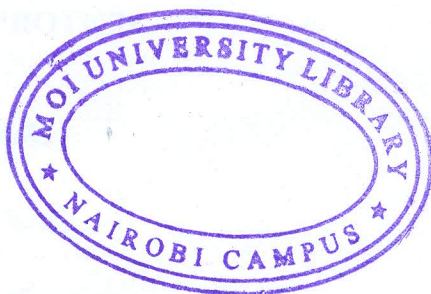


**ANALYSIS OF FACTORS THAT INFLUENCE USERS' CHOICE OF
BRANDS OF CEMENT IN THE KENYAN MARKET: A CASE OF
CEMENT IN NAIROBI AREA.**



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REG. NO. MU/EMBA/KIM/04/82**

**A RESEARCH PROJECT SUBMITTED IN PARTIAL
FULFILLMENT OF REQUIREMENT FOR THE DEGREE OF
EXECUTIVE MASTER OF BUSINESS ADMINISTRATION
SCHOOL BUSINESS AND MANAGEMENT**

MOI UNIVERSITY

JULY 2005

MOI UNIVERSITY



20110842

Abstract

Major cement manufacturers in Kenya include East African Portland cement, Bamburi and Athi River Mining. Cement industry in Kenya has been dominated by two different brands for many years namely Baobab cement from Bamburi cement Ltd and Blue Triangle cement from East African Portland cement company Ltd. With the liberalization of the market in 1990's it has seen other new brands enter the market. Some of these brands include the Rhino cement. Other entrants include imports from COMESA countries such as Helwan cement imported from Egypt and other low cost cement producers from Asia such as China and India.

This study had sought to answer the research questions with specific objectives as outlined in the study. These included the potential factors that affect the brand choice of cement such as branding, pricing, packaging, distribution, promotion, quality characteristics and other marketing strategies that may influence the users' choice of a given cement brand.

Data was collected using structured questionnaires as data collection instrument and were administered to the contractors and other cement user categories.

The survey was done in Nairobi region only. The population was subdivided into strata according to the type of the respondent such as contractors, general public, mason and distributors. They were categorized into four regions within Nairobi. Within the strata the samples were selected randomly and a total of 140 respondents were interviewed.

Data was analyzed through the use of descriptive statistics including frequency distribution tables, percentages, measures of central tendency such as mean, and standard deviation to measure dispersion. In addition to these, advanced techniques were also

considered particularly measures of variations such as correlation test to establish the relationship among variables. SPSS computer software was used to carry out the analysis of the data.

The findings of the study established that the choice of cement brands is strongly influenced by price-related factors, quality, location, loyalty and the level of promotion activities. The study concluded that the manufacturers of cement should come up with strategies that will balance the level of loyalty between the loyal and the non-loyal customers.

Further recommendations were made to the manufacturers and scholars for further research. To manufacturers recommendations were made on improvement of packaging, and promotions. While for researchers recommendation was made for further research that covers the whole country and brand switching nature of cement customers.