication factors

The value of R square in the model summary represents how much variance of this dependent variable (purchase decision) is clarified by independent variables (advertisement, customer testimonies, and promotional activities factors). This means 0.103 of R square in this study presents the variance of purchase decision that is explained by marketing communication factors. Table 4.32 below proves that there is a positive relationship between the independent variables (marketing communication factors) and dependent variable (purchase decision).

Table 4.32 Model Summary

Model	R	R Square	Adjusted R Square	Std. The error of the Estimate
1	.321 ^a	.103	.094	1.47352

a. Predictors: (Constant), market communication factor

b. Dependent Variable: purchase decision

Source: field data,2019

The table 4.33 below shows the analysis of variance (ANOVA). The results show that the independent variable (marketing communication factor) has a significant unique contribution on the dependent variable (purchase decision) with a P value of 0.001. This implies that there is a significant linear association between the independent variable (marketing communication factor) and dependent variable (purchase decision).

Table 4.33 Anova

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	24.961	1	24.961	11.496	.001 ^b
	Residual	217.127	100	2.171		
	Total	242.088	101			

a. Dependent Variable: purchase decision

b. Predictors: (Constant), marketing communication factor

Source: field data,2019

The marketing communication factor makes a unique contribution, with a beta coefficient of 0.321 and a P value of 0.001. The coefficient indicates there is a significant relationship between the independent variable (marketing communication factor) and dependent variable(purchase decision). Table 4.34 below shows that the Market factors is a good predictor of making a purchase decision by respondents because it has a P-value of 0.001. The model varifies that the market communication factor has a significant value in predicting purchases of the respondents.

Table 4.34 Coefficient

Model		Unstandardized	Coefficients	Standardized	T	Sig
		B	Std. Error	Beta		
1	(Constant)	15.505	.861		18.008	.000
	market factor	.233	.069	.321	3.391	.001

a. Dependent Variable: purchase decision

Source: field data,2019

4.11.3 Personal factors

The value of R square of 0.083 in the model summary represents how much variance of the dependent variable (purchase decision) is elaborated by independent variables (taste and preference, economic condition and attitude factors). Table 4.35 below shows that there is a positive significant relationship between independent variable (personal factors) and dependent variable (purchase decision).

Table 4.35 Model Summary

Model	R	R Square	Adjusted R Square	Std. The error of the Estimate
1	.288 ^a	.083	.074	1.48978

a. Predictors: (Constant), personal factors

b. Dependent Variable: purchase decision

Source: field data,2019

The table 4.36 below presents that the analysis of variance (ANOVA). The results show that the independent variable (personal factor) has a significant contribution on the dependent variable (purchase decision) with a P value of 0.003. This implies that there is linear relationship between the independent variable (personal factor) and dependent variable(purchase decision).

Table 4.36 Anova

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	20.144	1	20.144	9.076	.003 ^b
	Residual	221.944	100	2.219		
	Total	242.088	101			

a. Dependent Variable: purchase decision

b. Predictors: (Constant), personal factors

Source: field data,2019

Personal factor makes a unique contribution, with a beta of 0.288 and a P value of 0.003. The coefficient indicates that the dependent variable (purchase decision) has a significant relationship with independent variable (personal factor) with a beta coefficient of 0.288 and P-value of 0.003 as shown on table 4.37 below.

Table 4.37 Coefficients

Model		Unstandardized Coefficients	Standardized Coefficients	T	Sig
		B	Beta		
		Std. Error			
1	(Constant)	15.047		13.471	.000
	personal factor	.260	.288	3.013	.003

a. Dependent Variable: purchase

Source: field data,2019

4.11.4 Combined variables

The researcher combined both factors (social,marketing communication and personal factors) to establish the relationship between them and customer purchasing decision of NBCL products as follows;

The figure of R square below shows the ratio of change independent variable caused by the independent variable. R square change of 0.308 shows that the dependent variable is caused by independent variables. Moreover adjusted R square is 0.287 that tells the segment of variation after the adjustments of errors in the data-dependent variable (purchase decision) and independent variables (social factors, marketing communication factor, and personal factors). Table 4.38 below shows that there is a significant relationship between independent variables and dependent variable.

Table 4.38 Model Summary

Model	R	R Square	Adjusted R Square	Std. The error of the Estimate
1	.555 ^a	.308	.287	1.30765

a. Predictors: (Constant), personal factors, social factors and marketing communication factors

b. Dependent Variable: purchase decision

Source: field data,2019

The table 4.39 below shows a better fit of the model with a P value of 0.000. This implies that the dependent (purchase decision) and independent variables (social factors, marketing communications factors and personal factors) are located in their right locations.

Table 4.39 Anova

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	74.514	3	24.838	14.526	.000 ^b
	Residual	167.574	98	1.710		
	Total	242.088	101			

a. Dependent Variable: purchase decision

b. Predictors: (Constant), person factors, social factors and marketing communication factors

Source: field data,2019

The below table 4.40 shows how the dependent variable (purchase decision) is influenced by independent variables; social factors at the beta of 0.406 and P value of 0.000, marketing communication factor at the beta of 0.179 and P value of 0.045 as well as a personal factor at the beta of 0.189 and P value of 0.031

The table below shows that all the variables are significant since are good predictor of making a purchase decision by respondents because it has a p-value of 0.000, 0.045 and 0.031. The model verifies that all variables has a significant value in predicting purchases of respondents.

Table 4.40 Coefficients

Model		Unstandardized	Coefficients	Standardized	T	Sig
		B	Std. Error	Beta		
1	(Constant)	10.192	1.309		7.788	.000
	social factor	.361	.078	.406	4.631	.000
	Market factor	.130	.064	.179	2.031	.045
	Personal factor	.170	.078	.189	2.189	.031

a. Dependent Variable: purchase decision

Source: field data,2019

4.12 Discussion of the results

The study is about the factors that influence customer purchase decision of products basically soft drinks products, the study had conducted in Mwanza city based on the products of NBCL Company. The instruments used were questionnaires to work on different areas of the study.

The background of the study shows that from the 18th century is when companies and customers started being exposed to different brands and products were now produced at high quality and quantity making the competition era begin and now companies started developing the study on the way their customers behave, the researchers question is what are the factors that influence customer purchase decision, some could be social factors (family, group influence and social class) market communication (advertisements, word of mouth and promotional activities) personal factors (attitude, personal preferences), also the researcher wanted to determine the customers' suggestions on the improvements of NBCL products.

The study supports that the mentioned factors truly influence customer purchase decision of NBCL products as explained below;

4.12.1 The influence of social factors on customer purchase decision of NBCL bottling products

The social factors that were considered in the study are friends and peer groups influence, social class and family and they both showed that they are significant factors and those they also influence customer purchase decision.

The social factor influence from the result showed that it had a beta coefficient of 0.483 and a P-value of 0.000. Due to the results shown, this social factor that influences customer purchase decision has been discussed with other researchers as follows; According to the researcher, social factors related to other studies such as the study that was conducted in Kinondoni Dar es Saalam (2005) on factors influencing customer purchase decision case study of coca-cola company using the frequencies showed 68.7% of the sample agreed that social factors such as age, social roles and status has an influence on customer purchasing decision, another study that was conducted by Lautiainen (2015), on the factors affecting consumers buying decision in the selection of a coffee brand that was measured using chi-square test gave p-value of 0.029 that showed the significance of the social factor and thus it contributes towards customer purchase decision, also another study that was conducted on the influence of reference groups on product and brand purchase decision by William Bearden using a sample of 161 respondents and the results showed that differences in reference groups between publicly and privately consumed products and luxuries and necessities differ based on this particular groups. Thus based on this particular studies and according to the analysis above it shows that social factors which are social class and group influence have influence in a customer's purchase decision specifically alcohol products.

4.12.2 The marketing communication factors on customer purchase decision

Market communication is another factor that was considered to be an influence in customer purchase decision, as it is basically known the way you communicate a product to a customer is the way a customer becomes knowledgeable about it and develops a need and

interest towards that particular product. Market factors that were measured in the study are advertisements, Word of mouth and promotional activities.

The marketing communication factors (advertisements, Word of mouth and promotional activities) influence from the result showed that it had abeta coefficient of 0.321 and a P-value of 0.001. Due to the results shown, this marketing communication factors that influences customer purchase decision has discussed with other researchers as follows; Advertisement is among of marketing communication factors and the other studies such as a research that was conducted by America marketing association on the effect of advertisement on internet purchasing in (2002) and measured the study by looking at the customers response to online banners and concluded that number of repeat purchase online increases according to the increase in banners and websites online and thus advertisement is very important for online marketing. Another study that was conducted in Kinondoni Dar es Saalam (2005) on the factors influencing customer purchase decision gave a result that 60% of their respondents agreed on the factor that advertisement has an influence in customer purchase decision and that it is very important for any firm to advertise their products thus the researcher has shown that the way you persuade a customer about a particular product and giving them knowledge of that product has a great influence towards customer purchase decision.

Another market communication Factor is Word of Mouth, this discussed by other relevant studies were such as, study that was conducted on the effect of word of mouth communication on consumer purchase decision (2012) in malay upscale restaurant with 300 respondents the study was measured using multiple regression analysis and the p-value that was obtained was p-value=0.000 showing that word of mouth is a very significant factor in customer purchase decision of a product and thus they improved their services so as to enable the satisfied customers to give testimonies as their ambassadors. Another study that was conducted by Nawaz Ahmad in Indus university on the impact of word of mouth on consumer buying decision with a sample of 100 respondents and the study was measured through frequency distribution and rankings, and the aim was to know if word of mouth has an impact positively or negatively towards purchase decision and the result showed that negative word of mouth has a big influence on customer purchase decision compared to positive and that when a customer is not satisfied he/she is likely to kill the

decision of other 10 customers and thus it showed that customer purchase decision is influenced by word of mouth and thus the researcher is confident to say after the analysis and review of other researchers that word of mouth has an influence towards customer purchase and consumption.

Promotional activities such as sales promotion, publicity, discounts and direct selling are also another attribute that the researcher considered in marketing communication factors. This is seen also by other researchers such as the research that was conducted by a PhD candidate on the impact of promotional activities on purchase decision making a case study of brands Bonite and Nugove water bottled producer in 2001 the research was conducted with sample of 150 respondents and the study was measured qualitatively and it showed that promotional activities have a big impact on the decision or buying process of any customer and thus this two firms should employ a lot of efforts on the promotional activities in order to push sales and widen their market share. Another study that was conducted Saimaa university of applied science in 2015 on the factors affecting consumers buying decision in selection of coffee brand discussed the role of promotions, deals and discounts and the results showed that female gender were mostly influenced by these promotional activities compared to men and that the discounts offered will move most customers to purchase even though they had no intention to purchase therefore after the study the researcher answered the hypothesis that it is true that promotional activities also can persuade a customer to purchase a particular product and thus influence their decision to purchase.

4.12.3 The influence of personal factors on customer purchase decision

The personal factors includes attitude, economic condition, taste and preference factors.

Attitude this is a person's feeling, evaluation and tendencies and mental position towards a product, particular service, companies, ideas or institution(Allyson Ward 2009) according to the study attitude showed significance towards purchase decision since 100% of customers agreed on that. By comparing from other researchers such as, the study that was conducted by Akiza in 2015 on the factors that influence customer purchase decision showed that only 37.6% of the respondents agreed that attitude is influential in customer purchase decision and this is a very small percent of the whole population and thus the

researcher here thinks that attitude of the customer is not an attribute towards customer purchase decision.

Personal taste and preference these are perceptions of a customer towards a particular product, they are usually very personal and vary between customers, according to the research here the measures gave 100% of customers agreed and this showed that this attribute is a significant factor towards the customer purchase decision and that means one can have their own personal factors towards the purchase decision of a particular product. Other research studies such as a study that was conducted in 2016 on the personal factors affecting consumer purchase decision towards men skin care products with 313 respondents and qualitative measures showed that higher levels of a person's health attention and body attraction and aging process are some of the personal determinants of purchase decision and thus its relevant that personal factor are influential towards purchase decision. Another study that was conducted in 2018 on consumer's perception towards pharmaceutical products in emerging markets and the study used a sample of 180 respondents the study was measured qualitatively and it showed that a big population had personal perceptions towards the purchase and most of them were not aware of their personal motives and this brought there searcher into the conclusion that personal preferences have an influence towards customer purchase decision of the product.

From the information above, generally the study sees that all the three factors mentioned above that is social factors, market communication and personal factors are significant and are the determinants of customer purchase decision. The research questions are also answered based on their objectives and that the factors that influence customer purchase decision can be traced from the study.

CHAPTER FIVE

SUMMARY, CONCLUSION, AND RECOMMENDATION

5.0 Introduction

This section provides a brief results from the field, conclusion and recommendations of the study. The chapter also includes how the study contributes to organizations on the customer purchase decision. The part also presents suggestions for more studies related to factors affecting the purchasing decision of consumers of NBCL Company.

5.1 Summary of the study

Customer purchasing choices is a very crucial aspect to the organization and even to the customers because before deciding to purchase there are to main questions a customer should ask him/herself and these are “Why do I buy? “and “to whom shall I buy?” Therefore the objective of the research was to survey on factors that influence customers’ purchase decision of NBCL bottling products in Mwanza. Meaning the product was basically soft drinks products. So as to meet this objective, the researcher set the following, the specific objectives: to examine social factors that influence customers’ purchase of NBCL bottling products in Mwanza, to assess the influence of marketing communication factors on customers’ purchase decision of NBCL bottling products in Mwanza, to examine personal factors that influence customer purchase of NBCL bottling products in Mwanza and to determine customers’ suggestions on improvement of NBCL bottling products in Mwanza.

To achieve the study goal the researcher applied research methodology of data collection which is questionnaires for collecting primary data and data analysis and documentation for secondary data collection. The questionnaire involved a total of 102 respondents but the target was 150 respondents.

The investigation utilized SPSS for windows for information examination and frequencies and percent variables for demographic data and the discussion of the analyzed data was made for each specific objective to answer the research questions.

The following is a summary of the findings with respect to the specific objectives;

5.1.1 Examining the influence of social factors on customer purchase decision

The study showed that social factors that is family, social class and group influence are very influential towards customer purchase decision this is because most of the customers tend to purchase because of the peer pressure around them that could be from the age groups or cultural groups and others and thus find the motive to purchase so as to be sweetable in the group, social class in particular also is an influence because if you are of a particular class as you claim to be then you should match your class and thus some customers tend to purchase products because of their social class may be out of prestige and alike and thus are pushed to purchase a particular product.

5.1.2 Examining the role of marketing communication in the organization on influencing the customer purchase decision

It was found in the study that market factors which are word of mouth, promotional activities and advertisements conducted by the organization are very important and play a big part in persuading a customer to purchase a particular product, the findings show that most customers respond to the way an organization communicates to them about a product because a knowledgeable customer is likely to purchase wisely and make the right decision also if an organization serves quality products even to a small market share but with dealignment then other customers will fall in place due to the influence from word of mouth and thus organizations should invest in marketing their products in order to help customer purchasing decision easy.

5.1.3 Examining the influence of personal factors on customer purchase decision

The study highlights three personal factors which are attitude, personal preferences and economic conditions as personal factors and according to the findings personal preferences and economic condition, contribute to customer purchasing decision because one can consume a product because of their personal reasons that push them to buy a product or preference of the customer and thus this could influence a customer to buy a product on the other hand attitude factor is neutral either does not influence or influence a customer to purchase a product from the study because customers have shown not sure to involve their attitude while purchasing because purchasing decision aims at making the right choice and attitude doesn't or does contribute to that and thus personal preference and

economic factor of a person are the effective personal factor but attitude is just neutral in the study that influences customer purchase decision.

5.1.4 To determine customers' suggestions on improvement of NBCL bottling products in Mwanza

The study highlights customers' suggestions on improvement of NBCL bottling products by involving the following areas; products, products services, price, and sales promotion as well as adverts. A number of customers suggested the improvement of products and sales promotion as well as adverts but price and products services are satisfactory. About products improvements, they based on Dasan water that the company should improve the quality of the package and quantity of the bottle from 1300mls to at least 1500mls. The bottle should be strong to handle the circumstance during transport also to be stable on top of the table. Also, they suggested Dasani water sealed so as to avoid the confusion of the customer when it comes to identifying if the bottle is original or fake. They also suggested producing more flavor in different packages so as a customer to have a choice on what flavor to what package to purchase, for example, they need all flavor to be packed in 300mls.

The suggestions about promotion and adverts, they need each new products that are produced to be advertised with a clear message in case customer they don't understand the company should go on air either through radio or television to talk in detail about that new products. Also, the company should have the habit to award the royal customers so as to persuade those people who are against NBCL products to shift from where they belong to be part of NBCL customers. Also, they should advertise every new product into the market, it doesn't matter it is acceptable or not acceptable. For example, the study shows that there are no adverts concerned about zero sugar PET with the package of 300mls while it is a innovative product in the market.

5.2 Conclusion

The concept of the customer purchase decision is very important for any organization that aims at satisfying its customers and meeting their expectation. NBCL in particular has conducted many movements in trying understand why customers purchase their products even though customers purchase decisions have been very dynamic in nature and tend to

change every now and then and thus the study sees to conduct further more studies on customer purchase decision is important and will help the organizations and manufacturers understand the way customers behave and make decisions every after a while.

Moreover the majority of suppliers and manufacturers are seen to understand the importance of decision making while purchasing but there is lack of awareness to the consumers on how to purchase and make the right decision and misconduct of this will lead to either unsatisfied customers due to wrong decision making or the organizations will fail to build customer loyalty and customer relationship with their customers.

5.3 Recommendations of the study

After the presentations and discussions of the research findings above, the study provides recommendations to both the organizations and customers in order to help the customers understand decision making while purchasing and why to purchase and were to purchase as follows;

5.3.1 Recommendation to the organization NBCL Company

The company should consider the competitors as well as the interest of customers;

NBCL should increase speed number of times for promoting their brands as other companies' brands have been promoted so as to discourage customers not to switch on other brands. Also most customers are attracted to a wide number of products from the bigger picture but when it comes to the time to make the purchase they dig in details on the differences of these products, most of the organizations these days produce products that are very closely related and substitutes making it hard for the customers to make their decisions to purchase, thus company should conduct differentiation in order to make decision process easy to their customers this is through profiling your market that is document the size of your market and identify your major competitors, segment your market by developing segments of customers based on their needs and this will help you efficiently market to each particular group and later target were the organization will put its effort in satisfying their customers.

Organizations ought to give classes and preparing

The workshop is an official introduction by at least one specialists in which the participants are urged to talk about the topic. What's more, preparing is instructing or creating in oneself or others, any aptitudes, and learning that identify with explicit valuable abilities and it have explicit objectives of improving one's capacity, limit, efficiency, and execution. The organization ought to give training or learning process which gave into clients so as to comprehend the significance of basic leadership particularly on various items they incline toward on the grounds that the majority of the consumer they purchase products without any awareness about the products and thus these will improve their decision process and more knowledge to customers.

NBCL Company should think and take a gander at the result

NBCL Company should utilize the hypothesis of Utility, whereby Utility Theory foreseen that shoppers settle on choices dependent on the normal results of their choices. So in this model purchasers were seen as balanced on-screen characters who had the option to assess the probabilistic results of unsure choices and select the result which expanded their prosperity (Fishburn, 1968). The guidance for NBCL Company is to utilize this hypothesis by creating top notch items that can make the consumer purchase products which have a good outcome in order to make the final consumer continue purchase NBCL products and make the decision to purchase their products.

5.3.2 Recommendation to the customers

In order for customers to know why they choose a particular product and improve their decision process towards making the right decisions, they should do the following;

Conducting personal research on the product

A customer sometimes consumes particular product just on prompt and doesn't evaluate if that decision was the right one and thus to make the decision process easy and possible then they should conduct like a simple research on what influences them to purchase a product study these products in terms of their details, quality, prices, and all the important factors and then make the purchase and analyze if it was the right decision to make.

Communicate with former users of the product

The customer should seek for advice and testimonies from the previous researchers about a particular product this make as a physical evidence to them these people can be such as family members, friends and people that you are close with that can give true advice on a particular product and makes the customers purchasing decision easy and reduce their risk of making the wrong decision while purchasing a particular product.

Participate in the product marketing activities

If a customer participates fully in the promotional activities, advertisements that are provided about a product the price discounts, offers and sale then it will enable them to make the right decisions this is because marketing communication must involve both the customers and the company and thus purchasing decision process is made successfully this is because the customer has all the details about the products availability, prices, promotions, and others.

Value their perceptions

This is whereby the customer should respect their personal preferences and perceptions about a product, if a customer knows what he/she prefers that is the first step of making a particular decision, and thus if a customer is able to value their opinions and ideas and look at the trends and understand where his/her preferences lie it will make it easier to make decision and avoid the wrong decisions that will not meet their expectations but these preferences are made possible by having important information about particular brands that you want to buy a product from and thus successful decision making.

5.4 Areas for further study

The researcher also suggests to those who intend to conduct researches on customer purchasing decision in Tanzania or elsewhere to try to link it with consumers' behavior on a certain product.

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APPENDICES

QUESTIONNAIRE

My name is Diana Kyeju. I am a student at Mzumbe University, undertaking a Masters of Business Administration in Corporate Management. I am kindly asking you to answer my questionnaire which aims at partial fulfillment of Master's Thesis on "The assessment of the factors that influence customer purchase decision; a case of Nyanza Bottling Company Mwanza. (NBCL)".

Section 1; Demographic Information of the Respondent:

Please tick the relevant bracket according to your choice.

1. Gender
 - a) Male { }
 - b) Female { }
2. Marital status
 - a) Married { }
 - b) Single { }
 - c) Divorced { }
3. Age group of the respondent
 - a) Below 30 { }
 - b) 31-40 { }
 - c) Above { }
4. Higher Education level
 - a) Std seven-form four { }
 - b) Diploma { }
 - c) Graduate { }
 - d) Post graduate { }
 - e) PHD { }
 - f) Other specify

5. Do you know the latest product of NBCL?

a) Yes ()

b) No ()

If yes, mention.....

6. How long have you been NBCL customer?

a) One day-a month ()

b) One month-a year ()

c) More than two years ()

7. What is your monthly income level?

a) Less than 300,000 { }

b) 300,000-500,000 { }

c) 500,000-1,000,000 { }

d) 1,000,000 and above { }

Section 2: SOCIAL FACTORS

SOCIAL FACTOR	Strongly agree	Agree	Rather	disagree	Strongly disagree
1. Friends and peer groups influence you to make a decision on product purchasing.					
2. Your social class either rich or poor, high education or uneducated and status can influence you on the purchase decision.					
3. Family is your catalyst for purchasing decision.					

Section 3: MARKETING COMMUNICATION

MARKET FACTORS	Strongly agree	Agree	Rather	Strongly disagree	Disagree
1. Advertisement (price posters, shelf displays) acts as one of the factors that influence you towards Purchase and consumption.					
2. Customer testimonies (word of mouth) enhance you to make a decision on purchasing.					
3. Promotional activities (discounts, offers) play the role of influencing you on the purchase decision.					

Section 4: PERSONAL FACTORS

PERSONAL FACTOR	Strongly agree	Agree	Rather	Strongly disagree	Disagree
1. Your attitude can influence you on purchasing decision.					
2. The purchasing decision depends on your income per month (economic condition)					
3. Does your purchasing decision influenced by taste and preference?					

Section 5: PURCHASE DECISION

Please rate your opinion why you decide to Purchase NBCL products

The indicators identifying the purchasing decision.	Strongly agree	Agree	Rather	Strongly disagree	Disagree
1. Quality					
2. The satisfaction of brand products					
3. Variety of products.					
4. company support to the community					
5. Taste of the products					

Section 6: SUGGESTIONS OR OPINIONS

1. What are the marketing activities practiced by NBCL that mostly contributed to make you decide on purchasing their products?

.....

2. What are your suggestions for improvement on the following?

I. Products

.....

II. Products service

.....

III. Price

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.....
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IV. Sales promotion and adverts

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