



**INFLUENCE OF ADVERTISING ON CONSUMER PURCHASING DECISIONS IN SELECTED SUPERMARKETS  
WITHIN NAIROBI COUNTY, KENYA**

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### ABSTRACT

*This research assessed the influence of advertisement on customer purchase decision in supermarkets within Nairobi City County, Kenya. The research was anchored on the Attention, Interest, Desire and Action, Satisfaction Theory. The research was conducted in Nairobi City County utilizing a descriptive research approach. The targeted audience for the research was all the customers for all the 165 supermarkets presently operational in the County from which 50 supermarkets were selected. The research sample size was 400 respondents. A structured questionnaire was utilized to gather primary data. The research executed a pilot test of the questionnaire with 26 participants selected from two supermarkets, who were excluded from participating in the final research. Data was analyzed by utilizing descriptive statistics and inferential statistics which were regression analysis and correlation analysis. The results were displayed in charts, tables, and graphs. The research found out that advertising as a marketing promotional campaign attracts customers' attention and increases brand awareness which boosts product sales and revenue. Therefore, advertising has a beneficial and substantial impact on customer purchasing decisions in selected supermarkets in Nairobi County. On the basis of the mentioned results, the study recommended that it is important to cut unnecessary costs like those of employing assistants to shoppers since they have no influence on the customer purchase decision.*

**Key Words:** Radio Advertising, Television Advertising, Purchasing Decisions, Consumer, Marketing

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## INTRODUCTION

A broad range of business undertakings are conducted in nearly every region of the globe today. Many of these enterprises encounter rivalry for customers from other establishments that provide comparable goods or services. This has compelled businesses to seek strategies to attract a greater number of customers to purchase their products in comparison to their competitors, with the aim of increasing profits, thereby leading to dynamic marketing promotional campaigns. Ger (2015) noted that efficient marketing and management could be a key factor in increasing earnings. However, the analysis made clear that while marketing has primarily benefited the nation's wealthy consumers, the poor consumers have rarely benefited. The study made several recommendations for both for-profit and nonprofit companies that could improve the satisfaction of each party's needs.

Ugonna, *et al* (2017) in a research on how media advertising impacts consumers' intention to buy in Awka, Nigeria. Anambra claimed that when it comes to consumer durables and office equipment, the majority of sellers do not offer efficient after-sale support. The survey claims that because of the subpar after-sale support, customers are forced to have the equipment maintained or repaired by a third party even throughout the service contract period. Additionally, consumers struggle to distinguish between authentic and counterfeit goods. According to the study, Unreliable manufacturers replicate well-known brand names, defrauding consumers in the process.

Some customers also experience delivery issues when some products are ordered in advance and clients are given specified delivery dates. The study also bemoaned the fact that many businesspeople engage in unethical advertising tactics by making ambiguous promises regarding the benefits of the product, which leads to consumers falling prey to these tactics and being duped (Kimani, 2015).

Adefulu (2014) asserts that the manageable factors that a marketer utilizes to achieve intended utilization or sales levels in a target market are marketing campaigns. Products, costs, locations, advertisements, people, tangible proof, and procedures are among them. Kanoga (2016) defined it as promoting consciousness of retail outlets among the targeted consumers by combining components of marketing communication, such as public relations, promotional offers, and advertisement. Recent research by Bawa *et al* (2016) characterized a marketing campaign as a way of marketing communication or advertising strategy designed to inform, influence, convince, and/or reassure the target market or company regarding its products, fostering recognition, purchase, and loyalty. In contrast, Kallier (2017) describes marketing campaigns as the marketing communications formulated and disseminated instantaneously through various channels.

Kanina (2013) classified the marketing campaigns into five basic categories: advertisements, direct marketing, personal selling, promotional offers, and public relations. Successful viral advertising campaigns include a captivating message that makes use of originality, entertainment, and intrigue, encourages visibility and usefulness, focuses on reputable sources, and employs a variety of technologies (Dobele, Chianasta & Wijaya, 2014).

According to Otieno (2015), a buying decision is the result of a consumer's thought process as they go from determining a need to generating options to selecting a certain brand and product. The study found that a significant purchasing decision necessitates greater than usual effort in the decision-making process. According to Khan (2006), Purchasing, assessing, consuming, and disposing of products and services all require making decisions and engaging in physical activity.

Kibona's (2015) research on the effects of advertising components on consumer purchasing

behavior in urban regions found a substantial, positive association between signage and media communication advertising and changes in consumer purchasing behavior. The research also discovered a beneficial connection between consumer purchasing behavior and public relations, sales promotion, and personal selling.

Mbogo (2013)'s analysis asserts that most businesses promote through websites, leaflets and brochures, newspapers, radio, and television, as well as various public relations, personal selling, and direct marketing strategies. In light of this, the researchers came to the conclusion that customer growth is positively influenced by promotional tactics such promotional offers, advertising, public relations, direct marketing, and personal sales.

A supermarket is characterized as a self-service establishment with numerous departments and a broad selection of food and household goods. Supermarkets often have a bigger assortment and are larger than traditional grocery stores. They also sell things that are typically available in convenience stores, but they are smaller and have a lower selection of goods than hypermarkets (Zeithaml, Wilson & Bitner, 2008). In Kenya, supermarkets began in affluent areas of big cities before spreading to middle-class and lower-class customer marketplaces. Supermarkets then began to proliferate in "less industrialized and impoverished nations" such South Sudan, Uganda, Tanzania, and Rwanda (Otieno, 2015).

The research by McNail (2006) elucidated that the supermarket sector is encountering an emergent array of obstacles, such as the rise of online retail, the internationalization of brands and products, consumer desensitization to advertising, an escalated conflict of interests between producers and retailers, along with heightened internal and external rivalry. Consequently, businesses increasingly rely on sales advertising to draw in and keep customers.

### **Statement of the Problem**

In Kenya, supermarkets are battling rivalry from other retail stores and online shoppers and therefore, marketing managers must deal with the unpredictable competition and dynamic behavior by shoppers (Cytonn, 2018). In addition, a rise in competition has made it necessary for marketers and other policymakers to understand marketing promotional campaigns and how they influence the buying behavior of end consumers (Amand, 2019). Consumer behavior research demonstrates that our culture is centered on the consumer. The main reason for business products and services is to ensure that customers are contented and satisfied by so doing, they become happy and hence remain loyal. Most consumers today search for convenient locations and reasonable pricing, which form the foundation of value for money (Karim et al., 2017).

The preferences, choices, and tastes of personalities influence consumers' purchasing behavior (Hanaysha, 2018). Consumers examine many alternatives and go through a cycle of decision making processes before they can settle on a particular item or select a product. This has often been difficult because of the alternatives presented to consumers by many marketing promotional adverts and many a times, the purchase of a product may differ from the purchase decision reached earlier due to promotional influence, and taking into consideration that customers constantly assess their purchases after they have bought and used the things. The buyer decides whether they are happy with the service they received. A plethora of studies has been undertaken to ascertain the impact of the marketing mix on consumer behavior.

Payson and Karunanithy (2016) conducted research on how Sri Lankan consumers' purchasing decisions were impacted by the marketing mix. Indumathi and Dawood (2016) conducted a study on how the marketing mix affects customer purchasing decisions for organic goods. Cheserem (2016) researched the effects marketing strategies have on

customer loyalty in fast food restaurants in Nairobi. Using data from large supermarkets in Nairobi, Wangari (2018) attempted to understand how customer purchasing behavior and marketing factors influenced purchases of fast-moving consumer products. Kyule (2017) researched the effects of social media marketing on consumer behavior. Wambui (2017) investigated the impact of promotional components on brand loyalty in the Kenyan banking industry.

The studies above have focused on the influence of marketing strategies on customer behavior in general. Most of them focused on fast moving consumer goods; none focused on supermarkets. Most retail shoppers purchase their products in supermarkets; this makes supermarkets a better place to undertake this research. This research, therefore, sought to find out to what extent advertising practiced by supermarkets influence the customer purchase decision.

### **Objectives of the Study**

The study's objective was to assess the influence of advertising on consumer purchasing decisions in selected supermarkets within Nairobi County. The following hypothesis served as the study's guiding principles:

- **H<sub>01</sub>:** Advertising exerts no statistically significant influence on consumer purchasing decisions in selected supermarkets within Nairobi County.

## **LITERATURE REVIEW**

### **Theoretical Literature review**

#### **Attention, Interest, Desire and Action, Satisfaction Theory**

The AIDAS model encompasses the elements of Consideration, Interest, Longing, Action, and Gratification, which are deemed significant in comprehension of the connection between advertising and buyer actions (Kanina, 2013). This model was created to elucidate the stages that sales professionals must guide a client in the

advertising procedure (George, 2010). The theory posits that advertising should initially capture the attention of consumers. Brands endeavor to achieve this through strategically crafted advertisements, aiming to engage the consumer's interest in the goods or services offered by the company (George *et al*, 2003). This cultivated interest will inspire the consumer to foster an aspiration to engage with the product, subsequently motivating them to take action through a purchase.

AIDAS models' action stage entails persuading the consumer to subscribe to a purchase (George, 2010).

This suggests that the adoption of the principle by enterprises will significantly enhance their customer base and financial returns (Aaker & Joachimsthaler, 2000). The final phase of this model is satisfaction. It involves providing the customer with confidence in their choice, affirming that the product is beneficial for them, and clarifying that your role was solely to present the product. The components of the AIDAS theory serve as valuable instruments, facilitating the assessment of media advertising effectiveness (Ugonna et al., 2017). Several prior investigations that identified this theory as pertinent encompass the works of Ugonna et al. (2017) and Erevelles and Fukawa (2013). This theory supports advertising variables in the study to boost customer purchasing power.

### **Empirical Literature Review**

#### **Advertisement and Consumer Purchase Decision**

Verma & Kapoor (2004) analyzed the influence of TV advertisements on kids' shopping habits. The intent of the research was to ascertain the probable effects of TV advertising on the purchasing choices of young children, spanning from early childhood to the onset of adolescence, as well as the part that parent-child interaction played in this process. The study found that while children over the age of eight played a larger role in the family's decision to make a purchase, the influence of TV commercials on a child's decision to make a purchase tended to



decline as the child got older. Additionally, research revealed that the family's income and the child's age had a significant impact on how parents respond to their children's requests for purchases, and that parent-child connection is crucial for helping kids develop good shopping habits.

Khanna (2016) studied how parents perceive the impact of TV adverts on kids in the context of Swedish and British supermarkets. The core purpose of the research was to ascertain parents' perceptions regarding the impact of TV adverts on kids between the ages of 8 and 14. The research employed both exploratory and descriptive methodologies. A cohort of 480 participants was meticulously chosen employing a stratified random sampling method, and the data were subjected to analysis through frequencies and fundamental descriptive statistics, specifically means and standard deviations. The research findings indicated that rural parents regard television advertisements as essential elements in the consumer socialization of their children, as these advertisements provide insights into available products, pricing structures, and avenues for acquiring knowledge about various brands and offerings. The research additionally suggested that commercial advertisements hold considerable significance in fostering persistent requests, as they introduce children to novel products, thereby intensifying their desire for these items, irrespective of their understanding of them. This research being conducted diverges from the work of Khanna (2016) in that, firstly, it was carried out in developed nations utilizing contemporary advertising techniques. Secondly, while the latter examines solely the impact of television advertisements—one facet of marketing promotional campaigns—on children's performance in supermarkets, this research delves into multiple dimensions of marketing campaigns, including advertisement, sales promotion, and personal selling. Nevertheless, both researches have employed a shared method and nearly identical sample sizes. The results from the two researches are expected to differ due to the varying

socio-economic factors present in the two distinct counties.

Wang, *et al* (2012) explored the influence of personal selling and exhibited emotions on customer behavior. The study discovered that while contact personnel's pleasant emotions had no connection to consumer spending, they do have a favorable influence on consumers' intentions to become repeat customers. Centrally to previous studies, the research also suggested that personal selling has a detrimental effect on how much is consumed.

Rajagopal (2011) studied the effects of radio commercials on urban commuters' purchasing habits in Mexico. The study sought to understand how radio advertisements affected urban commuters' shopping habits at retail establishments and what part radio advertisements played in the spread of knowledge about sales specials. This study is grounded in an empirical investigation of urban commuters who learn about sales promotion by simply tuning on to the radio commercials while driving. This is the reason why the study's sample consisted of individuals who regularly commute to their places of employment from neighborhoods in Mexico City's southern, northern, and suburban environments. The data were derived from a carefully selected sample of 1500 participants, drawn from a target audience of 3492 workers, employing purposive and snowball sampling techniques. The primary instruments for data collection were questionnaires and personal interviews. Data was analyzed through SPSS. Conversely, the research discovered that physical, cognitive, and financial variables significantly influence urban consumers' decisions to make purchases at retail establishments in response to radio commercials. The study also discovered that radio listeners are drawn to adverts that delight more while delivering the message.

This study exhibited a limitation in that it focused solely on radio advertising, which constitutes merely one component of a comprehensive

marketing strategy. Furthermore, it based its conclusion solely on the purchasing behavior of urban commuters, neglecting to consider that supermarket patrons include both urban commuters and individuals from rural regions. This suggests that the sample did not adequately reflect the demographics of supermarket patrons. The research employed a substantial sample size in relation to the current study; however, its lack of adequate representation diminishes its overall validity. The varying levels of development between the two nations, Mexico and Kenya, suggest that the outcomes are likely to differ, given that Mexico is classified as a second-world country and Kenya as a third-world country. The research appears to align with Khanna's (2016) findings, which indicate that television advertisements contribute meaningfully to the consumer socialization process for the kids.

Habib, Hossain, and Oman (2017) conducted research related to SMEs and clients in Oman to determine the influence of advertising on consumer decision-making. The main aim of these inquiries is to underscore the impact of adverts on consumer decision-making processes. The research employed a descriptive research methodology. A sample of 159 individuals was carefully chosen from a target audience of 3000 participants utilizing the technique of simple random sampling. The analysis of data was done through descriptive statistics, encompassing percentages and frequency distribution, alongside inferential statistics. The research suggested that there is a strong link between exposure to supermarket advertisements and consumers' attitudes and buying behavior. Additionally, it was noted that supermarkets with monopolies had sizable client bases, which allowed them to remain in business for a long time and prepared them for future competitors who might appear at any moment and from any location. Additionally, it was observed that the conversation process keeps them thinking about the supermarket's offerings. It reminds customers of the business, its products, and the brand to think about when looking for or making a purchase of a

product. In light of this, the study recommended that businesses increase their advertising programs to reach consumers because doing so will likely affect their attitudes, assessments, and opinions of them, which in turn will affect their purchasing decisions. Additionally, firms should be prepared to invest in this area since consumer behavior is greatly influenced by what they hear and see in advertising.

The analysis by Habib et al. (2017) diverges from the present study, as it based its conclusions regarding the influence of advertisement on consumer choice exclusively on SMEs, thereby omitting supermarkets from consideration. Nonetheless, SMEs and supermarkets exhibit significant differences across various dimensions; for example, the majority of SMEs are classified as micro-enterprises, whereas supermarkets can be categorized as either small or large enterprises. In the context of capital structure, it is evident that the majority of supermarkets possess a more substantial capital base when compared to SMEs. The supermarkets examined in this study, being located in Nairobi City, benefit from a broader customer base compared to the SMEs analyzed by Habib et al. (2017). Moreover, the research employed a limited sample size in comparison to this study, which may not accurately reflect the broader population.

According to a study by Ugoing I *et al.* (2017), advertisements in Nigeria presented a variety of stimuli that were intended to raise awareness, encourage buy intent, and encourage product trial and retry. The study suggests that the commercials may also be used to achieve other attitudinal and/or behavioral goals.

Adekoya (2011) discovered that advertising enhances a firm's target market and increases sales, asserting that no product can withstand rivalry without robust advertising efforts. It serves as a potent tool capable of engaging and inspiring extensive audiences, and it has the capacity to transform customer purchasing behaviors. The research further concluded that although a majority

of enterprises fail to effectively leverage the resources and services offered by the advertising organization, these provisions are sufficient to contend with any competitive challenges.

Chaabane, *et al* (2010) studied the impact of competitive promotion in store flyers on sales, targeting both French companies and merchants. The investigation utilized numerous well-known and obscure rival brands. According to the study, Customers' perceptions of the retailer's assortment's diversity are improved by the competitive advertising featured in store flyers, which has a favorable impact on shoppers' intentions to visit the business and buy something. Concerning was also the finding that having more competing brands did not hurt producers; rather, it increased consumer enjoyment of brands, particularly well-known ones.

George (2010) researched the effect of advertising on the sales of consumer goods in Nigeria. The research employed a survey methodology. A comprehensive survey involving 145 store proprietors across three senatorial districts in Bayelsa State was undertaken for this research. Data were collected via a questionnaire and subjected to analysis utilizing a five-point rating scale, while the hypotheses underwent examination through the application of the student's "t" test. The research findings indicated that the utilization of diverse advertising channels and the strategic positioning of product displays in prominent areas of retail establishments significantly affect consumer purchasing behavior. This research by George (2010) diverges from the current research in that the former examined a broad spectrum of retailers, thereby rendering its findings not directly applicable to customer purchase intentions specifically within supermarkets. Furthermore, the sample size utilized was inadequate to support the inferences reached, and it is conceivable that the dynamics of consumer purchase intention have evolved throughout the years, especially considering that the research was conducted almost a decade ago.

Ugonna, *et al* (2017) researched the influence of media advertising on the purchasing intentions of consumers in Nigeria. This research employed a convenience sampling methodology involving a cohort of 315 participants, utilizing a descriptive, single cross-sectional design alongside a non-probability sampling technique. Data were gathered from participants through a questionnaire, and both descriptive and inferential statistics were employed to analyze the data. The research yielded substantial evidence indicating that radio and billboard advertisements markedly impacted beer drinkers' attention, interest, desire, conviction, and action, while television and radio advertisements notably affected consumers' intent to purchase. The survey also found that radio and billboards had the biggest effects on consumers' intentions to buy beverages. The findings endorse Rajagopal's (2011) assertion that individuals who listen to radio commercials exhibit a propensity for engaging with advertisements. The research conducted by Ugonna *et al.* (2017) diverges from the current research in that it focused exclusively on media advertising, whereas the current research aims to explore three distinct facets of marketing campaigns. Moreover, the research indicated a sense of assurance in deriving conclusions from data sourced from retail enterprises; consequently, such findings cannot be extrapolated to supermarkets.

Duffett (2015) researched the impact of Facebook advertising on the purchasing intentions and behaviors of youths. This research sought to investigate the behavioral attitudes towards Facebook, the preeminent social media platform globally, among the younger demographic in South Africa. It aims to determine the impact of various usage and demographic factors on purchase intentions and perceptions. The research, which analyzed a sample exceeding 3,500 respondents, revealed that Facebook advertising positively influences the behavioral attitudes, specifically intention-to-buy and actual purchases, among young individuals in South Africa. The research further revealed that various application



characteristics, the length of log-in sessions, the regularity of profile modifications, demographic factors related to ethnic background, and the frequency of profile updates collectively influenced users' more positive perceptions of Facebook advertising. While the study employed a sample larger than that of the current investigation, its conclusions cannot be extrapolated to supermarkets, as it focused primarily on Facebook as a marketing channel.

Kibona (2015) examined the influence of advertisement-related factors on consumer purchasing behavior within the metropolitan districts of Tanzania. This report aimed to explore the impact of advertising on consumer purchasing behavior through the analysis of billboards, media communications, and point-of-sale materials. The research utilized a survey design and conducted interviews with 200 participants through quota sampling methodology. The study's findings elucidated a noteworthy correlation between media communication advertisements and changes in consumer purchasing behavior, alongside the influence of billboard advertisements and point-of-sale materials on such behavioral shifts. The relationship among sales promotion, personal selling, publicity, and alterations in consumer purchasing behavior suggests a projected positive correlation. This study exhibited deficiencies in multiple aspects. Initially, the focus was solely on examining the impact of advertising on consumer purchasing behavior pertaining to a single product: Coca-Cola. Furthermore, the sample size employed was modest in comparison to that of this study. The aforementioned facts render their conclusions inadequate for generalizing the correlation between advertising and consumer purchasing behavior, specifically in the context of supermarkets.

Wanjiru (2017) explored the effects of green marketing methods on buyer purchasing decisions in the retail shops with a particular emphasis on

Nakumatt Supermarkets. This research aimed to determine how green marketing affected consumer purchasing patterns at retail stores. The research goal was to investigate the effects of green labeling, eco-branding, and conservational advertising on buyer purchasing behavior at Nakumatt supermarket, as well as to discern the strategies utilized by companies to influence consumers towards the acquisition of environmentally sustainable products. A sample of 138 personnel was derived from a pool of 2000 regular customers of the outlets, employing a stratified random sampling method. The research, utilizing a descriptive design, revealed a noteworthy and significant correlation between consumer purchasing behavior and eco-labeling. It was established that the branding of products and services plays a crucial role in shaping purchasing decisions and enhances consumers' willingness to engage in green purchasing, a phenomenon attributed to their deep-seated commitment to environmental sustainability. The study also found that using an eco-friendly brand image and being able to distinguish between legal and illegal products helped the company increase the value of its products and raise social awareness of environmental protection. It was consequently determined that the company had implemented green packaging for its goods, and this had somewhat influenced consumers' purchasing choices. The research exclusively focused on Nakumatt supermarkets, disregarding the presence of other supermarket chains operating within the country. The sample size employed was insufficiently representative when contrasted with that utilized in the present research. The implications of these findings suggest that they are not applicable for making broad generalizations regarding all supermarket enterprises. Moreover, the analysis was exclusively limited to green marketing, neglecting the analysis of other types of marketing campaigns.

## Conceptual framework

The study's conceptual framework is depicted in Figure 1.

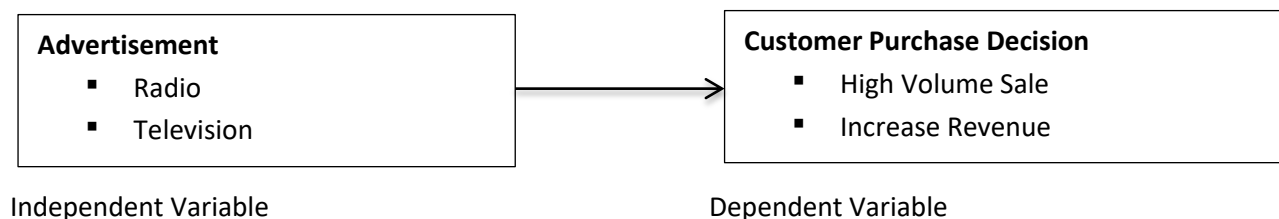


Figure 1: Conceptual Framework  
Source: Author (2024)

## METHODOLOGY

A descriptive research design was used for this study. The approach was adopted as it entails the objective observation and comprehensive description of a subject's behavior, free from any deliberate deceit or interference. The research's target demographic comprised all supermarkets currently functioning in Nairobi County. At the time of the study, 156 supermarkets were functioning in Nairobi City County, catering to around 500,000 clients. Kenya Retail Report, 2023. The sample frame for this research included all personnel and clients of supermarkets operational in Nairobi County. A list of supermarkets operating in the Nairobi City CBD was derived from the Kenya Business Directory (2023). The research employed a purposive sampling method to differentiate between supermarkets and other types of commercial entities. The research employed a simple random sample method to pick 10 supermarkets, from which staff and client respondents were chosen to obtain pertinent information. The study's sample size of 400 was calculated using Yamane's (1967) formula.

A semi-structured questionnaire was adopted to gather research data. The questionnaire had open-ended and close-ended questions. Closed-ended questions prompt brief responses, but open-ended ones stimulate respondents to offer comprehensive and extensive remarks. Questionnaires was employed due of their capacity to gather substantial quantities of data from a considerable

pool of participants. The questionnaire was tailored to align with the research's goals.

Descriptive statistics using percentages and mean scores were adopted to examine the data after it had been gathered, coded, and cleaned in order to ascertain the different levels of response concentration. Further, standard deviations was computed to assess discrepancies in responses, particularly concerning the pre-coded Likert-scale question items. SPSS Version 22.0 software, which is a statistical tool for social sciences, was utilized to do this. Tools for graphical and tabular presentation of the resulting distributions were used. The research hypotheses were tested using both the Pearson correlation and linear regression techniques.

## FINDINGS

### Response Rate

The study's result was based on the information gathered from the respondents' responses to questionnaires that were sent out. Out of the 400 questionnaires that were administered, 387 questionnaires were returned to the researcher and this represented 96.8%. This was sufficient to draw conclusions upon. Mugenda & Mugenda (2003) assert that more than 80% is an excellent response rate, more than 70% is good and more than 50% is acceptable. The researcher was able to continue with analysis and to draw inferences from based on the findings.

## Descriptive Statistics

In this section, the study provides the findings on advertisement and its influence on consumer purchasing decisions. For this study's quantitative data analysis, the observed sample of the variables served as the foundation.

## Advertisement

The study aimed to ascertain the various forms of advertisement that were in use in supermarkets. A list of forms of advertisements in supermarkets was provided wherein the responders were asked to express their level of agreement with respect to their utilization.

The respondents pointed out that almost all forms of advertisements; packing bags, roadshows, posters, billboards, leaflets, television, radio had greater means except the internet. Basically, this

means that aside from the internet, all the other forms of advertisement were being used by the supermarkets. However, the internet had not been recognized by supermarkets as one of the effective forms of advertisement. Otieno (2015) stated that most supermarkets opted to use packing bags, roadshows, and posters as the major forms of advertisement because they were relatively cheap and easier to distribute and that they carried the information for a longer period of time. The opinion and perceptions of how advertising influences consumer purchase decisions were sought from the employees working in various supermarkets. Responders were asked to indicate how far they agreed or disagreed with a list of customers purchasing decisions. Table 1 exhibits the results

**Table 1: Advertisement and Customer Purchase Decision**

Statements	Mean	Std. Deviation	Analysis N
Advertising will increase our supermarket's market share and boost sales	4.17	.886	387
Sustained advertising can affect consumers' purchasing behavior.	4.03	.912	387
Advertising gives room for product comparison	4.03	.918	387
Large audiences can be reached and inspired through advertising.	3.18	1.177	387
No product can endure the competition without extensive advertising.	3.08	1.382	387
The existing facilities and services of our supermarket's advertisement are considered inadequate to face any competition.	3.02	1.723	387
<b>Aggregate Score</b>	<b>3.585</b>	<b>1.166</b>	

**Source: Research Data (2024)**

Based on findings in Table 1 all the mean values were above 3.0 with majority corresponding to "agree" in the likert scale. Specifically, the findings demonstrate that the responders agreed that advertising will increase their supermarket market share and boost sales (M=4.17, SD=.886); consumer buying attitude can be influenced through consistent advertising (M=4.03, SD=.912);

advertising gives room for product comparison (M=4.03, SD=.918). The findings further show that the responders moderately agreed that large audiences can be reached and inspired through advertising (M=3.18, SD=1.177); that no product can endure the competition without extensive advertising (M=3.08, SD=1.382), and that the prevailing amenities and services their

supermarket's advertisement is considered inadequate to face any competition ( $M=3.02$ ,  $SD=1.723$ ). In essence, this implies that participants concurred that advertisements did indeed have a substantial impact on the customers' purchasing decisions.

The study concurs with Khanna (2016) that rural parents do view TV advertisements as crucial components of their children's consumer socialization process because they teach them about the products that are on the market as well as related factors like product pricing and sources

of information about different brands and products. Rajagopal (2011) also discovered that radio commercial listeners are drawn to adverts that are more amusing while conveying the message. Further, Habib, et al (2017) suggested that there is a strong correlation between exposure to supermarket advertisements and shopper attitudes and behavior.

### Customer Purchase Decision

The research aimed to ascertain the motivators of customer purchase decision. The results were as exhibited in Table 2.

**Table 2: Customer Purchase Decision**

	Mean	Std. Dev.	Analysis N
The cost of the item affects the level of service and the purchase choice.	4.89	.860	387
Customers consistently demonstrate a propensity to repurchase items that are on promotion.	4.59	.947	387
Consumers intend to purchase a specific product in the supermarket due to its promotional marketing.	4.37	1.110	387
Consumers always buy the goods on promotion	4.32	.865	387
Customers are anxious to view things offered due to advertising.	4.12	.844	387
Customers are more inclined to purchase a product after viewing an advertisement for it when it is accessible.	4.03	1.050	387
Customers consistently exhibit enthusiasm for promotional activities done by supermarkets.	2.73	.939	387
Sales of promotional goods have risen dramatically.	2.05	.960	387
Service delivery and quality are influenced by the staff's devotion and sociability.	1.47	.846	387
<b>Aggregate Score</b>	<b>3.62</b>	<b>.936</b>	

**Source: Research Data (2024)**

The aggregate mean score in Table 2 indicated that the majority of the mean values corresponded to "agree" score on the likert scale. The participants agreed that the cost of the item affects the level of service and the purchase choice ( $M=4.89$ ,  $SD=.860$ ); Customers consistently demonstrate a propensity to repurchase items that are on promotion ( $M=4.59$ ,  $SD=.947$ ); Consumers intend to purchase a specific product in the supermarket due to its promotional marketing. ( $M=4.37$ ,  $SD=1.110$ ); consumers always buy the goods on promotion ( $M=4.32$ ,  $SD=.865$ ). They also agreed that customers are impatient to check out products

offered because of advertising ( $M=4.12$ ,  $SD = .844$ ) and that customers are more inclined to purchase a product after viewing an advertisement for it when it is accessible ( $M=4.03$ ,  $SD=1.050$ ). The means are above 3.50 and with the std. dev. of below two, it is obvious that the factors are important. Basically, this means that the price of merchandise, having items on promotion, and marketing promotion entices customers' purchase decision. Also, customers are impatient to check out on product offers in supermarkets, customers will buy an advertised product when it becomes available.

However, respondents moderately agreed that Customers consistently exhibit enthusiasm for promotional activities done by supermarkets (M=2.73, SD=.939). They also disagreed that Sales of promotional goods have risen dramatically (M=2.05, SD = .960); and that Service delivery and quality are influenced by the staff's devotion and sociability (M=1.47, SD = .846). The three measures means are below 3.0 and in comparison to the std. dev. (<2), it is evident that they have importance. This basically means that customers are never keen on marketing promotions done by supermarkets,

that the sales of items are significantly affected by promotions, and that the friendliness and dedication of the staff have little bearing on the standard of the services provided. A report by Wanjugi (2012) agreed that there is need for supermarkets to beef up their marketing promotions since it was realized that it led to increased sales for goods on promotion. Otieno (2015) added that the friendliness and commitment of attendants easily convinced undecided customers to buy a commodity especially after assuring them of its quality.

**Table 3: Correlations of the Study Variables**

		CPD	(AD)
CPD	Pearson Correlation	1	
	Sig. (2-tailed)		
	N	387	
(AD)	Pearson Correlation	.021	1
	Sig. (2-tailed)	.677	
	N	387	387

**Source: Researcher (2024)**

Table 3 findings demonstrated that the study variables were correlated. The result indicated that the link between advertising and customer purchasing decision was substantial, important, and positive. The relationship between advertisement and customer purchasing decision was insignificant (R=0.021, sig=0.677).

### Regression Analysis

The following section presents the model summary, ANOVA and regression coefficients. The following

suppositions used as a guide for the study <sup>H01</sup>: Advertising exerts no measurable influence on consumer purchasing decisions at designated supermarkets within Nairobi County.

### Model Summary

The model summary presents the coefficient of correlation and coefficient of determination based on the advertisement (AD), sales promotion (SP), personal selling (PS) and demographic characteristics (DG).

**Table 4: Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.784 <sup>a</sup>	.615	.604	3.27821

a. Predictors:(Constant), Advertisement, Sales promotion, Personal selling, Demographic characteristics

**Source: Research Data (2024)**

Table 4 showed that the value of adjusted R<sup>2</sup> was found to be 0.615, which infers that 61.5% variation in customer purchase decisions can be credited to

changes in advertising, sales promotion, demographic characteristics and personal selling. The remaining 38.5% indicate that there exist other



factors that influence customer purchase decision that were not included in the model. The correlation coefficient, represented by R ( $R=.784$ ), illustrates the connection between the variables under inquiry.

The correlation coefficient ( $R=.784$ ) indicates that there was a strong positive correlation between customer purchasing decision. From the results, the variables were highly and favorably correlated, as shown by correlation coefficient value of 0.615 meaning, advertisement, personal selling, and sales promotional tools greatly influence the purchase

decisions of customers. The study result agrees with Wanjugi (2012) that advertisement, personal selling, and sales promotional tools greatly influence the purchase decisions of customers. Otieno (2015) also supported that advertisement, personal selling, and sales promotional tools greatly influence the purchase decisions of customers.

#### ANOVA

The study undertook an ANOVA utilizing the SPSS. The result for the overall model was as exhibited in Table 5.

**Table 5: ANOVA Results**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	2122.008	4	530.502	49.364	.000 <sup>b</sup>
Residual	4105.222	382	10.747		
Total	6227.230	386			

a. Dependent Variable: CPD

b. Predictors: (Constant), Advertisement, Personal selling, Sales promotional, Demographic Characteristics

The model's output, shown in Table 5, indicated that the overall model is pertinent in explicating the variance in the customer purchase decision since its p-values (0.000) was found to be significant ( $\text{sig}<0.05$ ). The findings further showed that the F-calculated value (49.364) >F-critical value

( $F_{4,382}=2.628$ ). The findings, therefore, suggest that the model was of good fit to test the equation.

#### Regression Coefficients

A table of coefficients was extracted from the regression analysis. Table 6 exhibits the regression coefficients obtained before moderation.

**Table 6: Regression Coefficients**

Model	Unstandardized Coefficients	Standardized Coefficients	T	Sig.
	B	Std. Error	Beta	
1 (Constant)	49.300	.167		.221
Advertising	.152	.202	.038	.754
Personal Selling	2.107	.190	.525	11.118
Sales Promotion	.808	.188	.201	4.302

a. Dependent Variable: Customer Purchasing Decision

**Source: Research Data (2024)**

Table 6's findings showed that advertising had a beneficial impact on customers' purchase decisions in a chosen group of supermarkets in Nairobi County. Advertisement (AD) had a significant effect on customer purchasing decision ( $\text{sig}<0.05$ ). The

findings showed that advertisements had significant influence on customer purchase decision at 95% significance level ( $\beta=0.152$ ,  $p=0.001$ ). This meant that unit change in advertisement resulted to 0.152 unit changes in customer purchase decision.

## SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

The study assessed the influence of adverts on buyer purchase decision in selected supermarkets in Nairobi County. The research suggested that supermarkets use packaging bags, road shows, posters and billboards to do their advertisement. However, it was not clear whether the supermarkets use leaflets, television and radio as forms of advertisement. The supermarkets do not use the internet in advertisements. It was noted that advertising increases supermarket's market share and boosts sales, it influences consumer buying attitude and it gives room for product comparison. However, it was recognized that advertising is incapable of inspiring big audiences, that no product can withstand competition without rigorous advertisement, and that most supermarket's current facilities and services are insufficient to confront any competition.

On the study objective which was on advertisement on customer purchase decision, the study concluded that most of supermarkets used packaging bags, road shows, posters and billboards as advertisement tool. However, there was no clear conclusion whether the supermarkets use leaflets, television and radio as forms of advertisement. The study also came to a conclusion that supermarkets do not use the internet in advertisements. The study also concluded that advertising increases supermarket's market share and boosts sales, it

influences consumer buying attitude and gives room for product comparison. However, advertising is incapable of inspiring big audiences and no product can withstand competition without rigorous advertisement. Most supermarket's current facilities and services are insufficient to confront any competition.

The research proposed that management of supermarkets should make use of packaging bags, road shows, posters and billboards to advertise their products. They should also make use of leaflets, television and radio as advertisement tool. Supermarkets should use the internet in advertisements as this is the most appropriate mode of advertisement nowadays. This way they will be able to increase supermarket's market share and boosts sales, influences consumer buying attitude and gives room for product comparison. Management should ensure that supermarket's existing facilities and services are sufficient so as to overcome any competition.

### Suggestions for Further Research

This research was done on supermarkets in Nairobi County. This county boasts a substantial population, and as such, the findings may not universally pertain to supermarkets in other towns across Kenya. Consequently, it is essential to conduct a study on supermarkets in smaller towns to determine if the same findings are applicable in those contexts.

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