



AN ANALYSIS OF PURCHASE BEHAVIOR OF GENERATION Y IN KENYA

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ABSTRACT

Due to the unique buying behavior of Generation Y, it has become a target of research in developed and emerging markets. This is because, Generation Y comprises of a large demographic segment of consumers with high spending power. Despite this, the buying behavior of Generation Y is not well understood in Kenya. The buying behaviors of Generation Y in developed and emerging markets cannot be applied in developing countries like Kenya, given that factors considered important by Kenya's Generation Y when making purchase decisions might be different from those in emerging and developed markets. The purpose of this study was to analyze the factors considered important when generation Y in Kenya is making a purchase decision. This knowledge is important because it could influence the marketing strategies of manufacturing firms in Kenyan market. A random sample 1000 generation Y individuals was used, and their feelings about importance of each factor was rated using a Likert scale. Interviews were conducted using a structured questionnaire, and data was analyzed using descriptive statistics. Results indicated that generation Y in Kenya considers quality, price and durability of the product, efficiency and performance of brand, discounts offered and the company when selecting products/brands. The results further indicated that Generation Y got information when making purchase decision from testing and using the product (experience), friends and internet. It was also evident that respondents will recommend the same brand/product to another person and they make a repeat purchase of the same brand when satisfied after using a product. When dissatisfied with a product/service purchased, most of Generation Y consumers will switch to another brand and grumble to friends and relatives. Generation Y in Kenya considers investing in a business, buying a mobile phone and buying a laptop when they have extra cash as very important.

Keywords: Consumer behavior, Generation Y, Consumer buying process, Buying decision, Marketing strategies, Brands, Products.

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Contribution/Originality:

This study is one of the few studies which have investigated generation Y purchase behavior. For the first time, factors important to Generation Y purchase behavior in Kenya have been brought out. A part from the mean, standard deviation was computed to show the difference of importance of factors.

1. INTRODUCTION

Stiff competition prevailing in the business environment today requires marketers to thoroughly understand consumer behavior. According to [Wambugu et al. \(2014\)](#) the study of buying or consumer behaviors is important because: knowledge of consumer behavior helps manufacturers when planning and implementing marketing strategies, and this understanding assists them in selecting and segmentation of target markets, thus devising appropriate marketing strategies most relevant to the target market segment. Secondly, it helps firms to create a marketing mix that satisfies consumers. Thirdly, by gaining a better understanding of the factors that affect buyer behavior, marketers are in a position to predict how consumers will respond to marketing strategies. The understanding of the buying behavior patterns of different generations would assist marketers when selecting and segmenting the target markets, thus devising appropriate marketing strategies most relevant to the target market segment [Blackwell et al. \(2009\)](#). Most studies on consumer behavior in Kenya have focused on factors influencing consumer behavior in general. For instance, [Mwongera \(2012\)](#); [Wambugu et al. \(2014\)](#); [Wambugu \(2015\)](#) and [Karimi \(2010\)](#) to mention a few. Furthermore, most of those studies focused on consumption of milk in Kenya yet there are a variety of products available in the Kenyan market for consumers to buy. Young people in emerging nations are growing up as their horizons, buying power, and future prospects continue to brighten. This rising young world, exposed to global media and global consumer culture through the Internet, represents the next frontier for branding. Studying Generation- Y is the first step toward profiteering. If marketers are able to study their buying behavior and patterns, they'll secure lifelong customers in the future as they evolve into mature adults and parents. It is estimated that Generation Y are spending USD 39 billion per year ([Amirtha, 2012](#)) which implies that, business across all industries are required to know and appreciate the buying behavior of Generation Y so that they can adjust and be able to satisfy their needs. Furthermore, studying Generation Y is significant as this group of the population will soon dominate the consumer market as the baby boomer generation is aging. Marketers are required to change their strategies to accommodate Generation Y as this will be a key factor in expanding current businesses in Kenya.

Although a lot of research on consumption habits of Generation Y has been done in developed countries such as USA, Canada Europe and emerging markets such as Malaysia and India, the issue is whether the buying behaviors identified in those countries can be applied in

developing countries like Kenya. The factors influencing consumer behavior in the two parts of the world are different, thus Kenyan Generation Y behavior should be studied in order to bring out the factors that may be considered as important when making their purchasing decision. This understanding would assist marketers in diversifying marketing strategies relevant to this market segment. From the accessible literature, no study has investigated the buying patterns and behaviors of Generation Y in Kenya. Young people in Kenya just like in other emerging and developing markets are growing up as their horizons, buying power and future prospects continue to brighten. This rising young world, exposed to global media and global consumer culture through the internet represents the next frontier for branding and brand positioning. Studying Generation Y is the first step towards profiteering. If marketers are able to study their buying behavior and patterns, they'll secure lifelong customers in future as this generation evolves into mature adults and parents.

The general objective of this study was to analyze the factors considered as important when generation Y is making a purchase decision in Kenya. The specific objectives of this study were to:

- i) analyze the Generation Y's feelings concerning whether personal influences their buying decision
- ii) analyze the Generation Y's feelings concerning whether family members and other reference groups influences their buying decision
- iii) analyze the Generation Y's feelings about whether product/brand attributes has some influence on their buying decision
- iv) analyze the feelings about the influence of manufacturing company attributes on the Generation Y's buying decision in Kenya.
- v) establish the Generation Y's source of information when making purchase decision in Kenya
- vi) investigate the likely actions of Generation Y during the post purchase stage in purchase decision process in Kenya
- vii) establish what Generation Y in Kenya is likely to buy in case they have extra money

2. LITERATURE REVIEW

2.1. Theory of Consumer Behavior

Consumer behavior is that behavior exhibited by people in planning, purchasing, and using economic goods and services (Kibera and Waruingi, 2007). According to Paul and Olson (2008) consumer shopping behavior is defined as *'the dynamic interaction of affect and cognition, behavior and the environment by which human beings conducts the exchange aspect of their lives'*. Consumer behavior therefore concerns itself with specific types of human behavior that are market related. It includes both mental decisions and physical activities resulting from decision involved specifically in buying and using of economic goods and services. Kuester (2012) defines consumer behavior as; *'the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose off*

products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. It blends elements from psychology, sociology and economics. It attempts to understand the decision-making processes of buyers, both individually and in groups. It studies characteristics of individual consumers such as demographics and behavioral variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general (Kardes *et al.*, 2011). Kibera and Waruingi (2007) defines consumer behavior as 'the *behavior exhibited by people in planning, purchasing and using economic goods and services*'. According to Jobber (2010) the study of the buyer behavior 'involves understanding of how individuals or organizations behave in the purchase situation'.

Consumer behavior is dynamic because the thinking, feelings and actions of individual customers are constantly changing (Hoyer and MacInnis, 2011). This highlights the importance of studying consumer behavior. It is the only way through which marketers can keep abreast of the important trends in the market. For instance, if the buying behavior of a segment of the market is understood, it presents an opportunity for the marketing manager to fulfill the needs of potential customers in a unique way: not only physically but psychologically. On the other hand, if marketing management fails to fulfill the psychological needs of potential customers, consumer behavior goals may not be achieved even though the product or service satisfies physical needs.

According to Schiffman and Kanuk (2000) understanding consumer behavior and by defining the firm's business domain as market-oriented, managers and their organizations are able to satisfy consumer needs by monitoring closely evolving lifestyles and trends and anticipate consumer needs. This enables them to respond promptly with products and promotional campaigns to meet those needs. Consumer behavior plays a role in the evaluation of consumer groups with unsatisfied needs or desires. Organizations should not only recognize consumers' unmet needs but also understand whether those needs will be expressed as economically feasible markets and what organizational response is required for success in selling to those markets (Saleemi, 2011).

Macro-factors (such as situational factors and shoppers individual characteristics -income, education, family size and age; socio-cultural factors – socio-class and reference groups) do influence consumer behavior. Micro-economic factors that influence consumer behavior include product characteristics – quality, packaging and price (Paul and James, 2007). According to Kibera & Waruingi, purchase decision passes through three stages- information search, purchase and post-purchase stage. As theory indicates, during post –purchase stage, the consumer evaluates the experience with the product bought and takes the appropriate action -- either to make repeated purchase or switch to another brand. Various studies have been done in regard to factors influencing buying behavior of Generation Y in developed world. Most of those studies did not investigate all factors behind Generation Y purchase behavior i.e the point of view of the

factors Generation Y considers important at various stages of purchase decision. For instance [Alan et al. \(2004\)](#) studied role model influences on Generation Y buying decision. [Stephanie et al. \(2009\)](#) investigated the motivators behind the purchases and retail patronage of college aged (18-22) years old. Although the wide age range of 11-34 years may indicate pronounced differences. [Linda \(2002\)](#) analyzed Generation Y buying behavior, and indicated that brands with core identity and appealing advertisements influences Generation Y buying behavior It is therefore important that generation Y is studied as a group and all factors influencing behavior are considered together. A study on Generation Y by [Anders \(2013\)](#) compared two significant cohorts; baby boomers and generation Y, with respect to their shopping behavior and purchase involvement for food, clothing and automobiles. For the three types of products, baby boomers value the retail experience and in store service higher than Generation Y. For baby boomers the purchase decision starts with the retailer who gives advice for choosing the right product, while for Generation Y, the process starts with choosing the product. So, the issue that needs to be investigated is the sources of information before they choose the product, and what happens during the post purchase stage of their purchase decision buying process? Purchase decision does not also end with choosing the product (purchase stage).

2.2. The Concept of Generation Y

Generation Y can be described as people approximately aged 11-34. They are made up of the children of the post-World War II generation. They are the segment of the population immediately following Generation X and have been referred to by many different taglines such as the Echo Boomers, the Net Gen, Nexters, the Nintendo Generation, and the Millennials. There are no precise dates as to when this generation begins and ends, but it is widely discussed that the label Generation Y applies to anyone born roughly between the early 1980's and the late 1990's. Other studies categorize them from late 1970's to late 1990's. In US this generation is more than three times the size of Generation X this number is expected to grow to 90million by 2020 ([Kotler et al., 2009](#)). In Kenya, Generation Y it is more than five times (45.9%) of the Generation X (8.8%) and the number expected to grow to more than 50% by 2020. The percentage distribution of the household population by age in Kenya 2008-09 statistics as indicated by Kenya Bureau of statistics (KBS) data shows: 45.9% of age 11-34 is young people that were born between 1977 and 2001. This category is also known the Generation Y.

The marketing impact of Generation Y has been immense though they haven't yet reached their peak income and spending years. This prosperous young people have hundreds of billions of dollars to spend and spend they do. In addition to their own purchases they have a major influence on what their parents buy. Their buying behavior needs to be well understood if manufacturers are to target them in their marketing strategies. Furthermore, these technological sophisticated consumers are the first to grow up with digital technology and the internet. Cell

phones and MP3 players are loaded with features and come in many colors combination, allowing Generation Y to keep up with their peers yet express their individuality through their gadgets. Their spending habit reflects their love of technology, so electronic commerce, for examples websites with online ordering capabilities, email newsletters and sales announcement becomes an important tool to reach them. The best marketing approaches position brand as a cutting edge, fashionable and popular but avoid the hard sell. As the older member enter the work force and approach thirty they are catching the eye of other types of companies (McDaniel and Gitman, 2008). Despite this, no research has focused on this category of consumers in Kenya.

2.3. Consumer's Age and Consumer Behavior

Demographic affect a firm a current and future segmentation strategies (Jobber, 2010). Understanding age distribution and its effect to consumer behavior provide insight on the types of products or services that will be bought and consumed in the future as well as on related behavior, altitude and opinions. Cohort analysis is fundamental to understanding changing consumer markets, not only understanding the number of people in each age group but also the important influences on their lives, including media, peers & parents. A cohort is any group of individual linked as a group in some way, usually by age. The key to cohort analysis is examining the influences that are shared by most people in a specific group ultimately those influences affect consumer decision processes and the types of products, brands and retailers consumers prefer when responding to a firm's marketing strategy (Rogers *et al.*, 2006).

Generation Y is a cohort of special interest to marketers. This cohort referred to by various names: Echo, "N" Gen- for networked but most often it's called Generation Y, or simply Gen Y, to differentiate it from Generation X, the smaller cohort a decade older. Born in the 1980's and early 1990s, with 72 million members in US, Gen Y is the first group to challenge baby boomers in numbers and is 50% larger than Generation X. In US Generation Y were expected to spend nearly \$200 billion and also add 4 million new drivers each year throughout the 2000-2010 decade, creating a market not only for cars and gasoline, but also for music and entertainment, fast food, computers, cameras, cell phones and many other products (Rogers *et al.*, 2006). Generation Y has considerable influence in household purchases and enjoys a good deal of financial independence. Given the high number of two career families and single parents, teens often shop for themselves are responsible for more decision than previous generations were. They tend to do more shopping on weekends and female shop more than males do. Friends are major source of information about products and socializing is one of the major reasons they like to shop thus company should focus some of their marketing effort on opinion leaders within Gen Y groups. Gen Y discuss trend in text messages, instant messages, social network and online review.

Having grown up with recycling, concept, many in this segment consider a products environmental impact before buying (Rogers *et al.*, 2006). These technological sophisticated consumers are the first to grow up with digital technology and the internet. Cell phones and MP3 players are loaded with features and come in many colour combinations, allowing Generation Y to keep up with their peers yet express their individuality through their gadgets. Their spending habit reflects their love of technology, so electronic commerce, for examples websites with online ordering capabilities, email newsletters and sales announcement becomes an important tool to reach them. The best marketing approaches position brand as a cutting edge, fashionable and popular but avoid the hard sell. Gen Y consumers try to be fickle, they are likely to switch brand preferences more quickly than other groups because they have more time and of their high need to keep on top trends and be accepted by their peers (McDaniel and Gitman, 2008). Anders (2013) argues that Generation Y consumer behavior have a greater marketing implication on brand loyalty, positioning, advertising messages and media thus, very important for marketers to understand their consumer behavior.

3. RESEARCH METHODOLOGY

The research is a descriptive survey. According to Mugenda and Abel (1999) a descriptive survey aims at determining who, what, when and how of a phenomenon which is the concern of the current study. The population of interest in this study included Generation Y consumers in Kenya. The total population of Generation Y in Kenya according to the 2009 Census by Kenya National Bureau of Statistics is 17,722,035. These are consumers between ages 11 to 34 years old. While the youngest generation Y is only 10-11 years old, marketers are focused on those who are currently 15-34 years. This is the reason why this age category (15-34 years) is focused in this paper as the population of study. Only consumers age 15-34 were allowed to answer the questionnaires.

Stratified random sampling technique was used. This was because the entire target population was divided into three groups that was: high school students, college/university students and working class people. The sample consisted of 1000 Generation Y consumers in Nairobi who were randomly selected from the different strata. According to Malhotra (2007) the study sample should be large enough to provide the researcher with the necessary confidence in the data. The margin of error must be within the acceptable limits and the researcher must ensure that data analysis is undertaken at the level of detail required. Therefore, the response rate must be estimated and the sample size increased accordingly. This implies that a minimum or an adjusted minimum sample size needs to be established and used to compute the actual sample size. In this study, the actual sample size was determined using the formula proposed by Saunders and

Thornhill (2007) $n^a = \frac{nX100}{re\%}$, where: n^a = the actual sample size required, n = minimum (or

adjusted minimum) sample size, $re\%$ = the estimated response rate expressed as a percentage. In line with many studies in marketing, a level of confidence of ninety five percent, which corresponded with $z = 1.96$ was assumed. Based on the reasoning by Saunders and Thornhill (2007) and the fact from the retail business analysis, 80% of Kenyan consumes buy from other venues other than the supermarkets and malls, while 20% of consumers does their shopping from

supermarkets; the minimum sample size was computed as follows: $n = p\% \times q\% \times \left(\frac{z}{e\%}\right)^2$ where:

n = minimum sample size required, $p\%$ = proportion belonging to the specified category, $q\%$ = proportion not belonging to the specified category, $z = z$ value corresponding to the level of

confidence required while $e\%$ = margin of error required. Thus, $n = 20 \times 80 \times \left(\frac{1.96}{5}\right)^2$ which

was equal to 246.4. This had to be adjusted to 246.38 approximately (250 persons). According to the target population of 3,000,000 using the formula provided by Saunders and Thornhill (2007)

where, $n' = \frac{n}{1 + \left(\frac{n}{N}\right)}$. In this formula, n' = the adjusted minimum sample size, n = the minimum

sample size, and N = the target population. The computed adjusted minimum sample was substituted into the formula used to determine the actual sample size in the previous page. Expecting a response rate of 25 percent, the actual sample size of 1000 respondents was arrived at. Primary data was collected using questionnaires that had both open and closed questions. To find out the feelings of various factors influenced the buying decision, a likert scale was used whereby a mean of 1-1.4 was rated as low; 1.5-2.4 was rated as slightly; 2.5-3.4 was rated as moderate; 3.5-4.4 was rated as high 4.5-5.0 was rated as very high. Descriptive statistics was used to analyze data. Mean score was used to determine the rating of different factors that influences the buying decision of the respondents. Standard deviation was used to determine the varying degree of the difference in which the different factors influences the buying decision of the respondent.

4. RESULTS

From the study, 810 respondents out of the 1000 sample respondents filled-in and returned the questionnaires making a response rate of 81%. The study indicated that 8% of the respondents were married, thus 92 % of the respondents were single. The study sought to know what the respondents did on current daily basis. The study reveals that the highest percentage of the respondents was college and university students having 45.1%, seconded by the high school students with 34.1% and lastly the working class personnel with 20.7%. Majority of the respondents were males with 56% while female respondents' were 44%. Most respondents were

between 15-20 years old with a percentage of 47 %,followed by those aged between 21-25 years with a percentage of 35% and lastly with the lowest percentage of 18% with those aged between 26-34 years of age. 75.6% of the respondents received an income below Ksh.10, 000, 9.8% received between Ksh. 50,000-100,000, 8.5% received an income between Ksh. 10,001-30,000, 4.9% received an income above Ksh. 100,000 and 1.2% of the respondents received an income between Ksh. 30, 001-50,000. This shows that most respondent received less than Ksh. 10,000 per month. The highest number of respondents (68.3%) got their income from pocket money/allowances, followed by 18.3% of the respondents who got their income from part time jobs and lastly 13.4% of the respondents who got their income from full time jobs.

Table-1. Personal Factors and the Buying Decision for Generation Y

| Personal factors influencing consumer buying decision | Mean | Std. Deviation |
|--|-------------|-----------------------|
| Desire to satisfy the self esteem needs | 2.7 | 1.9 |
| Desire for recognition | 2.4 | 1.5 |
| Desire to have status | 2.6 | 1.4 |
| The brand represent my way of life | 2.9 | 1.6 |
| The brand represent who I am as a person | 3.1 | 1.8 |
| The brand gives me a sense of achievement | 3.3 | 1.5 |
| My feelings toward the brand | 3.4 | 1.5 |
| My position in the society | 3.0 | 1.3 |
| My position in the family | 3.3 | 3.8 |
| My occupation | 2.8 | 1.6 |
| Educational level | 3.9 | 1.9 |
| Disposable income | 2.8 | 1.5 |
| Ability to obtain loans | 2.1 | 1.2 |
| Stage in my lifecycle (bachelor, married with or with no children) | 2.7 | 1.6 |

According to the findings in Table 1, personal factors were rated as follows: the feeling that educational level influences respondents buying decision had a mean of 3.9. In addition, respondents' feelings toward the brand, brand giving the respondents a sense of achievement, respondents' position in the family and the brand representing who the respondent is as a person were moderately rated with a mean of 3.4, 3.3, 3.3 and 3.1 respectively. Ability to obtain loans had a mean of 2.1. Desire for recognition and desire to have status had a mean rate of 2.4 and 2.6 respectively.

Table-2. Members of a family/reference groups and the Buying Decision for Generation Y

| Members of a family/Reference group | Mean | Std. Deviation |
|--|-------------|-----------------------|
| Spouse | 1.9 | 1.6 |
| Children | 1.8 | 1.5 |
| Parent | 3.1 | 1.7 |
| Siblings | 3.0 | 1.5 |
| Friends | 2.9 | 1.6 |
| Work colleagues | 1.9 | 1.0 |
| Professional organization | 2.0 | 1.5 |

The study sought to find out how generation Y rated the extent to which, members of a family/reference group influenced consumer buying decision. The results in Table 2 show how respondents rated the influence of members of a family and reference groups– parent, siblings and friends on their buying decision. The means were 3.2, 3.0, and 2.9 respectively. In addition, professional organization, work colleagues, spouse and children were rated very low with a mean of 2.0, 1.9, 1.8 and 1.9 respectively.

Table-3. Product/Brand Attributes and the Buying Decision for Generation Y

| Product/Brand attributes influencing consumer buying decision | Mean | Std. Deviation |
|--|-------------|-----------------------|
| Price of the product | 4.3 | 1.4 |
| Maintenance cost | 3.8 | 1.2 |
| Efficiency of brand | 4.2 | 1.0 |
| Size of the product | 3.2 | 1.3 |
| Shape of the product | 2.5 | 1.1 |
| Colour of the product | 3.2 | 2.8 |
| Quality of the product | 4.6 | 0.7 |
| Quantity of the product | 3.6 | 1.2 |
| Features of the product | 4.0 | 1.1 |
| Durability of the product | 4.4 | 1.0 |
| Availability in the shops | 3.5 | 1.3 |
| Availability of the product/spare parts | 3.7 | 1.4 |
| Brand performance | 4.2 | 1.1 |
| My experience with the product | 3.9 | 1.2 |
| Brand reputation | 3.6 | 1.2 |
| Brand in fashion | 3.2 | 1.4 |
| Attitude/perception towards the brand name | 3.0 | 1.2 |
| Environmental friendly product | 3.5 | 1.4 |

Results in Table 3 above, the quality of the product, price of the product, durability of the product and efficiency of brand was rated highly with a mean of 4.6, 4.4 and 4.2 respectively. Brand performance, features of the product and were also rated high with a mean of 4.2, 4.0 and consumer experience with the product 3.9 respectively. To add to that maintenance cost, consumers’ experience with the product and availability of the product/spare parts influenced the consumers buying decision to a large extent with a mean of 3.8, 3.8 and 3.7 respectively. Size of the product, colour of the product, brand in fashion, attitude/perception towards the brand name and shape of the product influenced the consumers buying decision to a moderate extent with a mean of 3.2, 3.2, 3.2, 3.0 and 2.5 respectively. More over quantity of the product, brand reputation, availability in the shops and environmental friendly product influenced the consumers buying decision to a large extent with a mean of 3.6, 3.6, 3.5 and 3.5 respectively.

Table-4. Manufacturing Company Attributes and the Buying Decision for Generation Y

| Company attributes influencing consumer buying decision | Mean | Std. Deviation |
|--|-------------|-----------------------|
| Dealer accessibility | 3.3 | 1.3 |
| Product advertisement | 3.1 | 1.1 |
| Persuasion by the sales person | 2.8 | 1.2 |
| Shop display | 3.2 | 1.1 |
| Trade exhibition e.g. motor shows, home expos, trade fair/show | 3.3 | 1.5 |
| The manufacturing company reputation | 3.9 | 3.3 |
| Flexibility of payment | 3.0 | 1.1 |
| Discounts offered | 4.7 | 1.5 |
| Product country of origin | 3.0 | 1.4 |

The results in Table 4 indicate that discounts offered and the manufacturing company reputation was rated high with a mean of 4.7 and 4.0 respectively. In addition, flexibility of payment and dealer accessibility was moderately rated with a mean of 3.0 and 3.3 respectively. This was also the case with product advertisement, shop display, trade exhibition e.g. motor shows, home expos and trade fair/show with a mean of 3.1, 3.2 and 3.5 respectively.

Results in Table 5 indicate that, Generation Y consumers are likely to search information from different sources when buying a product.

Table-5. Information Sources used by Generation Y during the purchase decision Process

| Sources of information | Mean | Std. Deviation |
|---|-------------|-----------------------|
| Testing and using the product (experience) | 4.4 | 0.9 |
| Friends | 3.9 | 1.1 |
| Internet | 3.8 | 1.1 |
| Advertisement | 3.6 | 1.2 |
| Family | 3.4 | 1.3 |
| TV | 3.4 | 1.2 |
| Magazine | 3.3 | 1.2 |
| Shop display | 3.2 | 1.1 |
| Trade exhibition e.g. home expos, motor shows | 3.0 | 1.3 |
| Sales person | 3.0 | 1.3 |
| Radio | 2.9 | 1.2 |
| Social gatherings e.g. parties | 2.7 | 1.3 |
| Neighbors | 2.7 | 1.3 |

The respondents were therefore asked to indicate the extent to which they searched for information from different sources. According to the findings in table 6, the respondents got information when making purchase decision from testing and using the product (experience), friends and internet to a large extent with a mean of 4.4, 3.9 and 3.8 respectively. In addition, the respondents got information when making purchase decision from advertisement, family, TV, magazine, shop display, trade exhibition e.g. home expos, motor shows and sales person to a large extent with a mean of 3.6, 3.4, 3.3, 3.4, 3.2, and 3.0 respectively. Moreover, the respondents rated radio, social gatherings e.g. parties and neighbors low with a mean of 2.8, 2.7 and 2.7 respectively.

Table-6. Reactions when Generation Y Customer is satisfied with the Product

| When satisfied after using a product | Mean | Std. Deviation |
|---|-------------|-----------------------|
| Recommend the same brand/product to another person | 1.2 | 0.2 |
| I would make a repeat purchase of the same brand | 1.1 | 0.3 |
| Purchase same product from a different manufacturer depending on the fashion/trends | 1.8 | 0.6 |

From the findings in Table 6 the respondents indicated that they recommend the same brand/product to another person, make a repeat purchase of the same brand, and purchase same product from a different manufacturer depending on the fashion/trends when satisfied after using a product with a mean of 1.2, 1.1 and 1.8 respectively. This implies that the consumers remained loyal to the manufacturer when satisfied with the product. The study also sought to find out the reactions of the respondents when dissatisfied after using a product. A likert scale was used whereby a mean of 1-1.5 was rated as yes; 1.6-2.0 was rated as no.

From the findings in Table 7, the respondents indicated that they switched to another brand and grumbled to friends and relatives when dissatisfied after using a product with a mean of 1.2 and 1.4 respectively. In addition they did not complain directly to the manufacturing company/supplier, complain about the product through media and do not take legal action against the manufacturer of the brand when dissatisfied after using a product with a mean of 1.8, 1.8 and 2.0.

Table-7. Reactions when Generation Y Customer is Dissatisfied with the Product

| When dissatisfied after using a product | Mean | Std. Deviation |
|---|-------------|-----------------------|
| Complain directly to the manufacturing company/supplier | 1.8 | 0.5 |
| Complain about the product through media | 1.8 | 0.4 |
| Grumble to friends and relatives | 1.4 | 0.4 |
| Take legal action against the manufacturer of the brand | 2.0 | 0.5 |
| Switch to another brand | 1.2 | 0.2 |

The study sought to find out the items the respondents consider buying when they have extra cash. From the findings in Table 8, the respondents indicated that they would consider to a large extent investing in a business, buying a mobile phone and buying a laptop when they have extra cash with a mean of 4.0, 3.8 and 3.7 respectively. In addition, the respondents indicated that they would consider to a moderate extent buying clothes on fashion, buying a plot/land, adventure, building a house for their parents, buying a house and buying furniture when they have extra cash with a mean of 3.5, 3.4, 3.4, 3.3, 3.1 and 2.9 respectively. Moreover, the respondents rated buying video games player & movies, buying radio/home theater, buying a car, partying and buying utensil low with a mean of 2.5 each, while buying fridge and TV was rated the lowest with a mean of 2.3 and 2.1 respectively.

Table-8. Items Generation Y Consumer Consider Buying when they have Extra Cash

| Items to consider buying when you have extra cash | Mean | Std. Deviation |
|---|------|----------------|
| Invest in a business | 4.0 | 1.6 |
| A mobile phone | 3.8 | 1.4 |
| A laptop | 3.7 | 1.5 |
| Clothes on fashion | 3.5 | 1.5 |
| A plot/land | 3.4 | 1.4 |
| Adventure | 3.4 | 1.4 |
| Build a house for your parents | 3.3 | 1.6 |
| A house | 3.1 | 1.8 |
| Furniture | 2.9 | 1.5 |
| Video games player & movies | 2.5 | 1.5 |
| Radio/Home theater | 2.5 | 1.4 |
| A car | 2.5 | 1.5 |
| Partying | 2.5 | 1.6 |
| Buy utensil | 2.5 | 1.4 |
| Fridge | 2.3 | 1.5 |
| TV | 2.1 | 1.3 |

5. CONCLUSIONS AND RECOMMENDATIONS

The analysis in the study proved that the theory of factors influencing consumer buying decision process can be applied when studying generation Y buying behaviour in Kenya. From the results, it can be concluded that social-cultural environment such as educational level are rated highly as factors that impacts generation Y when making their purchase decision. Reference groups, family, roles, status and respondents' position in the family was moderately rated. Psychological factors such as feelings toward the brand, brand giving them a sense of achievement, and the brand representing what a consumer in Generation Y is -- were rated moderately. This implies that when manufacturers are developing marketing communication programmes for their brands, they should consider the use brand endorsers. This is in order to give Generation Y consumers a sense of achievement and a feeling of what they are.

Factors due to marketing effort had the highest mean among all other factors thus likely to have a great influence on buying behavior and patterns of Generation Y. These factors are: the quality of the product, price of the product durability of the product, efficiency of brand, brand performance, discounts offered and the manufacturing company reputation. This implies that manufacturers should not ignore the marketing effort elements if they will to attract Generation Y consumers. Based on the results, it can also be concluded that Generation Y gets information when making purchase decision from testing and using the product (experience), friends and internet to a large extent. Thus, marketers should avoid relying on the traditional marketing communication methods. Experiential marketing (where the consumers are offered free samples in order to have the feel or the taste of the product), the use of social networking sites and internet should be used to reach this generation.

Another conclusion is that most consumers in Generation Y usually recommend the same brand/product to another person and they make a repeat purchase of the same brand when

satisfied after using a product. When dissatisfied, most of them will switch to another brand and grumbled to friends and relatives. This implies that, manufacturers should strive to satisfy Generation Y consumers in all areas— quality of the product, price of the product durability of the product, efficiency of brand, brand performance, discounts offered and the manufacturing company reputation. Further, a conclusion was reached that respondents would consider investing in a business, buying a mobile phone and buying a laptop when they have extra cash. This implies that, Generation Y is concerned with investment, and therefore policy makers should not ignore them when developing policies for investment for future economic development. Marketing communication should also be aligned to this.

6. LIMITATIONS OF THE STUDY

The respondents in the study are all drawn from Nairobi. However generalization of the findings to the whole population would require a further study and a larger population that takes into account regional difference.

7. SUGGESTIONS FOR FURTHER RESEARCH

Further research could be done focusing on other aspects of generation Y consumer behavior since this study focused on their buying decision only. A similar study could be carried out in other areas other than Nairobi to find out whether the same results will be obtained. The study focused on Generation Y thus another study should be carried out in Generation X to find out if the same results will be obtained.

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