

**PRICING STRATEGIES AND CONSUMER POST PURCHASE
BEHAVIOUR FOR LAUNDRY DETERGENTS PRODUCTS AMONG
TUSKYS SUPERMARKET CUSTOMERS IN NAKURU TOWN, KENYA**

Changeiywo Christine Cherubet-*

Dr. Abel Anyieni **

ABSTRACT

Universally, retail sector plays an essential role in any country's economic growth. The sector has however been affected by globalization, competition, market development, among other factors. The post purchase behaviour in Kenya retail sector has continued to raise concerns despite efforts made by supermarkets to satisfy their customers. The researcher sought to investigate the influence of pricing strategies on consumer post purchase behaviour for laundry detergents products among Tuskys supermarket customers in Nakuru town, Kenya. The specific objectives of the study investigated the influence of penetrative pricing on customer post purchase behaviour for laundry detergents products among Tuskys supermarket customers in Nakuru town, Kenya, established the effect of competitive pricing on customer post purchase behaviour for laundry detergents products among Tuskys supermarket customers in Nakuru town, Kenya and determined the influence of price skimming on customer post purchase behaviour for laundry detergents products among Tuskys supermarket customers in Nakuru town, Kenya. The study anchored on appraisal theory and supported by other two theories namely: Cognitive Dissonance Theory and Expectation Confirmation theory. A descriptive, cross-sectional and explanatory research design was used. The target population in this study was the 76,686 registered customers of Tuskys supermarket. Sampling size was 398 customers selected systematically from the Tuskys supermarket. Primary data was collected using questionnaires. Quantitative data was analysed using both descriptive and inferential statistics, in descriptive statistics data was summarised using percentages, mean and standard deviation while in inferential statistics, multiple regression analysis method was used. All the analysis was done using SPSS. Content analysis was used for qualitative data. The findings indicate that there is a significant positive effect between pricing strategies and consumer post purchase behaviour. Furthermore, the findings supported the theoretical foundations of the appraisal theory that customers tend to respond positively when laundry product prices are lowered. The study recommends that there is a need for managers in Tuskys to use different pricing strategies to improve consumer post purchase behaviour. The study further suggests that future research should focus on extending the study to other sectors for further support of generalisation of findings in all sectors.

* *MBA Student School Of Business, Kenyatta University.*

** *Lecturer School Of Business, Kenyatta University. P.O Box 21677-00100 GPO, Nairobi, Kenya.*

INTRODUCTION

Business environment is rapidly changing posing great challenges to decision makers in organizations. It has made the business environment very complex with consumer preferences changing quickly mainly because of ease of switching from one brand to another. Consumers have varied demands hence companies have to focus more of their resources in attracting and retaining its customers. This has led organizations to prioritize customer's requirements more effectively and efficiently than its competitors. Marketers are therefore faced with the challenge of keeping up with the trends in the market hence the constantly formulating and implementing new pricing strategies as occasioned by the market changes (Kotler, 1988).

Consumers are overwhelmed with a vast array of choices in today's retail marketing environment. Consumers are exposed to different items in the market and they have to make quick decisions based on the items they ought to buy and which can be catered for by their disposable income. The decision the consumers make determines the item they select and eventually buy. The manufacturers, on their part, have to be innovative and creative to ensure that customers get to pick their items if their firms have to remain competitive in the market. Pricing of this items is one the strategies that supermarkets consider to attract consumers and ensure the items get picked and re-picked during subsequent purchase (Chen & Chen, 2010).

Post-purchase behaviour is the future behaviour commitment to purchase a product or service or the link with a provider on all those occasions when other alternatives are possible. In terms of post purchase processes, it is the total amount of opinions that consumers experience that is important. The more opinions they have about the decision, and the more important these are to them, the higher their decision conflict was; and since opinions produces unpleasant feelings, they were motivated to act to reduce the amount of dissonance they are experiencing (Rundle-Thiele, 2005).

The study was mainly anchored on cognitive dissonance theory which suggests that consumers experience tension following a difficult decision and may behave in some strange ways in an effort to reduce the dissonance (Fill, 2002). Another theory is expectation-confirmation theory which states that pleasant outcomes tend to generate repeat behaviour, whereas unpleasant outcomes do not generate repeat behaviour. In order to motivate consumers for repeat purchase or visitation, one has to develop positive perceptions to enhance their satisfaction. Satisfaction, in turn, does produce post purchase behavioural

(Reisinger, 2009).and lastly appraisal theory formed the basis of the research. This study focused on price skimming strategy, penetration pricing strategy and competitive pricing analysed on relationship with consumer post purchase behaviour for laundry detergents products among Tuskys supermarket customers in Nakuru town, Kenya.

There is a rising concern regarding post purchase behaviour of supermarkets customers as evidenced by their dissatisfaction. Empirical evidence shows that supermarkets do not meet their customers' expectations forcing them to seek alternative sources to purchase their products/services (Kostis & George, 2011; Anna, Nicola & Alessandro, 2012; Paul, Ivo & Van, 2013; Spyros, George & Nikos, 2012 & Andreas, 2008). According to consumer price index report (2015) Tuskys supermarkets had lowest sales of laundry detergents compared to other supermarkets within the town. These statistics raised alarm on pricing strategies used by Tuskys supermarket to discourage their consumer post purchase behaviour.

From a managerial point of view, positive customer post-purchase behaviour is the primary source of future revenues and is regarded as the key factor in winning market share (Robinson & Etherington, 2006). Consumers have differing perceptions and needs, efforts to gain and retain customers cannot employ only a uniform pricing but rather some different prices strategies (Oliver, 2010). In the short term, customers spend more with the service provider and in the long term, they attract new customers by word of mouth (Chen & Chen, 2010).

Post-purchase behaviour researches in marketing have led to efforts to examine the link between pricing strategies and post-purchase behaviour (Robinson & Etherington, 2006). However, most of these studies attempted to link post purchase behaviour to pricing strategies have only considered one pricing strategy for instance, penetrative (Kostis & George,2011; Sije & Oloko 2013), competitive pricing (Ayooluwade 2016), price skimming (Anna, Nicola & Alessandro, 2012). None of the studies reviewed has examined the influence of penetrative, skimming and competitive pricing strategies in one study.

The empirical literature in this study also highlights that most of these research work examining the relationship between pricing strategies and consumer post purchase behaviour have been carried out generally in few western countries i.e. Kostis & George (2011), Anna, Nicola and Alessandro (2012), Paul *et al.*, (2013), Spyros, George and Nikos (2012), Andreas (2008); it is not clear whether individual set of pricing strategies will work evenly well on Kenyan context. There is need to fill this gap by this study. This study sought to investigate

whether pricing strategies influence consumer post purchase behaviour in the Kenyan context.

Research documented reviewed in Kenya haven't been done in the retail sector but have focused on other sectors of the economy but not on supermarkets. Musyoki (2012) for example, focused on pricing strategies and post purchase behaviour in the General motors Kenya, thus the results were limited to one institution, motor industry. Njenga (2011), on the other hand, focused on the role of pricing strategies on profitability of hotel industry in Kenya being limited to hotel industry. Industry context draws on why consumers are disposed to act on the basis of their dispositions within a specific industry. The study focused on retail sector, the supermarkets. Methodological gaps have also been observed in that none of empirical studies reviewed by the researcher has specifically used multiple regression on penetration, competitive and price skimming pricing strategies on consumer post purchase behaviour.

Empirical studies have been carried out on pricing strategies on consumer post purchase behaviour but the findings have found mixed results from positive to negative results on the effect of pricing strategies on consumer post purchase behaviour. None of studies reviewed has specifically examined the relationship that exists between penetration, competitive and price skimming pricing strategies on consumer post purchase behaviour for laundry detergents products among Tuskys supermarket customers in Nakuru town, Kenya. This study therefore seeks to close the gap.

Research Objective

This study was guided by the following objective:

The specific objective of the study was to establish the influence of pricing strategies on consumer post purchase behaviour for laundry Detergents Products among Tuskys Supermarket Customers in Nakuru Town, Kenya.

Conceptual Framework

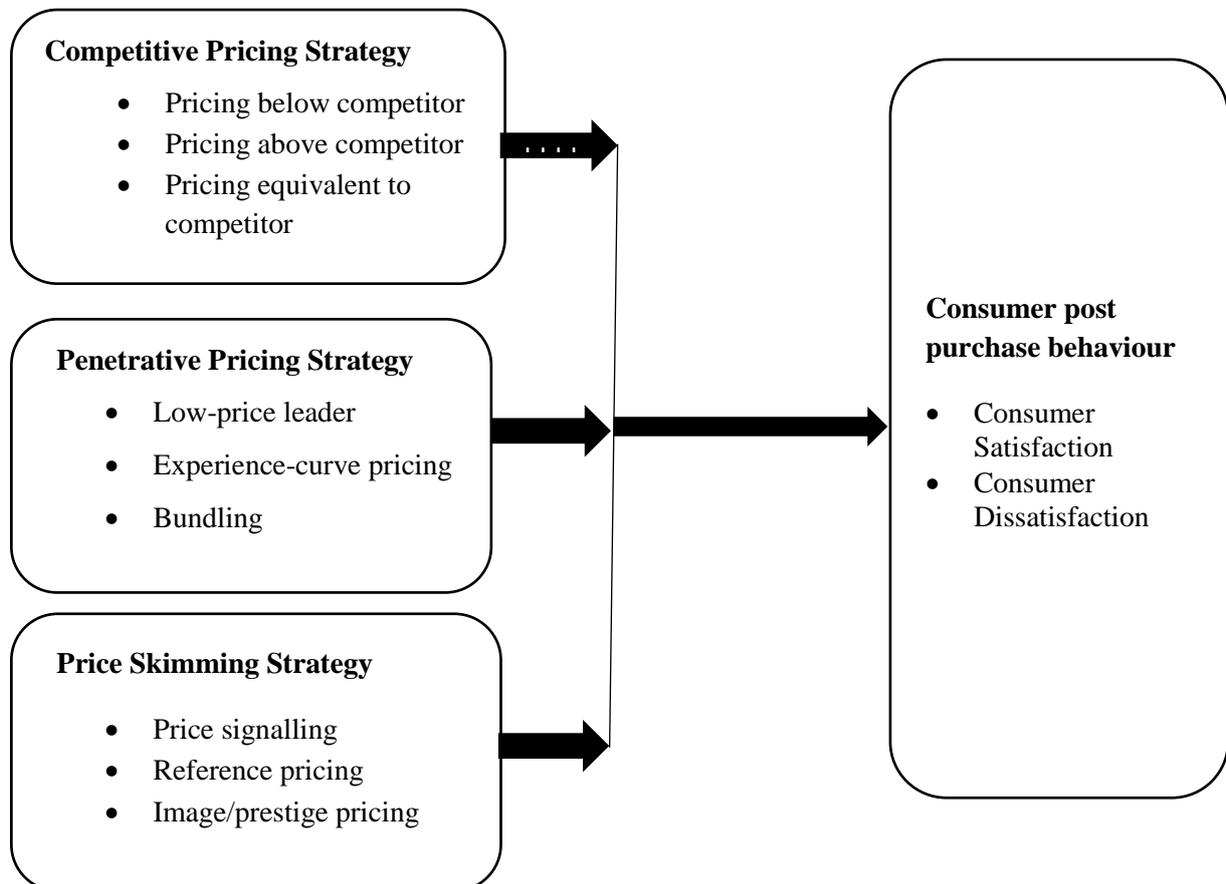
Conceptual model in Figure 2.1 captures the relationships that reinforce the study variables. The relationship between pricing strategies and consumer post purchase behaviour for laundry detergents products among Tuskys supermarket customers in Nakuru town, Kenya. For this research the independent variables are the competitive, penetrative and skimming

pricing strategy and the dependent variable is consumer behaviour. The conceptual map is as illustrated on the figure 2.1 below.

Each of the independent variables has been operationalize into three measurable indicators as explained below. Competitive pricing strategy indicators are pricing below competitor, below and equal to the competitor. Penetrative pricing strategy include constructs such as low-price leader, experience curve and bundling pricing. Finally, price skimming pricing has three indicators price signalling, reference pricing and prestige pricing. Dependent variable consumer post purchase behaviour indicators are satisfaction and dissatisfaction.

Independent Variables

Dependent Variable



Source: Researcher, (2018)

Figure 2.1: Conceptual Framework

RESEARCH METHODOLOGY

Research Design

The research design that was used in this study was descriptive research designs. Descriptive design involves assessing the study phenomena without the ability to control or manipulate variables, and thus require the researcher to collect data and determine relationships without inferring causality (Swanson & Holton, 2005). Saunders *et al.*, (2009) argue that descriptive studies should be regarded as a means to an end and not an end in itself. Descriptive research design was used because it enables the researcher to capture the population characteristic and test hypothesis (Cooper and Schindler,2008).

Target Population

The target population were the registered customers of the three branches of Tuskys Supermarket located in Nakuru town. The unit of observation were the 72,686 registered customers (respondents) identified as holders of smart cards. Table 3.1 shows population of respondents.

Table 3.1 Respondents Target Population

Tuskys Supermarket Branches	Registered Customers	Percentage
Hyrax branch	18,220	25%
Midtown branch	19,256	26%
Magic Nakuru branch	35,210	49%
Total	72,686	100%

Source: Tuskys Consumer Report, (2017).

Sampling Size and Sampling Technique

The study used purposeful random sampling design in selection of the required sample size. The sample size was determined by use of Yamane (1967) formula for calculating sample size. A 95% confidence level was used and error term of 0.05 was assumed. The formula was

$$n = \frac{N}{1 + N(e)^2}$$

Where n = sample size, N = population size e = error term

$N = 72,686$, $\epsilon = .05$ Hence,

$$n = 72,686/1 + 72,686 (.05)^2$$

$$= 398$$

At 95% confidence level, this translated to a sample size of 398 respondents out of a target population of 72,686.

Selection into the sample was based on two key parameters of interest. First, to be considered for this study, individuals must have been registered customers of the supermarket. Second, the selected individuals comprised those who are registered for more than three months. Multiplier is found by dividing sample size of 398 by the total population of 72,686.

Table 3.2 Sampling and sample size

Tuskys Branches	Frequency	Multiplier	Sample Frequency	Percentage
Hyrax	18,220	0.005476	100	25%
Midtown	19,256	0.005476	105	26%
Magic Nakuru	35,210	0.005476	193	49%
Total	72,686	0.005476	398	100%

Source: Researcher, 2017

Data Collection Instruments

The study used a questionnaire (appendix 1) to collect primary data from registered customers. Use of questionnaire enables the researcher to collect both qualitative and quantitative data and are easier to administer and analyse (Mugenda & Mugenda, 2003). Questionnaire began with a brief introduction statement dispelling fears regarding participation and confidentiality of respondent's responses. The questionnaire was divided into three sections A, B and C. Section A sought to obtain background information of the respondent. Section B consisted of questions relating to pricing strategies and Section C consists of questions about consumers post purchase behaviour in a five-point Likert scale format.

Data Collection Procedure

The researcher obtained a letter of introduction from Kenyatta University. The research was carried out in Nakuru town, Kenya where the respondents was intercepted at the exit point of the supermarket. The criteria for selecting individual shopper to be included in the sample must be a registered smart card holder of the supermarket. The researcher formally approached 398 respondents with questionnaires in Tusky's supermarket with every customer approached systematically. The researcher ensured that all distributed and collected questionnaires are noted. Fowler & Couper (2009) recommends that data collection is an important component in production of required data which can be subject to empirical tests thus careful handling of questionnaire to establish response rate.

Data Analysis and Presentation

The study used descriptive and inferential statistics to analyse data. Descriptive statistics was done to explore the features of pricing strategies on post purchase behaviour. Descriptive statistics assist in evaluating participant's attitudes, value judgments and other distinctive patterns. Measures of central tendency and dispersion such as the mean, standard deviation and variance form the descriptive statistics (Mugenda, 2003). Inferential statistics were used to make analysis that are generalizable to the whole country. The researcher used multiple regression analysis which was useful to generate predicted values of dependent variable from the various independent variables.

Data coding file was created with a unique code assigned to each variable. To establish the composition and distribution of the respondents with respect to gender, age and income frequency polygons and histograms was used. Empirical models that was estimated and used for inferential analysis, as informed by the conceptual framework. The relationship between independent variables (pricing strategies) and consumer post purchase behaviour (dependent variable). Objectives was addressed using the model below

$$\text{Consumer Post purchase behaviour} = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$

Where

X_1 : - Penetrative Pricing Strategy

X_2 : - Competitive Pricing Strategy

X_3 : - Price Skimming Strategy

ϵ : - Error Term

The coefficients path β_1 , β_2 , β_3 , β_4 and ϵ measure the effect of X_1 , X_2 , and X_3 on consumer post purchase behaviour respectively.

The findings will be presented in form of tables for easy understanding and interpretation.

DATA ANALYSIS, FINDINGS AND DISCUSSION

Response Rate

The study targeted 398 respondents (customers) in collecting data as shown in table 4.1 below. From the research study, 346 out of 398 respondents filled in and returned the questionnaire contributing to 87% response rate. According to Wimmer & Dominick (2006), a response rate of 21% – 70% is acceptable for self-administered questionnaires. It guarantees accuracy and minimizes bias. Therefore, the above response rates meet this criterion hence it was appropriate for this study. Therefore, the data collected is consistent with the population and can be relied on for unbiased results.

Table 4.1 Response Rate

Response	Target Respondents	Successful Respondents	Response Rate (%)
Hyrax branch	100	76	76
Mid-town branch	105	87	83
Magic Nakuru branch	193	183	95
Total	398	346	87

Researcher data, 2017

Demographic Profile of the Respondents

This section covers the general characteristics about the respondents who took part in the research. The background information sought from the Tusky's supermarket customers was gender, age bracket, household income and level of education.

Gender

As shown in Table 4.2 below the study found that the female gender was 59.25% and the male gender was 40.75%. This shows that female and male genders were well represented and the difference does not affect the findings of this study.

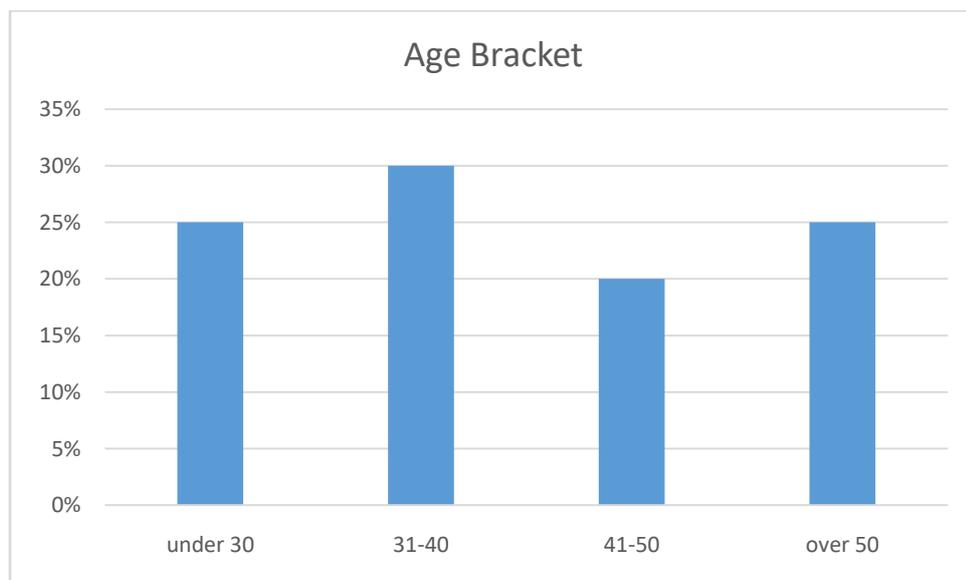
Table 4. 2 Composition of Respondents by Gender

Gender	Frequency	Percentage
Female	205	59.25%
Male	141	40.75%
Total	346	100%

Source: (Field data,2017)

Age of the Respondents

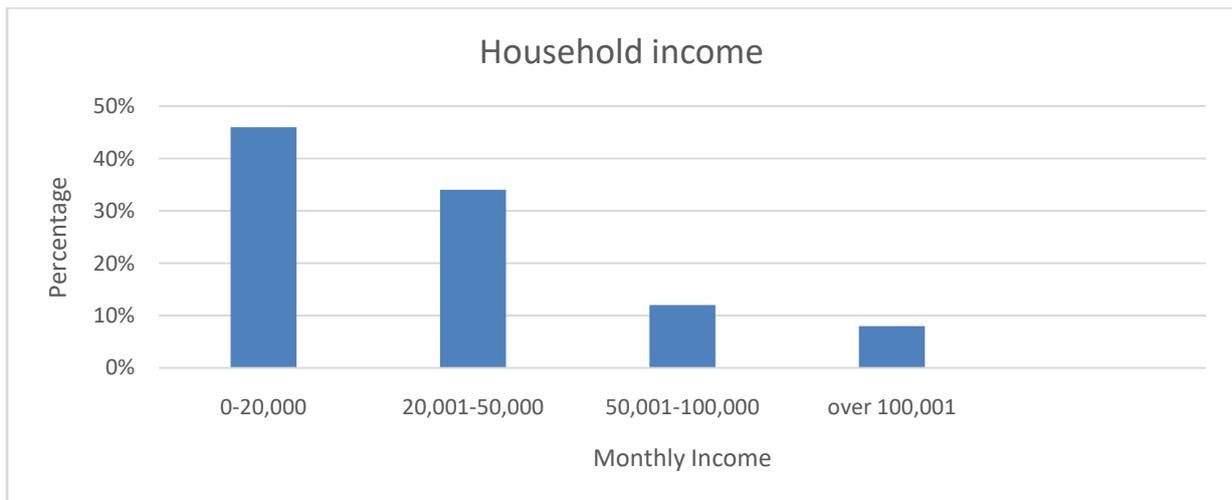
The study sought to determine the age category of the respondents and therefore requested the respondents to indicate their age category. From the findings as shown in the figure above the study established that most of the respondents as shown by 25% were aged under 30 years, 30% of the respondents were aged between 31-40 years, 20% between 41-50 years and 25% of the respondents were aged above 50 years. This implies all age groups of respondents were distributed evenly.

Figure 4.1: Age Bracket of the Respondent

(Field Data, 2017)

Household income of Respondents

The study sought to establish respondent's household income of respondents.

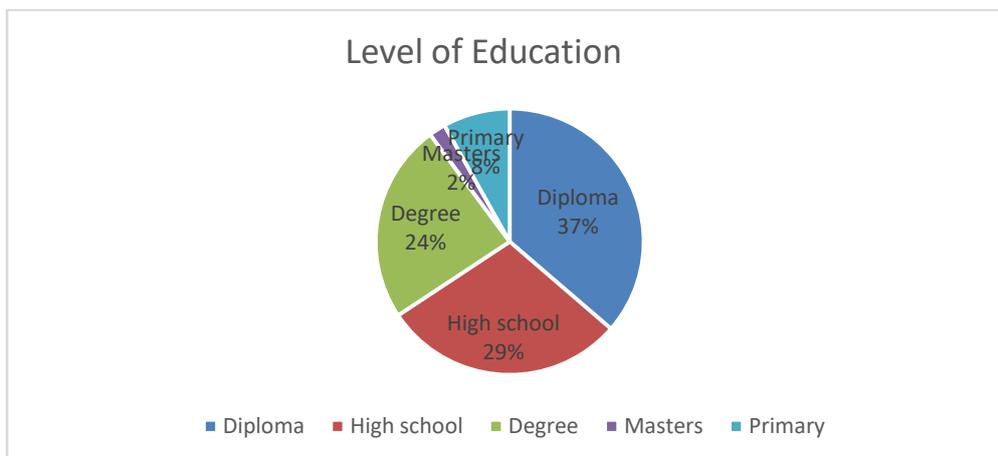
Figure 4.2: Household Income

Source: (Field data, 2017)

Figure 4.2 above revealed that majority of the respondents as shown by 46% had income of less than Ksh 20,000, 34% of the respondents had income of 20,001-50,000, whereas 12% of the respondents had income of Ksh 50,000-100,000 and 7% of respondents had over 100,000 incomes. This implies that respondents had household income to buy detergents.

Education Level of Respondents

Respondents were also asked about their education level. The findings were as shown below in figure 4.3.

Figure 4.3: Education Level of Respondents

Source: (Field data, 2017)

The study sought to determine the education level of the respondents and therefore requested the respondents to indicate their highest level of education. From the findings it was established that most of the respondents as shown by 37% had a diploma. 29% of the respondents had high school certificate. 24% of the respondents had degree certificates while masters and Primary education were 2% and 8% respectively. This implies that majority of respondents were well educated to answer the questionnaire.

Descriptive Statistics

The section provides descriptive statistics for the study variables namely pricing strategies and consumer post purchase behaviour. The descriptive statistics summarize the main characteristics of the study variables.

Competitive Pricing Strategy

Measurement of central tendencies is used to discover the mean scores for the five interval-scaled constructs. A total of 5 items (questions) with particular mean score were obtained from the SPSS version 20 output. All of the items/questions are being asked using 5-point Likert scale. Where 5-very strongly disagree, 4-agree, 3-neutral, 2-disagree and 1- strongly agree. For analysis purposes, the mean score for the respondents was computed. A mean score of 0 means not relevant, less than 1.5 means that the respondents strongly disagree, a mean score of 1.5- 2.4 means that they disagreed, a mean of 2.5- 3.4 means they had neutral perception, 3.5 -4.4 means that they agree and a mean score of above 4.5 means that they strongly agreed. A standard deviation of above 1.0 means there is no consensus where as a standard deviation of 1.0 and below means that there is a consensus.

Table 4.3: Central Tendencies measurement of constructs on competitive pricing strategy

No	Competitive Pricing Strategy	Response rate scale of 1-5					Mean	Standard Deviation
		1	2	3	4	5		
1.	Prices of laundry detergents products are lower compared to other	12.5%	75%	0%	12.5%	0%	4.007	1.516

	supermarkets							
2.	Prices of laundry detergents products are equal compared to other supermarkets	62.5%	25%	12.5%	0%	0%	4.243	1.496
3.	Prices of laundry detergents products are higher compared to other supermarkets	75%	12.5%	12.5%	0%	0%	4.520	0.797
4	Prices are always priced low despite changing consumer demands	3.7%	13%	37.3%	44.7%	1.3%	4.704	0.629
5	Prices of laundry detergents are high throughout	4.3%	13.3%	48%	34.3%	0%	4.908	0.436
	Aggregate score						4.476	0.975

Source: Research Data (2017)

Table 4.3 above, the overall aggregate mean score for this section stands at 4.476 and the standard deviation at 0.975. This implies that on average the respondents affirmed on a consensus that competitive pricing strategy on customers is aimed at improving consumer post purchase behaviour.

Penetrative pricing strategy

The respondents were required to rate their level of extent of agreeability with the statements pertaining to penetrative pricing strategy on a scale of 1 to 5. The results are in Table 4.4.

Table 4.4: Central Tendencies measurement of constructs on penetrative pricing strategy

No	Penetrative pricing strategy	Response rate scale of 1-5					Mean	Standard Deviation
		1	2	3	4	5		
1.	Supermarket price products low for new mass market products	12.5%	75%	0%	12.5%	0%	3.888	0.482
2.	The supermarket price laundry detergent products low and later raise the product price	62.5%	25%	12.5%	0%	0%	3.868	0.393
3.	The supermarket sells their laundry detergent products as a bundle	75%	12.5%	12.5%	0%	0%	3.684	0.938
4	The supermarket prices are always low for any new laundry product	62.5%	12.5%	12.5%	12.5%	0%	3.750	0.985
5	The supermarket initial new laundry detergent products are always lower	62.5%	0%	25%	12.5%	0%	3.954	0.722
	Aggregate score						3.8288	0.704

Source: Research Data (2017)

Table 4.4 above, the overall aggregate mean score for this section stands at 3.8288 and a standard deviation of 0.704. High mean and small SD imply level of agreeability. This implies that on average the respondents agreed on a consensus that the supermarket had put in place pricing strategies that would enable them achieve post purchase behaviour.

Price Skimming Strategy

The respondents were required to rate their level of extent with the statements pertaining to price skimming strategy on a scale of 1 to 5. The results are in Table 4.5.

Table 4.5: Central Tendencies measurement of constructs on price skimming strategy

No	Price skimming strategy	Response Rate scale of 1-5					Mean	Standard Deviation
		1	2	3	4	5		
1	Prices of laundry detergent products are high because of good quality	62.5%	0%	25%	12.5%	0%	4.11	1.02
2	Prices of laundry detergent products have been reduced compared to previous price	50%	12.5%	25%	12.5%	0%	3.96	1.13
3	The supermarket laundry detergent products are priced high because it's of high prestige	12.5%	50%	12.5%	25%	0%	4.55	0.65
4	The supermarket new laundry detergent products are priced highly	88.5%	0%	0%	12.5%	0%	4.11	0.79
5	The supermarket price new products highly but overtime reduce the prices	0%	75%	0%	25%	0%	3.62	0.9
6	The supermarket sells quality products and hence the high prices	0.3%	3%	28%	61%	7.7%	3.73	0.658
	Aggregate Scores						4.07	0.898

Source: Research Data (2017)

The overall aggregate mean score for this section stands at 4.07 and the standard deviation at 0.898. High mean and small SD implies that the respondents strongly agreed on a consensus that price skimming strategy was improving their post purchase behaviour.

Consumer Post Purchase Behaviour

The respondents were required to rate their level of extent of agreeability with the statements pertaining to Consumer Post Purchase Behaviour on a scale of 1 to 5. Where 5 represents “very strongly agree” and 1 “very strongly disagree”. The results are in Table 4.6.

Table 4.6: Responses on Consumer Post Purchase Behaviour

Consumer Post Purchase Behaviour	Mean	Standard Deviation	Minimum	Maximum
The supermarket prices of laundry detergent products encourage my loyalty and I was a committed customer	4.4215	1.1567	1.00	5.00
The supermarket prices are good and I will increase usage of the product	4.3265	0.8458	1.00	5.00
I will repeat purchasing laundry detergent from the supermarket	4.0174	0.9657	1.00	5.00
I will tell others to purchase laundry detergent products from the supermarket because of prices	4.0012	0.5681	1.00	5.00
Prices of laundry detergents are unfair and I complained to the supermarket	3.1265	0.6854	1.00	5.00
I will change to other supermarket because of prices	2.8564	0.5681	1.00	5.00
I will discontinue using this laundry detergent product	3.4256	0.8561	1.00	5.00
Aggregate Score	3.7393	0.8066		

Source: Research Data (2017)

The overall aggregate mean score for this section stands at 3.7393 and the standard deviation at 0.8066. This indicates that the respondents agreed that the consumer post purchase behaviour of the customers was that of loyalty, repeat purchase and increased usage as shown by my aggregate score of mean and SD.

Regression Analysis

Multiple regression analysis was used to test the research questions. This was performed using research data collected and the results interpreted according to the R^2 values and P values $P < 0.001$ and $P < 0.005$ significance level. The variables under study were regressed on consumer post purchase behaviour. If the value of R Square is equal or more than 0.5, then there is strong correlation between respective variables and consumer post purchase behaviour.

Test of Direct Relationship

The findings of multiple regression testing the relationship between competitive, penetrative and price skimming strategy and consumer post purchase behaviour are summarized in table 4.7 below.

Table 4.7: Influence of pricing strategy on consumer post purchase behaviour

Goodness of fit	Test Statistic	P-Value	
Adjusted R^2	0.694		
R^2	0.627		
F-Statistic	65.35	0.000***	
Dependent Variable =Consumer post purchase	Linear Regression Results		
	Coefficients	t-statistic	P-Value
Competitive pricing strategy	2.142	8.20	0.000***
Penetrative pricing strategy	1.502	7.34	0.000***
Price skimming strategy	0.256	1.27	0.000***
Constant	8.156	1.89	0.078
Key *** significant at 1%			

Source: Research Data, (2017)

Table 4.7 shows that the adjusted R-squared is 69.4%, meaning that the independent variables jointly explain approximately 69 percent of variations in the dependent variable, while the rest are explained by other variables not included in the model. Therefore, the model can reliably be used to test the influence of competitive, price skimming and penetrative pricing strategies on consumer post purchase behaviour. The F statistic is 65.35, with a P-value of 0.000, which implies that the independent variables are jointly significant in explaining variations in customers post purchase behaviour. Hence, competitive, price skimming and penetrative pricing strategies are significant in explaining variations in consumer post purchase behaviour. Competitive pricing strategy is positive and significant at 2.142 and P value = 0.000 < 0.05 and penetrative pricing strategy coefficient is positive and significant at 1.502 and P value = 0.000 < 0.05 and price skimming coefficient is positive and significant at 0.256 and P value = 0.000 < 0.05. The regression results indicated that increase of competitive pricing strategy by one unit would have a corresponding increase in consumer post purchase behaviour by 2.142, whereas an increase of penetrative pricing strategy by one unit would increase consumer post purchase behaviour by 1.502 units. Therefore, the t statistics and p-values can reliably be used to test the significance of coefficients in the model;

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \varepsilon$$

The regression equation obtained from this output is: -

Consumer Post Purchase Behaviour = 8.156 constant + 2.142 competitive pricing strategy + 1.502 penetrative pricing strategy + 0.256 price skimming strategy

Competitive pricing strategy influence and consumer post purchase behaviour

Table 4.7 above shows that the coefficient of competitive pricing strategy is 2.142. The beta coefficient for competitive pricing strategy is 2.142. This implies that a unit increase in competitive pricing strategy will result in 214.2% increase in consumer post purchase behaviour in Tusksys Supermarket, Nakuru town, Kenya. A direct relationship between competitive pricing strategy and consumer post purchase behaviour. The t-statistic and corresponding P-value is 8.20 and 0.000 respectively. On the basis of these statistics, the study concludes that there is significant positive relationship between competitive pricing strategy and consumer post purchase behaviour.

The findings were in support of empirical research studies by Andreas (2008); Ayooluwade (2016); Spyros *et al.*, (2012); Wawire (1999); Crawford (2006); Saleh *et al.*, (2015) which their findings supported that competitive pricing strategies have a significant positive relationship with consumer post purchase behaviour.

Penetrative pricing strategy influence and Consumer Post Purchase Behaviour

Table 4.7 above shows that the coefficient of penetrative pricing strategy is 1.502. The beta coefficient for penetrative pricing strategy is 1.502. This implies that a unit increase in penetrative pricing strategy will result in 150.2% increase in consumer post purchase behaviour in Tuskys Supermarket, Nakuru town, Kenya. A direct relationship between penetrative pricing strategy and consumer post purchase behaviour. The t-statistic and corresponding P-value is 7.34 and 0.000 respectively. On the basis of these statistics, the study concludes that there is significant positive relationship between penetrative pricing strategy and consumer post purchase behaviour in Tuskys Supermarket, Nakuru town, Kenya.

The findings were in support of empirical research studies George (2011); Sije & oloko (2013); Parker (2004); Onyango (2013); Khan (2007) which assert that penetrative pricing strategies have a significant positive relationship with consumer post purchase behaviour.

Price skimming strategy influence and employee performance

Table 4.7 shows that the coefficient of price skimming strategy is 0.256. The beta coefficient for price skimming strategy is 0.256. This implies that a unit increase in price skimming strategy will result in 25.6% increase in consumer post purchase behaviour in Tuskys Supermarket, Nakuru town, Kenya. A direct relationship between price skimming strategy and consumer post purchase behaviour. The t-statistic and corresponding P-value is 1.27 and 0.179 respectively. On the basis of these statistics, the study concludes that there is positive relationship between price skimming strategy and employee performance in Tuskys Supermarket, Nakuru town, Kenya.

The findings were in support of empirical research studies Anna, Nicola & Alessandro (2012); Howard & James (2013); Paul *et al.*, (2013); Wamiori (2009); Kiptoo (2008); Hall (2001); Ayah, Rashid & Saif (2003) which assert that penetrative pricing strategies have a significant positive relationship with consumer post purchase behaviour.

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Conclusions have been drawn from the study and recommendations put forward in regards to

influence of pricing strategies and consumer post purchase behaviour in Tuskys Supermarket, Nakuru town, Kenya.

Summary of the Findings

This study sought to determine influence of pricing strategies on consumer post purchase behaviour in Tuskys Supermarket, Nakuru town, Kenya. This section gives a summary of the findings. The general objective was to investigate the influence of pricing strategies on consumer post purchase behaviour in Tuskys Supermarket, Nakuru town, Kenya. Based on results findings, it established that there is significant positive relationship between pricing strategies and consumer post purchase behaviour.

The first specific objective was to establish whether competitive pricing strategy influence consumer post purchase behaviour in Tuskys Supermarket, Nakuru town, Kenya. The findings showed significant positive relationship with consumer post purchase behaviour. The second objective was to determine the influence of penetrative pricing strategy on consumer post purchase behaviour in Tuskys Supermarket, Nakuru town, Kenya. The finding in this research showed that penetrative pricing strategy and consumer post purchase behaviour was positively linked.

The third objective was to identify how price skimming strategy influence consumer post purchase behaviour in Tuskys Supermarket, Nakuru town, Kenya. The finding in this research showed that price skimming strategy and consumer post purchase behaviour is positively linked.

The study established that majority of the respondents the required educational knowledge and income as observed by the demographic findings. Majority of employees had adequate education qualification. From the findings, competitive pricing strategy leads the variables of consumer post purchase behaviour with significant positive relationship and the least is pricing skimming strategy.

Conclusion

The study concludes that pricing strategies competitive, penetrative and price skimming pricing strategies have a positive relationship on consumer post purchase behaviour. The variables have been adopted by the supermarket in order achieve improved consumer post purchase behaviour. Based on the research findings, the overall effects of variables

(competitive, penetrative and price skimming pricing strategies) towards improving consumer post purchase behaviour in the supermarket is significant. The objectives of the research are fulfilled with the results acceptance. Since the variables becomes one of most popular ways to consumer post purchase behaviour in the supermarket, the research tends to provide the evidence to support future research related to this field.

Competitive pricing according to the study had the highest positive influence on consumer post purchase behaviour with highest beta value. Penetrative pricing had the second highest positive impact on consumer post purchase behaviour. Price skimming had least positive impact on consumer post purchase behaviour among the three variables.

Recommendations

The study makes a number of recommendations. First, the study recommends that the supermarkets should ensure there are pricing strategies as these are likely to influence consumer post purchase behaviour positively as shown by the study.

As the research findings showed that consumer post purchase behaviour relates positively with pricing strategies government policy makers should pricing that all stakeholders will benefit from. Lastly, the study recommends that supermarkets should on frequent basis evaluate pricing strategies used as identified by most respondents as necessary in order to improve consumer post purchase behaviour.

Managers of Tusky's supermarket should put more emphasis on competitive pricing strategy as the research findings indicated greatest positive influence on consumer post purchase behaviour.

Suggestions for Further Research

More studies should be done to examine other factors that may influence consumer post purchase behaviour. Further, future studies should obtain a large population of supermarkets to determine whether the results can be generalized as this case only used one supermarket. The study suggests that a similar study to be done in all supermarkets in Kenya for the purposes of benchmarking. This would allow for generalization of study findings. Further, the researcher suggests that a cross-sectional study should be done in other retail markets in various sector

REFERENCES

- Anna, C., Nicola, S. and Alessandro, S. (2012). The relationship between customer value and pricing strategies: an empirical test. *Journal of Product & Brand Management*, 21(7), 538 – 546.
- Ayah B., Rashid M., and Saif K. (2003). How to Sustain the Customer Experience: An Overview of Experience Components that Co-create Value with the Customer. *European Management Journal*. 25(5), 395-410.
- Chen, C.-F. & Chen, F.-S. (2010). Experience Quality, Perceived Value, Satisfaction and Behavioural Intentions for Heritage Tourists. *Tourism Management*, 31(1), 29-35.
- Cooper, D., & Schindler, P. (2008). *Business Research Methods (International Edition)*, McGraw-Hill Education.
- Hall, C. (2001). A multiple-item scale for assessing service experience. *Journal of Service Management*. 23 (1), 5-33.
- Kiptoo, K.M. (2008). Effect of Skimming Price Strategy on Purchase Decision Case of Crown Beverages Limited. Nairobi; *University of Nairobi*
- Mugenda O. M. & Mugenda, A.G. (2003). *Research methods: Quantitative and qualitative approaches*. Nairobi: African Centre of Technology Studies.
- Paul, T., Ivo A. and van, L. (2013). Relating price strategies and price-setting practices. *European Journal of Marketing*, 47 (1/2): 27 – 48.
- Robinson, S. and Etherington, L. (2006). *Customer Post-purchase Behaviour Intention: A Guide for Time Travelers*. New York: Palgrave Macmillan.
- Rundle-Thiele, S. (2005). Exploring Loyal Qualities: Assessing Survey based Post-purchase Behaviour Intention Measures. *Journal of Services Marketing*, 19(7), 492-500.
- Saunders, M.N.K., Lewis, P., & Thornhill, A. (2009). *Research methods for Business Students (5th Ed.)*. Harlow, United Kingdom: FT Prentice Hall.