

**CONSUMER SALES PROMOTIONS STRATEGIES AND BRAND
LOYALTY: A SURVEY OF INTERNATIONAL FASTFOOD BRANDS IN
NAIROBI, KENYA.**

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DECLARATION

Declaration by candidate:

This is my original work and has not been presented for a degree award or published in this or any other institution of higher learning.



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DEDICATION

I dedicate this great research achievement to my family for their encouragement and continued prayers towards successful completion of this project.

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First, I thank the Almighty God as my source of all inspiration and grace that empowers us to be all that He created us to be. I thank you for allowing me to undertake this project that is so involving. To you belong all the Glory, Praise and Honor.

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ABBREVIATIONS AND ACRONYMS

ARPU	Average Revenue Per User
BMP	Behavior Modification Perspective
CAGR	Compound Annual Growth Rate
CLQ	Consumer Loyalty Questionnaire
CSP	Consumer sales Promotion
KFC	Kentucky Fried Chicken
MNEs	Multinational Enterprises
QSR	Quick Service Restaurants
SMMA	Social Media Marketing Activity
SPSS	Statistical Package for Social Sciences
USD	United States Dollar

OPERATIONAL DEFINITION OF TERMS

- Brand loyalty:** The consumption of an international fast-food brand for a longer period of time (repeat purchases), despite availability of other options which insinuates a relationship between a product and customer satisfaction (Melnyk & Bijmolt, 2015).
- Cross-promotion:** The practice of building strategic partnerships with other international fast-food brands to increase awareness and drive sales while reducing advertising costs (Moslehi & Haeri, 2019).
- Fast-food:** An international fast-food brand restaurant characterised by the ability, in principle, to provide hot food with the minimum of delay (Kotler & Keller, 2016).
- Free sample:** A small portion of merchandise distributed or packaged for free especially as an introduction to potential customers of international fast-food brands (Mina & Campos, 2020).
- Point-of-purchase:** The time and place where a retail transaction is completed among international fast-food brand restaurants (Zhang, Gangwar & Seetharaman, 2017).
- Sales promotion:** A marketing strategy in which international fast-food brands use a temporary campaign to increase the demand in its product or service (Tian & Kamran, 2021).

Tie-in promotion: A consumer sales promotions by which international fast-food brands agree to share their promotional costs for specific campaigns (Zhong & Moon, 2020).

ABSTRACT

The purpose of this research survey was to investigate the influence of consumer sales promotions strategies on brand loyalty of International Fast-Food brands in Nairobi, Kenya. Consumer sales promotions strategies examined included; Product sample promotion strategy, cross-promotion strategy, point-of-purchase display promotion strategy, and tie-in promotion strategy. The survey was informed by classical conditioning theory; operant conditioning theory; and behavior modification perspective. The survey adopted a descriptive survey methodology. The target population for the study encompassed 24 customer relations managers from the 24-registered fast-food brands in Kenya. A structured questionnaire was utilized as the data collection tool. The questionnaire was divided into two sections, section one containing the demographic data relating the respondent's profile and the second part covering consumer's sales promotion techniques on brand loyalty. Questionnaire items were structured with a 5-point Likert scale. Descriptive and ordinal regression statistics were used in the analysis of the data. Ordinal regression analysis method was used on the Likert scale to assess the influence between consumer sales promotions strategies. The survey established that product sample promotion strategy, cross-promotion strategy, point-of-purchase display promotion strategy and tie-in promotion strategy registered a positive influence of brand loyalty of international fast-food brands. The survey concluded that; free product samples strategy allow customers learn of the product attributes which motivates initial, repeat and increased purchase decision; cross Promotion strategy produce new value-added synergetic product which results into increased frequency of repeat purchase; point of purchase display promotion strategy provide requisite product information and motivate repeat purchase and tie in promotion strategy of resource pooling, offer bigger synergetic refunds to customers that lead to increased purchase frequency. Overall, the study recommends the identification of shortcomings hindering the four consumer sales promotions' optimal effectiveness to re-engineer their appeal to the consumer for optimum brand loyalty. Specifically, Free sample's strategic approaches comprising brand awareness, attributes, quality and confidence, need to be re-engineered. Also, there is need to enhance effectiveness of the cross-promotion strategy by identifying deficiencies among the strategy's activities such as inter-brand online advertisement, new value-added synergetic product, role model advertisement sponsorship of the fast-food brand, social responsibility partnership strategy with global entities such as UNEP, UNICEF motivates customer's referral. Similarly, there is need to detect and address gaps in the point-of-purchase sales' strategic techniques such as brief product attributes, creative freestanding, as well as end caps tactical displays. Further, tie-in promotion strategic engagements such as collaboration, resource pooling, synergetic big contests, joint more value brand aspects, require more study to highlight areas of improvement.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Motivated by globalization as well as internationalization, fast-food venture has emerged as one of the fastest-growing global industries with its market size expected to hit USD 813.9 billion and grow at a compound annual rate (CAGR) of 4.6% by 2028 (Grand View Research, 2021). The growth of the fast-food global market is majorly fueled by busier consumer lifestyles, rapid urbanization, increase in disposable income, increase in middle-class population, increased mobility, and dual-working households (Alumasa & Maina, 2021). The increasing penetration of social media for online delivery applications and e-commerce websites has compelled eateries to expand their reach through introducing new food distribution channels and is providing an impetus to the market growth (Banerjee & Singhania, 2018).

The fast expansion continues to attract as well as intensify competition as demonstrated by variant performance among fast-food brands, particularly brand loyalty variation (DiPietro, 2017). Coupled with the realization of the cost of retaining customers is lower than attracting new customers, the hyper competition has forced modern fast-food chain to constantly adjust their marketing mix strategies to attract and retain customers (Shcherbakova, 2020). Although the fast-food industry is reputable for abundant legacy of marketing strategies from the advertising of the pioneer food brands to the present multiple celebrity endorsements, promotion has proven most instrumental in customer attraction and retention (Mina & Campos, 2020).

Adoption of promotion by fast food marketers is strongly informed by the fact that a product does not stand out especially in the hyper competitive fast-food market with flooded brands, without presenting it to customers (Haider & Shakib, 2018). Promotion is hence an immediate approach an organization tries to reach its target market to raise customer awareness and attention (Zhong & Moon, 2020). Shilpi (2020) reports that sales promotion trumps other promotional tools in creating product awareness and attitude, attracting and customer loyalty. Sales promotion technique is reputed for strengthening the communication between consumer and the product offered (Suttle, 2020). Sales Promotion has also been found to shape the behaviors of people through cognition hence creating and increasing purchasing power and brand loyalty among fast-food brands (Anuraj, 2018).

Despite the historical abundance of multiple marketing campaigns such as sales promotion, fast food firms continue to lose market share and consumer shifting (Castro, Majmundar, Williams & Baquero, 2018).

1.1.1 The Concept of Consumer Sales Promotions

Consumer sales promotions are short-term incentives used with the aim of increasing consumer demand for existing goods, attract and encourage the attention of customers' trial of a product or service and to increase sales by encouraging purchase or sale of product (Kotler & Keller, 2016). Mussol, Aurier and de Lanauze (2019) assert that sales promotion tools are designed to increase consumer demand for goods and services through value addition to a brand over another (Santini, Lubeck & Sampaio, 2015).

Consumer sales promotions may take the form of short-lived monetary such as coupons, rebates, and discounts or nonmonetary promotions consisting of sampling, cross

promotions, gift cards upselling and cross selling (Moslehi & Haeri, 2019). Sales promotions tools have essential power for brands in reaching new customers but also converting existing customers to loyal customers.

The increasing use of digital and mobile technology has forced many companies to shift towards offering promotions through digital platforms. These includes email promotions, social media campaigns, and mobile app promotions. Companies are also increasingly using customer data to personalize promotions for individual consumers. This can include offering discounts based on past purchases or targeting promotions to specific geographic locations. The rise of subscription-based business models has many companies offering promotions to incentivize consumers to sign up for recurring payments. This can include free trials, discount introductory rates, or bundling products together. Consumers are increasingly interested in supporting causes and companies that align with their values. As a result, many companies are offering promotions that donate a portion of sales to charitable organizations or support social or environmental causes. Some companies rather than offering discounts or free products, some companies are offering experiential promotions, such as Very Important Person access to events or exclusive experiences. These promotions are designed to create a sense of exclusivity and build brand loyalty.

A sample is a free distribution of an item on a door-to-door basis, by post, by demonstrations, or insertions in packages containing other products to induce initial product trial and obtain consumer acceptance (Malhotra, 2017). It gives a customer first-hand experience with a new product to compare products with other substitutes or service or when it is purchased often. Its undoing is that it is expensive and wasteful

especially by uninterested consumers or to people who have already used the product (Pham, Nga Do & Phung, 2016).

Tie-in-promotions consist of two or more brands team up on coupons, refunds and contests to increase pulling power (Mohamud, 2018). Cross-promotions scheme is where a company uses one brand to advertise a competitor's non-competing brand. The point-of-purchase display is advertising a product at the point of purchase to influence the attention of the customer to the product in the hope of initiating buying action (Ferrell, 2015).

1.1.2 Concept of Brand Loyalty

Brand loyalty is about consuming a brand for a longer period of time, despite availability of other options insinuating a relationship between a product and customer satisfaction (Hitt, Ireland & Hoskisson, 2015). Increased competition has not only elevated a brand as one of the key assets but also as a defining element that differentiates firms among competitors for survival in the market (Uysal & Okumuş, 2021). The understanding and emphasis of consumer behavior became important for organizations to make them loyal of the products and services (Malhotra, 2017).

The highly competitive business environment forces organizations to differentiate themselves among competitors so as to ensure long-term survival and success in the market. Muturi (2018) stated that a critical factor of building brand loyalty is developing a relationship between a brand and a consumer. An emotional relationship between a brand and consumer often will result to a strong relationship and sustainable competitive advantage for that particular brand (Melnyk & Bijmolt, 2015). Brand loyalty is a strategic tool that provides a sustainable competitive advantage.

To retain customers, building a strong brand has therefore become a key priority for many successful firms. It is therefore valid in terming brand loyalty as a consumer's faithfulness towards a specific brand expressed through repeat purchases and other positive behaviors in midst of other competitors (Kotler & Keller, 2016). This definition insinuates a relationship that is born out of a product meeting the need of customer (Muturi, 2018). Customer satisfaction is a prerequisite to loyalty or switching behavior of consumers (Tian & Kamran, 2021).

1.1.3 Fast Foods Industry in Kenya

The expansion of urban restaurants and fast-food chains both domestic as well as international, is driven by demand for convenience and favorable prices (QSR Magazine, 2021). Urban consumers have been moving away from traditional cuisines and embracing a fast foods culture. Access to well-known food vendors, combined with higher mobile and internet penetration, has contributed to growing both awareness of online shopping platforms and the number of orders for home deliveries (Research & Markets, 2021).

According to Jumia Food's Kenya Food Index 2020 research, chicken is the most preferred dish among Kenyan internet shoppers. As the most popular cuisines among online consumers, grilled chicken, pizza, burgers, and European foods are all specialties of many restaurants that offer home deliveries. The Jumia report states that as Kenyans learn more about the options accessible to them, Indian, Thai, and Chinese cuisines have experienced the biggest growth. Additionally, this shows that customers are more open to trying new cuisines. More than 70% of consumers are urban, and the majority of them are tech-savvy consumers between the ages of 25 and 34. While demand by

gender stands at 52 percent for female and 48 percent for male consumers, according to the report. Most of the online orders are done for lunch at 59 percent, dinner 40 percent while breakfast had a poor showing at only one percent. Fridays, Saturdays and Sundays are days when most of the deliveries are made.

The most popular international fast-food chain is KFC, followed by Carrefour and Java House. Nairobi is the top African city for internet meal delivery, followed by Kampala (Uganda), Casablanca (Morocco), Lagos (Nigeria), and Abidjan (Ivory Coast). (Businesswire, 2021), states that the market for online food and drink is currently estimated to be worth Sh1.8 billion and is expected to grow to Sh3.8 billion by 2024.

1.1.4 International Fast-Food Brands in Kenya

Global market saturation has accelerated the growth of culinary into developing countries, Kenya included. Indeed, the international fast-food market in Kenya has been growing steadily at 4.2% from 2017 and the net worth of the industry was expected to be well in excess of US\$690 billion in 2022 (Business Watch Kenya, 2021). Revenue in the food and beverages segment was projected to reach US\$24m in 2021 with a compound annual growth rate (CAGR 2021-2025) of 7.02%, resulting in a projected market volume of US\$32m by 2025.

According to the Africa Data (2020), the number of mobile users is expected to amount to 4.7m users by 2025. User penetration will be 4.8% in 2021 and is expected to hit 7.9% by 2025. The average revenue per user (ARPU) is expected to amount to US\$9.27. According to the Kenya Food Index Report for 2021, the market for online food and drink in Kenya is currently valued at Sh1.8 billion and is expected to grow to Sh3.8 billion by 2024.

The fast-food industry in Kenya has seen rapid expansion of favorable developments, significant investments, and strategically advantageous placement of Kenya in the area. According to the Emerging Markets Direct Report (2020), the rise of the fast-food industry is primarily driven by an increase in the number of consumers, working women, busy work and study schedules, and increased disposable income among middle-class households in the nation.

The survey also notes that Kenya has the highest rate of mobile internet penetration, with mobile phone users standing at 84% while desktop users stand at 16%, giving more Kenyans an advantage in browsing for deals on smartphones and apps rather than PCs. Fast food has some special qualities that make it quite popular with the general public, including quick service and cost effectiveness (Kenya Food Index, 2020). The majority of buyers are urban, tech-savvy individuals between the ages of 25 and 34.

As such, Kenya offers enormous opportunities for international players in the food and beverages segment with most of the popular fast-food chains having business presence throughout the country. According to Country Watch (2020), almost all big fast-food brands of the world have succeeded in making their presence felt in the country and most of them showing an appreciable growth.

To date, a number of world-renowned firms such as Pizza Hut, Planet Yoghurt, Domino's Pizza, Burger King, Kentucky Fried Chicken (KFC), Subway, Domino's Pizza, Hardees, McDonalds Caramel Restaurant & Lounge, the Japanese-owned Teriyaki, Cold Stone Creameries have successfully opened in Nairobi in addition to the latest entrant Eat'N'Go. Before global MNCs made grand entry, regional franchises such

Steers, Debonairs, Big Square, Adega, Kenchic Inn, Café Deli and Java Houses, were fore-runners (Africa Outlook magazine, 2020).

The entrance of Kentucky Fried Chicken (KFC), operated by Kuku Foods East Africa Ltd ushered in a new era characterized with floodgate of sister multiple international fast-food brands entry leading to stiff competition in the fast-food industry. In 2013, the sandwich-chain Subway opened its first outlet at the Junction Mall, where KFC had opened two years earlier. Subway ate into KFC's dominance by maximizing app services such as Uber and online retailers like Jumia among others to promote its sales (World Commodity Forecasts, 2021).

In the following year (2014), Cold Stone Creamery and Domino's Pizza set up shop. Then came Pizza Hut and Burger King, in 2015 and 2016 respectively. By this time, KFC already had 11 branches in Nairobi including a drive-through, and one branch outside the capital. Thereafter, KFC aggressively expanded its presence in East Africa and by 2019 boasted of 22 restaurants in Kenya, eight in Uganda and five in Tanzania (Fitch Solutions, 2020). Given the establishment of the counties, investment prospects outside of Nairobi are likely to emerge in the coming years.

Kenchic Inn is such a chain which was the largest fast-food chain to franchise fried chicken restaurants and sometimes referred to as Kenya's answer to KFC. Kenchic Inn owned by Kenchic Ltd. was one of the largest poultry producers and distributors in Africa. Gikonyo, Berndt and Wadawi (2015) says that it has unfortunately stopped its eatery business due to the fast-food market rapidly evolving, causing a gradual drop in the number of Kenchic Inn-branded outlets in Kenya (Gikonyo, Berndt & Wadawi, 2015). Kenchic Inn outlets have set minimum standard required in terms of quality, but

the firm has been unable to ensure the specifications are met leading to dwindling image among customers, despite a reduction in their prices (Gikonyo, Berndt & Wadawi, 2015).

Later on, Planet Yoghurt, the Japanese-owned Teriyaki, have successfully opened in Nairobi in addition to new entrants Hardees and McDonalds. Advertisements are the most notable among McDonald's promotion tactics. The corporation uses TV, radio, print media and online media for its advertisements. On the other hand, sales promotions are used to draw more customers to the company's restaurants. For example, McDonald's offers discount coupons and freebies for certain products and product bundles, as a way of attracting more consumers (Keni & Wilson, 2020).

By opening their restaurants in a variety of areas, including highways, malls, airports, and metro stations, fast food franchises have taken use of locational advantage. Others have also used pricing. For example, Pizza Hut introduced iPan Pizzas, which are cheaper and more available to a wider demographic and cost KES.290. Then there are combo meals with affordable prices. The weekday special three-course lunches at Pizza Hut start at KES. 990. Pizza Hut is renowned for introducing Kenyan-style pizzas to entice the local clientele. Long ago, they introduced items like Paneer, Teekha Paneer, and Chicken, and they were a complete hit (Kenya Food Market Report, 2020).

Players in the fast-food industry like Pizza Hut and McDonald's concentrated on adding novel foods to their menus, such Veg Wraps. McDonald's has added items like the McAloo Tikki Burger, Pizza McPuff, and McVeggie to their menu in consideration of local taste and desire for traditional food in Kenya. Additionally, they kept providing affordable package bargains that were supported by powerful ads. With pizzas starting

at Ksh. 350, Domino's developed the Pizza Mania idea, which quickly gained popularity. Pizza Mania, which is now available for Ksh. 230, was the brand's initial effort to appeal to consumers who are budget conscious. Streetwise by KFC has a \$250 starting price. KFC acquired a number of new vegetarian menu items. Recently, "Flaming Crunch Chicken" made with seasoned chilli was introduced (Africa Outlook, 2020).

KFC is a fast-food restaurant chain with its corporate headquarters in Louisville, Kentucky, that specialises in fried chicken. KFC started its operations in Kenya on August 2011 and since then, it has 25 restaurants in Kenya. KFC is seen to apply standardized promotion strategy across its franchises. KFC offers coupons such as discounts, buy-one get-one, first-time customer coupons, free trial offer, launch offers, festival offers, and free giveaways (Foodservice Market Monitor, 2021). Coupons have several uses that include to incentivize a purchase, reduce a price, provide a free sample, or to aid marketers in understanding the demographics of their customer (Resendes, 2020).

Domino's Pizza is an American multinational pizza restaurant chain founded in 1960 in over 83 countries and 5,701 cities worldwide. They opened the first store in Kenya on November 2014. Domino's pizza offers coupons in terms of discounts where customers get a percentage off price, buy-one get-one offers every Tuesday in Kenya, festival offers and free giveaways. Loyal Reward Program where customers get to collect reward points over time and cash them in for discounts or free menu items as well as point of sale display are strutting cards digital banner inside their stores to draw the customers' attention to products on special offer (Mueni, 2018).

Stiff competition forced acquisition of Domino's Pizza and Cold Stone Creamery franchises by Nigeria's Eat'N'Go, Africa's leading quick service restaurant operator and master franchisee for the Domino's Pizza, Cold Stone Creamery and Pinkberry Gourmet Frozen Yoghurt brands. The acquisition in Kenya makes Eat'N'Go Restaurant Group the largest Domino's pizza and Cold Stone Creamery Master Franchisee in Africa. Eat'N'Go becomes the latest fast-food entity to enter the Kenyan market in April 2021 following the successful acquisition of the Domino's Pizza and Cold Stone Creamery franchises in Kenya (Business Watch Kenya, 2021).

In 2013, Subway, an American multi-national fast food restaurant opened its first outlet at The Junction Mall, where KFC had opened two years earlier. The longtime Subway slogan, "Eat Fresh", is intended to indicate the fresh ingredients that are used in their sandwiches. Subway pricing strategy is arguably premium particularly when compared to the pricing of KFC and McDonalds. Subway's marketing program focuses on health, the freshness of their custom-made sandwiches, and their consumers (Kenya Food Market Report, 2020).

Java House has received significant media attention in recent years, due to the success the chain has seen from kick-starting Kenya's coffee culture and pursuing a franchise business model that focuses on the ultimate sit-down dining experience, with varying economic entry points ranging from a simple cup of coffee to a gourmet dinner. The coffee house has repeatedly won an assortment of industry and business awards including 'Best Value for Money & Best Coffee House' at People's Choice Awards; resulting in a formidable reputation as Kenya's coffee house pioneer. The firm uses

acquisition coupon campaigns, gift/meal vouchers, flash sale, social media sales promotions and in house promotions (Africa Outlook, 2020).

Hardee restaurant, trading under CKE Restaurants Holdings, opened its first outlet in Kenya at the Jomo Kenyatta International Airport in mid-2016, just launched its new and third branch outlet at Two Rivers Mall in March 2018 only a month after the second outlet was unveiled along Westlands Road. Having more than 3,800 franchised outlets in 44 countries, Hardee's expansion drive has been inspired greatly by the positive growth attributed to effective sales promotion strategies and quality (Kubik, 2021).

Zimbabwe's largest fast-food restaurant operator Simbisa local brands include Chicken Inn, Pizza Inn, Bakers Inn and Creatheir Inn besides its new Sh70 million outlet dubbed the Grill Shack, is located at Westgate Mall in Nairobi as it diversifies its growing Kenya portfolio. Simbisa opened eight new outlets and closed four, bringing the total to 121 in Kenya as at June 2018 (Emerging Markets Direct Reports, 2020).

Foreign brands struggle with a series of challenges resulting from local responsiveness, particularly the differences in customer tastes and preferences. Importantly, these brands have no choice but to reduce costs in order to increase their competitiveness. They also modify or innovate their products and services that are easily replicated by their rivals, especially in fashion and food industries (Ledikwe, Stiehler-Mulder & Roberts-Lombard, 2020).

Oversea expansion comes along with tough competition both locally and internationally. For instance, in 2014 -2015 most fast-food chains had more branches but reduced between 2015-2016 then increased between 2017 onwards except KFC, Steers and Java (Githiri, 2018). Profitability for most chains had been increasing until

2017 when it started reducing. Equally, market share and sales increased until 2017 only to reduce in 2018 due to competition. Competitors are multinational enterprises (MNEs) who also pursue internationalization by entering cross-borders markets with different size, industry and ranges of products and services.

Despite embracing various consumer sales promotion strategies, international fast-food brand in Kenya is dominated by Java with a market share of 34%, followed by Innscor that comprises Domino's Pizza Inn, Galitos and Cold Stone Creameries Inn with a market share of 16 per cent while KFC is third with a market share of 15 per cent according to the Competition Authority of Kenya 2020 report. Other include Steers 10%, Debonairs 8%, Burger King 7%, Sub way 7%, McDonalds Caramel Restaurant & Lounge 6%, the Japanese-owned Teriyaki 2.3% and Kenchic Inn 1.5%. Big Square, Planet Yoghurt, Adeg, Kenchic Inn, Hardees, Café Deli and Eat'N'Go control less than 1% (Competition Authority of Kenya, 2020).

1.2 Statement of the Problem

Despite adopting sales promotions to win and retain customers due to heightened competition, eateries in Kenya continue to record fluctuating performance. Notably, the first casualty of heightened competition at advent of MNEs eateries was the collapse of Kengeles Bar and Restaurant from nine outlets to one and Kenchic between 2011-2016. Equally, Kenya Food Market Report (2018) paints a shifting brand loyalty and declining profitability trend between 2015-2017 among most food chains. Likewise, according to the USA Commercial Services (2020) report titled "Franchising" on Kenya, more than half of the international fast-food firms were classified as ailing due to increasing liabilities meted by low sales and poor responsiveness as a result of

inability to adjust to local customer tastes and preferences forcing franchises to reduce costs to increase competitiveness.

Jee (2018) investigated the effect of sales promotion techniques on the consumer's intention to purchase of high involvement products. The study established that personal value was the underline determinant on whether sales promotions attracted customers for high involvement goods. Variance in personal value was reported for all the respondents which suggest existence of different perceptions amongst consumers for high involvement. The study failed to determine whether similar results can be drawn for promotions in sector such as the fast-food industry in Kenya. Onikola and Adedokun (2018) conducted an empirical investigation on the impact of sales promotion dimensions on consumer loyalty with special reference to the selected manufacturing companies in Ibadan, Oyo State, Nigeria. The study established that major joint predictors of consumer loyalty included sales promotion characteristics such as price promotion, premium, coupon, bonus, and free sample. The study also established that price promotion, bonus, free sample, and coupons were all very reliable independent predictors of consumer loyalty. The study further established that premium has a negligible adverse effect on customer loyalty. The study failed to determine whether similar results can be drawn for promotions in sector such as the fast-food industry in Kenya. Kunwar and Misra (2017) conducted a study on the role consumer sales promotions in scope of consumer buying behavior in the Indian apparels retail industry. The findings highlighted significant relationship, between models of consumer sales promotions employed by apparel dealers and buying decisions by consumers. The study failed to determine whether similar results can be drawn for promotions in sector such as the fast-food industry in Kenya

Alumasa and Maina (2021) examined product diversification and performance of foreign fast-food restaurants in Nairobi City County, Kenya. The study established that product diversification had a positive significant impact on performance of foreign fast-food restaurants in Nairobi City County. Wamboi, Kibe and Macharia (2019) explored quality affecting consumption of hospitality products and services in franchised restaurants in Nairobi Central Business district Kenya. The findings revealed that the quality of food and the price greatly influenced the consumption of the products and services. Mueni (2018) Moderating role of social factors, integrated marketing communication on performance. The findings indicate that social factors moderate the relationship between integrated marketing communication and performance and fast-food restaurants. Githiri (2018) studied price fairness on satisfaction and loyalty. Majority of the customers were found to be satisfied with all dimensions of perceived price which implied that satisfaction of perceived price fairness led to return intention of customers in the rated restaurants. The study suggested that the restaurant managers should improve on both perceived value and price.

Most recent studies in this area have been conducted on diverse variables and various economic sectors. These studies are general and do not distinguish the nature of the relationship of the current study. The conclusions drawn from these studies cannot be applied to other parts of the world such as the current study's scope without further research. This is because market conditions differ in different parts of the world and what has worked in one region may not necessarily work in another region. The current study therefore sought to address this empirical and contextual gap by carrying out a study to investigate the influence of consumer sales promotion strategies on brand loyalty of International Fast-Food brands in Nairobi City County, Kenya.

1.3 Research Objectives

1.3.1 General Objective

The general objective of this survey was to investigate the influence of consumer sales promotions strategies on brand loyalty of International Fast-Food brands in Nairobi, Kenya.

1.3.2 Specific Objectives

The survey was guided by the following specific objectives;

- i. To determine the influence of product sample promotions strategy on brand loyalty of International Fast-Food brands in Nairobi, Kenya.
- ii. To assess the influence of cross promotion strategy and brand loyalty of International Fast-Food brands in Nairobi, Kenya.
- iii. To establish the influence of point of purchase display strategy on brand loyalty of International Fast-Food brands in Nairobi, Kenya.
- iv. To ascertain the influence of tie-in promotions strategy on brand loyalty of International Fast-Food brands in Nairobi, Kenya.

1.4 Research Questions

- i. How does the use of product samples influence brand loyalty of International Fast-Food brands in Nairobi, Kenya?
- ii. How does cross promotions influence brand loyalty of International Fast-Food brands in Nairobi, Kenya?

- iii. What is the influence of point of purchase on brand loyalty of International Fast-Food brands in Nairobi, Kenya?
- iv. How does tie-in promotions strategy on brand loyalty of International Fast-Food brands in Nairobi, Kenya?

1.5 Significance of the Study

The findings of the study are of the importance to various stake holders in Kenya in several ways. The study contributes to the body of knowledge in the area of promotion marketing, specifically the understanding of consumer sales promotions such as free samples, cross-promotion, point-of-sale displays, and tie-in promos for brand loyalty.

1.5.1 Policy Makers

To the Government of Kenya through its relevant ministries, the findings of the study might provide useful information on the formulation and development of frameworks to regulate consumer sales promotion activities in the fast-food sector in Kenya. The findings might also assist the government of Nairobi in formulating policies to regulate a fairly competitive and conducive environment for its local fast food business owners for growth and development. To Professional bodies and consumer right groups, the finding might assist in protecting consumers against predatory sales promotions activities employed by international fast-food brands.

1.5.2 Researchers and Academicians

Researchers and academicians might find the findings of this study useful as the findings might contribute to new knowledge in the critical area of consumer sales promotions and sales performance. The study might also act as a source of reference

for future scholars in directing their studies as an empirical source besides suggesting areas for further research. This study contributes to the domain of marketing, as it extends to the knowledge base that currently exists in the field of promotion marketing; in specific, the knowledge between different types of sales promotions.

1.5.3 Business Owners

The business owners' fraternity might benefit from the findings of this study as it has highlighted the new knowledge and has also enhanced the existing information useful for the improvement of sales performance through sales promotions. Local Entrepreneurs in the fast-food business sector might benchmark their sales promotions strategies with the findings of this study to ensure added value and improvement in their marketing plans.

1.6 Scope of the Study

The study was conducted between May, 2021 up to April, 2023. The population of the study was narrowed to international fast-food brands in Nairobi, Kenya. The choice of international fast-food brands was informed by the sector's fast growth and increased competition in the sector. In relation to geographical scope, the study was confined to registered fast food brands in Nairobi, Kenya. Nairobi was preferred due to the fact that the city county hosts the highest number of franchised fast-food brands in the country.

Concerning the variable scope, consumer sales promotions was considered on the basis of their higher efficacy and value in influencing brandy loyalty than other promotions. The target population comprised of customer relations managers because they are directly responsible for strategic and tactical customer loyalty implementation decisions and processes in the outlets. The sample frame was limited to 24 international

fast-food brands. The unit of analysis were customer relations managers working in the various fast-food firms. The study collected data as per the specific objectives that assisted in analyzing factors influencing brand loyalty of fast-food outlets in Nairobi, Kenya.

1.7 Limitation of the Study

The study was context based and only focused on international fast-food brands in Nairobi, Kenya. This means that the findings cannot be generalized to cover the hospitality industry. Secondly, the independent variables were also limited to consumer sales promotions implying the study does not represent or apply to the entire sales promotions. Thirdly, some respondents were reluctant in providing information a regard to their brand loyalty. This was addressed by assuring the respondents that the purpose of the study was for academic work.

1.8 Assumptions of the Study

The study was conducted under the following assumptions. That the fast-food brands selected for the study provided a representative sample of those operating internationally in Nairobi, Kenya. Regarding the study's methodology, it was assumed that the tools employed to evaluate brand loyalty and the practical advantages of consumer sales promotions were accurate representations of the variables under investigation. Additionally, it is was assumed that study participants provided responses to the questionnaire willingly and truthfully.

It was assumed that the inclusion criteria of the sample are appropriate and therefore, assures that the participants have all experienced the same or similar phenomenon of the study. It was assumed that the statistical techniques selected were suitable.

Therefore, the current research assumes that outcomes of the study will be a true representation of international fast-food brands in relation to consumer sales promotions in Nairobi. Finally, the study assumed that the resources for carrying out the study were sufficient to complete the exercise.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter presents a review of the existing literature on the influence of consumer sales promotion on brand loyalty of International Fast-Food brands. It also reviewed theories that sought to explain the concepts of consumer sales promotion and brand-loyalty in international franchising.

2.2 Theoretical Review

This section presents the theoretical review of the study. This study is anchored on three theories; Classical conditioning Operant conditioning and Behavior Modification Perspective (BMP).

2.2.1 Classical Conditioning Theory

Classical conditioning theory is a type of learning that was first described by the Russian psychologist Ivan Pavlov in the late 1800s. The theory suggests that behaviors and responses can be conditioned or learned through the association of stimuli in the environment. Classical conditioning can be a powerful tool in sales promotions, as it can create positive associations between customers and products or brands, leading to increased sales and customer loyalty (Teunter, 2002).

However, there are several limitations to classical conditioning theory in relation to sales promotion and brand loyalty. First, classical conditioning theory assumes that the association between the stimulus and response is automatic and unchanging. Consumer preferences and behaviors change over time, and the effectiveness of a particular sales

promotion or reward may diminish over time as consumers become accustomed to it. Secondly, classical conditioning theory assumes that the conditioned response is always positive. However, negative conditioning can also occur, such as when a product or brand becomes associated with a negative experience or consequence. Thirdly, the theory overlooks the role of cognition and decision-making in the purchasing process. Consumers may have a range of motivations and decision-making processes that influence their brand loyalty and purchasing behavior, and these factors cannot be fully explained by classical conditioning theory alone.

In conclusion, while classical conditioning theory can provide some insight into the factors that influence sales promotion and brand loyalty, it is limited by its narrow focus on automatic and unchanging associations between stimuli and responses, and its failure to account for the role of cognition and decision-making in the purchasing process.

2.2.2 Operant Conditioning Theory

According to Engel et al. (2005), operant conditioning is a type of learning in which the results of an activity affect its likelihood or frequency of repetition. Edward Thorndike, John Watson, and Skinner are the principal researchers responsible for the invention of operant conditioning (Huitt & Hummel, 1997).

The foundation of operant conditioning is the idea that behavior is a function of its results. Skinner employed a response-stimulus strategy (Hensen & Rosqvist, 2005). Operant conditioning's core principle is that reinforced actions have a higher propensity to re occur than non- reinforced actions. Any event that follows the behavior

and has the power to reduce the likelihood that it will happen again can serve as a reinforce.

According to Skinner, the focus of behavioral psychology is on how we develop particular behaviors. Sales promotions can be used by marketers to encourage product purchases or to highlight additional advantages of choosing a certain brand. The consumer could, however, decide to take advantage of the deal and move on or think of it as a form of incentive for choosing the brand. The objective of the theory is to increase purchase frequency through promotions, but to do it in a way that reduces the extinction effect. “We want the conduct to carry on after the promotion” (Teunter, 2002). Therefore, the ideal situation is to build a relationship with the customer such that brand loyalty persists even in the absence of promotions.

It is important to note that operant conditioning is not the only way that behavior is shaped and that other factors such as genetics, motivation, and cognition can also influence behavior. Additionally, the effectiveness of operant conditioning can vary depending on the individual and the specific circumstances.

2.2.3 Behavior Modification Perspective (BMP)

The Behavioral Perspective Model (BPM) of consumer choice was developed as a result of Foxall's (1990) theoretical research on the philosophy of economic psychology, specifically the explanation of consumer choice. BMP sets out to determine the nature and status of the account it offers while also investigating the viability of a behavior analytical approach to consumer behavior (Foxall, 1990). The study investigates the applicability of behavioral learning to marketing.

Behavior Modification Perspective encourages a systematic analysis of purchase and purchase-related behaviors. It indicates specific techniques for modifying and controlling these behaviors based on the manipulation of the external factors. A marketer can enhance the utility of a product through appropriate manipulation of price, distribution, and promotional variables (Rothschild & Gaidis, 1981).

Behavioral learning can be used as a behavior modification technique whereby if the product is pleasing, the probability of repeat behavior will increase (Rothschild & Gaidis, 1981). The concept is behaviors that are positively reinforced are more likely to recur than nonreinforced behavior. "Since the key to successful marketing is closely tied to repeat purchase behavior, the notion of providing positive reinforcement for desired behavior is crucial, therefore, positive reinforcement must be the ultimate goal of the marketer (Rothschild & Gaidis, 1981).

Although, BMP retains the fundamental assumptions of operant behaviorism (a) that the frequency with which behavior is performed is a function of the consequences of such behavior in the past, and (b) that determinants of behavior must be sought in the environment. BPM incorporates modifications to radical behaviorism by incorporating logical critiques based on empirical investigation of human operant performance (Foxall, 1993).

The first criticism is made by Foxall (1993), who contends that behavior analysis's guiding principles are best able to explain, regulate, and forecast behavior in constrained environments. The BMP suggests a continuum of closed-open behavioral settings, along with which behavior can be objectively and empirically attributed to environmental control with varying degrees of certainty. Second, the model argues that

reinforcement has an informational as well as a hedonic impact on response rate, based on recent experimental investigations of human operant behavior (Foxall, 1993).

Thirdly, the BMP acknowledges the value of rule-governed and contingency-based behavior, which means that both verbal explanations of the situations at play and physical exposure to the contingencies themselves have an impact on the pace at which behavior is emitted (Foxall, 1993). As a modern paradigm for a behavior analysis of consumer psychology, BPM is presented as the conclusion. It describes behaviorally antecedent stimulus, similar to Skinner's operant conditioning, but elaborates the more basic ideas of discriminative stimuli (Foxall & Schrezenmaier, 2003).

2.3. Empirical Review

This section presents reviewed empirical information to determine the state of knowledge around the independent variables and how they affect the dependent variable. It has articulated how consumer sales promotions comprising free samples, cross-promotion, point of sale display and tie-in promotion impact brand loyalty. Empirical research landscape in this area is diverse with studies conducted at all levels using both quantitative and qualitative approaches. The review was thematically discussed in relation with the four research constructs consisting of free samples, cross-promotion, point of sale display and tie-in promotion in relation to brand loyalty.

2.3.1 Free Samples and Brand Loyalty

A study by Jee (2018) investigated the effect of sales promotion techniques on the consumer's intention to purchase of high involvement products. The study employed pseudo-experimental factorial design as the research methodology. Jee (2018), reported that the choices for high involvement goods were characterized by exposure to risks but

ultimately having lucrative economic prospects. The study established that personal value was the underline determinant on whether sales promotions attracted customers for high involvement goods. Variance in personal value was reported for all the respondents which suggest existence of different perceptions amongst consumers for high involvement. The study failed to determine whether similar results can be drawn for promotions in sector such as the fast-food industry in Kenya.

Dube (2017) carried out a study focusing on sales promotion techniques that utilized coupons strategy in effort to determine factors that drove coupon redemption rates for shoppers in Durban, South Africa. The study employed qualitative exploratory method as the research methodology. The study established that the demographic component was critical determinant of consumer level of satisfaction for sales promotion. The study established that shoppers were more likely to redeem coupons if it contained some monetary value. Monetary reward was evident preference for many shoppers across all demographics in responding to coupon promotions. The study limits its scope to coupon redemption, thus unable to conclude whether coupons in general wield influence on consumers brand preference for fast-food brands in the case of Nairobi, Kenya.

A study by Kunwar and Misra (2017), explored on the role consumer sales promotions in scope of consumer buying behavior in the Indian apparels retail industry. The study deployed descriptive survey, with selected respondents being apparel consumers drawn from diverse scope of demographics, including; education level, age, income and gender. The findings highlighted significant relationship, between models of consumer sales promotions employed by apparel dealers and buying decisions by consumers. The study failed to determine whether similar results can be drawn for promotions in sector such as the fast-food industry in Kenya.

A study by Emmadi (2017) explored on the significance of celebrity endorsement strategy for sales promotions on the consumers perceptions and subsequent effect on purchasing decisions and brand perceptions. The findings registered a mixed outcome featuring both positive and negative association in regard to the brands preference and the consumer's perceptions. The finding supports Shamout (2016), in aspect of consumer purchase patterns variation in regard to distinct aspects of sales promotion tools. The findings by Emmadi (2017) suggested that, in the case of negative reception for a particular choice of celebrity endorsement promotion, it could potentially hurt the long-term prospects of the particular brand. The study failed to determine whether similar results can be drawn for promotions in sector such as the fast-food industry in Kenya.

Using thematic literature analysis, Shamout (2016) investigated the influence of sales promotions tools on the consumer buying behavior in retail market. The promotional tools examined include, coupons, discounts and buy-one-get one free techniques. The findings established a strong correlation between CSP tools, price discounts and buy-one-get-one free on the consumer purchasing behavior. No significant influence was established between coupons and consumer purchasing behavior for the brand. The findings also postulate that effective deployment of the sales promotion, enhance brand equity creation. The study failed to determine whether similar results can be drawn for promotions in sector such as the fast-food industry in Kenya.

A study by Ashraf et al., (2014) utilized descriptive survey approach in Pakistan to assess the relationship between sales promotional tools and situational factors and how they impacted on purchasing behaviors. The selected promotional tools and the situational constructs that were utilized include; free samples, discounts, physical

environment and social environment. The findings determined existence of significant association between summative effect sales promotion tools, free samples and prices discounts in the context of physical and social environment towards defining consumer purchasing behaviors. This outcome is supported in Shamout (2016) on the value of price discounts towards influencing consumer purchase behavior which fails to address the current study's domain area.

2.3.2 Cross Promotions and Brand Loyalty

According to Mina and Campos (2020), some of the present promotional techniques used by fast-food chains to market their products include direct selling, sales promotion, advertising, and public relations or publicity. Similarly, it can be deduced that TV shows and celebrity endorsements continue to be the most alluring forms of advertising, and that broadcast media, particularly television, is the fast-food chains' preferred method of contact. Finally, the researchers suggested a tactical approach to minimize the issues with the promotional tactics of the stated industry, such as corporate responsibility, collaborative advertising, and sponsorship by large multinational corporations. The study failed to determine whether similar results can be drawn for promotions in sector such as the fast-food industry in Kenya.

While, cross promotions and tie-in promotions yielded less impact compared to sampling and point of purchase, cross promotion added highest value to brand loyalty compared to the rest of nonmonetary incentives (Hecht, Perez, Polascek, Thorndike, Franckle & Moran, 2020). This empirical evidence informed the present study's focus on the aforementioned four sales promotions incentives to describe relationship

between consumer sales promotions and brand loyalty in international fast-food brands domiciled in Nairobi.

Fast-food restaurants' pricing and promotions involve a delicate balancing act, Maze (2019). To draw customers in, quick-service models do require some kind of low-cost promotion. For a sector with a high proportion of customers and lower-income customers, it is an unavoidable reality. The managers also concurred wholeheartedly that fast-food chains use broadcast media, such as television and the internet, to advertise their goods. Everyone enjoys watching TV, according to the study, which is another reason why fast-food chains spend millions of pesos on television advertising to inform their target market about the products they are selling or, in the event that these fast-food chains are introducing new combo meals of products, to easily inform their audience. The study failed to determine whether similar results can be drawn for promotions in sector such as the fast-food industry in Kenya.

Using both quantitative and qualitative data, Qaisar, Sial and Rathour (2018) examined the impulse buying behavior of consumers utilizing distinctive constructs of sales promotions. The findings found strong positive association between promotional campaigns notably; free sample, buy-one-get-one-free, price discounts to wield a strong influence on impulse buyers purchasing patterns. The findings were consistent with Shamout (2016), in regard to the lack of influence of coupons promotions on the consumer purchasing patterns. Both studies by, Qaisar et al. (2018) and Shamout (2016) are silent in regards to the relevance of present consumer preferences to the future purchase patterns in context to brand loyalty constructs, notably; loyalty, awareness, perceived quality, association and other proprietary assets. The study failed

to determine whether similar results can be drawn for promotions in sector such as the fast-food industry in Kenya.

In their 2017 study, Adeniran and Egwuonwu looked at how integrated marketing communications affected customer loyalty in the Nigerian state of Lagos' telecoms sector. The study used a survey design. A systematic questionnaire was used to collect cross-sectional data from all 20 local government areas in Lagos State. A total of 82.3% of the 600 telecom subscribers who received the questionnaire responded. According to the research, integrated marketing communications (IMC) significantly increase client loyalty. The findings demonstrated that each of the IMC study's proxies had distinct effects on customer loyalty, ranging from strong to weak. The study failed to determine whether similar results can be drawn for promotions in sector such as the fast-food industry in Kenya.

Although non-price incentives correlate with brand loyalty in fast-food entities, point of purchase promotions cross promotions and tie-in Promotions recorded highest influence level (Sheth, 2017). For instance, free samples posted strongest influence on the purchasing behavior of food consumers (Freitas & Hamerski, 2017) followed by point of purchase promotions (Altamore, Ingrassia, Chironi, Columba, Sortino, Vukadin & Bacarella, 2018). The studies fail to determine whether similar results can be drawn for promotions in sector such as the fast-food industry in Kenya.

An early finding of Hanaysha (2016) established that customers tend to do comparisons from one brand to other, especially in terms of quality and price. Those different comparisons contribute to select and choose the brand they prefer, taking into consideration the relationship between the costs and benefits that the brand offers.

Therefore, restaurant brands have to maintain a proper relationship between the services and products provided and the price stipulated, in order to be succeed and increase brand equity. The study failed to determine whether similar results can be drawn for promotions in sector such as the fast-food industry in Kenya.

In a related study, Gaurav (2016) used the Indian auto sector as a base to examine the effect of relationship marketing on customer loyalty. The study used exploratory and causal research, and to determine the sample, systematic sampling was used. The study took into account a 510-person sample of Hyderabad-based two- and four-wheeler owners. Multiple regression analysis revealed that the study's components, such as communication, strongly influenced customer loyalty and predicted a sizable portion of the variation in customer loyalty. The study failed to determine whether similar results can be drawn for promotions in sector such as the fast-food industry in Kenya.

Ibok (2015) also looked into the relationship between brand identity and client loyalty in Nigeria, focusing on four Nigerian telecommunications firms (MTN, Etisalat, Airtel, and Globacom). 140 respondents made up the sample size, and the data was analyzed using the simple regression method. Results showed that, in the context of Nigeria's telecommunications business, there was a strong and favourable association between customer loyalty and brand identification.

In a different study, Kwabena (2014) examined how service quality affected customer happiness, brand loyalty, and network provider preference in the Nigerian telecommunications sector. 250 undergraduate students made up the study's sample size, and a one-sample T-test was used to confirm or deny the hypotheses. The findings showed that among Nigeria's four network providers, service quality has a significant

and favourable association with customer satisfaction, customer loyalty, and choice of network provider. The study failed to determine whether similar results can be drawn for promotions in sector such as the fast-food industry in Kenya.

In the Iranian fast-food industry, Abubakar (2014) also looked at how value equity, brand equity, and relationship equity affected customers' intentions to repurchase. The findings showed that customers repurchase intentions in Iran's fast-food industry are positively impacted by value equity, brand equity, and relationship equity. Ibojo (2014) investigated the influence of customer satisfaction on the direction of customer loyalty in Nigerian banks in a study that was comparable to this one. To examine the data, a straightforward regression analysis was used. At a 1% level of significance, the results showed a substantial link between customer satisfaction, retention, and loyalty. The study did not address whether comparable conclusions can be derived for promotions in industries like Kenya's fast-food business.

2.3.3 Point of Purchase display and Brand Loyalty

Onikola and Adedokun (2018) focused on the chosen manufacturing firms in Ibadan, Oyo State, Nigeria when examining the effects of sales promotion factors on customer loyalty. A structured questionnaire that was distributed to 150 respondents was used to obtain the data. The Pearson Product Moment Correlation Coefficient and Multiple Regression Analysis were used to analyse the data. As a result, price promotion, premiums, coupons, bonuses, and free samples were shown to be jointly and independently predictive of consumer loyalty ($R^2 = 0.972$; $F(5, 69) = 485.552$; $P.01$); premiums were expected to be the most significant predictor.

Zhang, Gangwar and Seetharaman (2017) sought to demonstrate the impact of sales promotion and advertising simultaneously on consumer's purchasing behaviour. The study found that sales promotion and advertising is much more effective in low involvement category products where a simple promotional signal can lead the consumers to buy a product. This study also suggests to the marketers to be aware of the new or unknown product, as sales promotion could have strong negative effects on consumers' internal price reference and perceived quality. This work also highlights the importance of integrating the advertising with different promotional activities to improve the growth of sales of a product. The study failed to determine whether similar results can be drawn for promotions in sector such as the fast-food industry in Kenya.

Particularly, it was found that major joint predictors of consumer loyalty included sales promotion characteristics such as price promotion, premium, coupon, bonus, and free sample. Additionally, it was found that price promotion, bonus, free sample, and coupons were all very reliable independent predictors of consumer loyalty. However, the premium has a negligible adverse effect on customer loyalty. The study failed to determine whether similar results can be drawn for promotions in sector such as the fast-food industry in Kenya.

The mall is situated in what is known as a business centre, which means that it is bordered by commercial banks, offices, businesses, schools, and even churches, making it accessible to both professionals and students. Good accessibility and location also encourage people to visit and purchase at retail complexes (Nikabadi, Safui & Agheshlouei, 2015). The purpose of a shopping centre as a place of business is to give businesses a better location in terms of customer attraction, population catchments,

accessibility, parking options, and overall shopping environment quality. The study failed to determine whether similar results can be drawn for promotions in sector such as the fast-food industry in Kenya.

Adepoju (2012) also investigated the relationship between brand image and customer loyalty in the Nigerian telecommunications sector. The Pearson Product Moment of Correlation method was used to test the hypothesis, and the results indicated that in the telecommunications sector, consumer loyalty is strongly influenced by both service quality and brand perception. Additionally, with particular reference to MTN and GLO in Nigeria, Oyeniya (2011) examined the relationship between sales promotion and customer retention.

With the help of Pearson Product Moment of Correlation, data were examined. The two Nigerian telecommunications companies' client retention and sale promotion have a good link, according to the results. In particular, the study found a direct and favourable link between sales promotion spending and customer loyalty in Nigeria's telecommunications sector. The study failed to determine whether similar results can be drawn for promotions in sector such as the fast-food industry in Kenya.

A study by Nagadeepa, Selvi and Pushpa (2013) examined sales promotion and its impact on consumer behaviour especially in the context of consumer loyalty. Findings show that behaviour is affected by sales promotion activities such as sample, price incentives and displays. These consumer sales promotions strategies stimulate its customers which enhanced brand loyalty. The study failed to determine whether similar results can be drawn for promotions in sector such as the fast-food industry in Kenya.

2.3.4 Tie-In Promotions and Brand Loyalty

Zhong and Moon (2020) examined Western fast-food restaurants (KFC, McDonalds, etc.) in China and established that price can significantly influence customers' judgement of the quality dimensions of a restaurant. Moreover, customer satisfaction and happiness can lead to a sense of loyalty. Happiness functions as a mediator between satisfaction and loyalty. Nonetheless, findings indicated that customers' perceptions of food quality based on price and satisfaction levels based on service quality differ significantly between the genders, which demonstrated that gender moderation exists in food consumption. The study failed to determine whether similar results can be drawn for promotions in sector such as the fast-food industry in Kenya.

Ajia, Nadhila and Sanny (2020) investigated whether Social Media Marketing Activity (SMMA) carried out by companies / brands have a positive impact on their brand equity and customers' purchase intention. The researchers tried to survey the results of previous studies to give more benefits to the readers and researchers in this area of study. Research data was collected using an online questionnaire survey of 114 participants of Instagram users in Indonesia. The results of structural equation modelling supported the current model's validity and indicated a positive effect of SMMA towards brand equity. Finally, SMMA also has showed a direct impact to customers' purchase intention. The study failed to determine whether similar results can be drawn for promotions in sector such as the fast-food industry in Kenya.

Humna and Rodrigues (2018) investigated the promotional activities impact on brand loyalty in Pakistan's fast-fast restaurants and established that how customer loyalty changes towards brand when different fast food performs promotional activates. The

findings of their study provide the evidence that promotional activities influence brand loyalty and buying decision of a customer, because when new fast-food brand come in market customer try new brand and switch sometimes existing brand offer deals or provide discounts so customer purchase a brand which offer a discount. Weather customer is satisfied from the brand but if some fast-food offer food in low prices customer switch brand as there is tough competition in fast food industry it's really difficult to make a loyal customer.

At private universities in Indonesia, Barusman and Mihdar (2015) conducted a study on the impact of social support on student loyalty using student satisfaction as a mediating variable. 500 respondents who were selected using the purposive sampling technique were given questionnaires as part of the study, which was conducted at five private universities in Bandar Lampung. According to research, when students expect some social support, it influences their happiness, which ultimately has an impact on how devoted they are to the institution. According to the findings, students stay loyal to private institutions when they are happy with the services they receive. The study failed to determine whether similar results can be drawn for promotions in sector such as the fast-food industry in Kenya.

Abedi and Azma (2015), looked at the relationship between brand identity with brand loyalty to the mediating role of perceived value of the brand, brand trust and customer satisfaction of brand. The research used descriptive or monitoring correlation research type with study population being all customers of Sabah dairy company in Golestan province, Iran. A sample size of 384 individuals was determined through clustering method. The results showed that there was significant relationship between the brand identity with brand loyalty due to mediating role of perceived value, trust and

satisfaction, hence the aim of this construct is to examine the concept of communications with customers and how it affects brand identity. The study failed to determine whether similar results can be drawn for promotions in sector such as the fast-food industry in Kenya.

2.4 Summary of Literature Reviewed and Research Gap

This chapter explored relevant empirical studies on the topics of consumer sales promotion strategies and how it affects business performance proxies such as brand loyalty. Studies on non-monetary and monetary promotions, reference prices, brand loyalty, utilitarian impacts, and the value of promotions have all been covered in this chapter as well. The research objectives and study questions are then supported and posited using the literature review. This suggestion seeks to clarify the connection between sales promotions and brand loyalty by responding to these queries.

Only a few studies on sales promotion tools have been done in developing nations, notably Kenya. Many studies on sales promotion tools have been done in developed nations. None of the studies conducted by Shamount (2016), Jee (2018), Humna and Rodrigues (2018), Zhong and Moon (2020), Ibok (2015), Kwabena (2014), Abubakar (2014), Kwabena (2014), Ibojo (2014), Adepoju (2012), or Oyeniya (2011) focused on sales dimensions in the global fast-food business. This suggests that brand loyalty in the global fast-food market needs to be examined in relation to the impact of sales promotion characteristics.

2.5 Conceptual Framework

Ravitch and Riggan (2017) looked at the conceptual framework as a set of broad ideas and principles taken from related fields of study and used to build up a subsequent

presentation. Anchored on descriptive design, the conceptual framework expresses the relationship between consumer sales promotions and brand loyalty among international fast-food entities in Nairobi City County as shown in Figure 1.

The model represents four dimensions of consumer sales promotions include sample, cross promotions, point-of-purchase and tie-in promotions which have been tested together with the dependent variable being brand loyalty. These sales promotions were manipulated to see the influence they have on brand loyalty of international fast-food customers and the findings are presented in the last two chapters (Chapters 4 and 5) of the current study. As such, the study conceptualized that consumer sales promotions have the potential to influence brand loyalty of customers of fast-food restaurants either positively or negatively depending on the behavior of the independent variables.

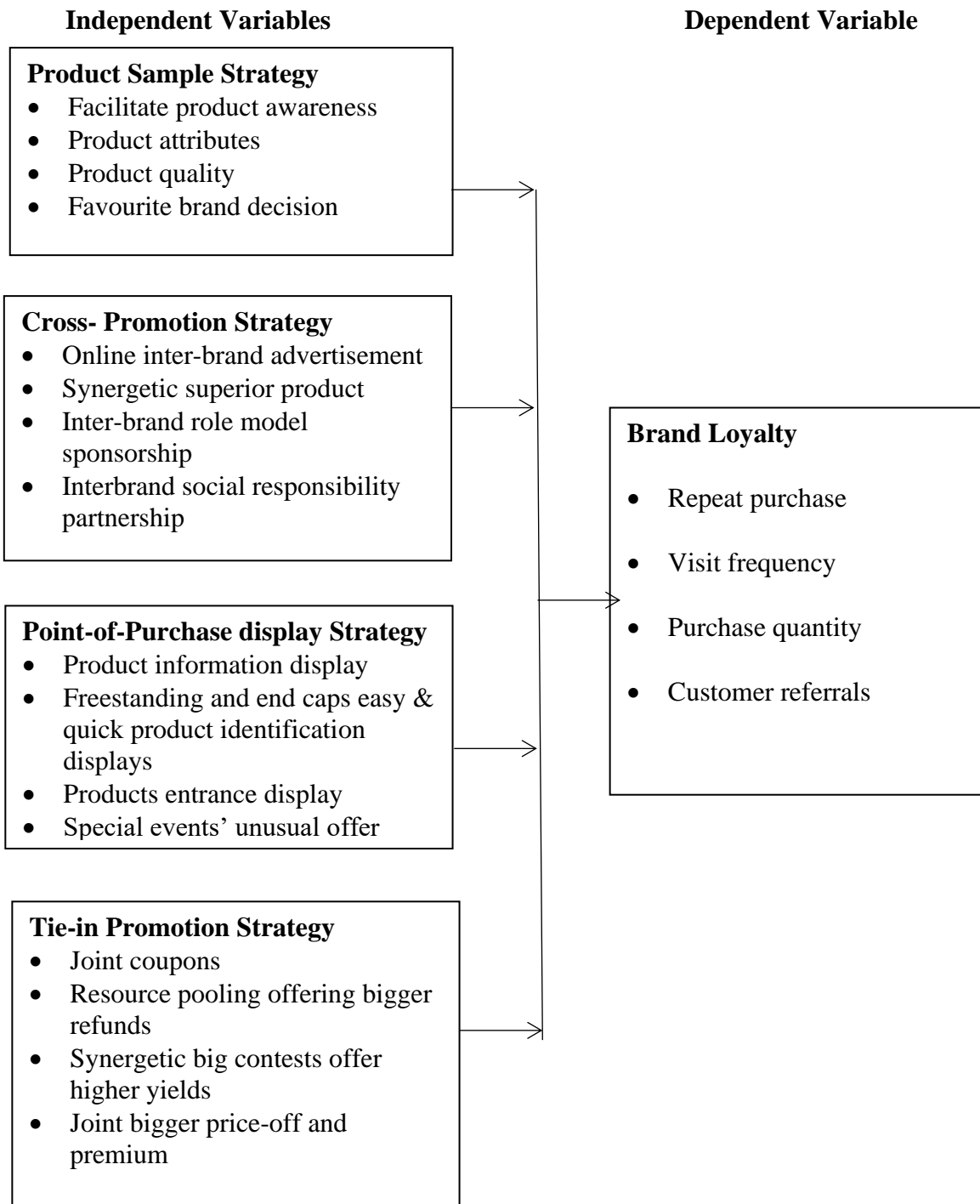


Figure 2.1: Conceptual Framework

The independent variables were product sample strategy, cross promotion strategy, point of -purchase display strategy and tie-in promotion strategy. The dependent variable was brand loyalty of international fastfood restaurants. Free sample was measured by product awareness, product attributes, product quality and customer's favorite brand. Point-of-purchase display was measured by product information display, freestanding and end caps' easy and quick product identification displays, products entrance display and special events' unusual offer display.

Cross-promotion strategy was measured by online inter-brand advertisement, superior synergetic products, inter-brand role model sponsorship and inter-brand social responsibility partnership. Lastly, tie-in consumer promotion variable was measured by proxies consisting of joint coupons, resource pooling, big synergetic contests and joint bigger price-off and premium.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This section presents the details on the procedure the researcher followed in gathering data on the influence of consumer sales promotions strategies on brand loyalty of international fast food in Nairobi, Kenya. The sections covered include the research design, the target population for the study, sampling methods, tools for data collection, data collection process and the data analysis process.

3.2 Research Design

According to Yazan (2015), research design is the plan that researchers plan to use to conduct research. The current study adopted a descriptive research design to validate the association between the constructs in the proposed theoretical approach. According to Kihn and Ihantola (2015) a descriptive study is an effective research technique that combines individual and sometimes group interviews with record analysis and observation. The design was appropriate for the study in ensuring objectivity because it does not provide room for human manipulation or interference with data during collection. It facilitates convenient analysis and presentation by converting data into numerical form so that statistical calculations can be made and conclusions drawn on the relationship between variables.

3.3 Population of the Study

According to Yazan (2015), population is the larger group from which a sample is taken and it should capture variability to allow more reliability of the study. According to Kenya Food Index Report (2021), there were 24 international fast-food entities as at

2021. The study targeted customer relations managers of the fast-food franchises operating in Nairobi as the target respondents (one managers from each of the 24 quick food entities) which translates to a total of 24 managers who form the target respondents of this study.

Nairobi City was deemed ideal for the study as it is the cornerstone to the economic development of Kenya, attracting a multitude of franchised fast-food operators, and because it provides a diverse population, which assisted in meeting the goal of the study. The target respondents of the study consisted of managers responsible in implementing strategies. As such, the unit of analysis comprised of customer relations manager of the international fast-food brands.

3.4 Sampling and Sampling Technique

One customer relations manager from each of the 24 outlets' operating in Nairobi were selected to participate in the study. This brought the total target respondents in the 24 fast-food restaurants to 24 prospective respondents. A total of 24 (24 x 1) managers constituted a sample size to participate in the study.

Table 3.1: Sample Size

No of F.F. Brands	Category/cadre	Target Staff	Sample size
24	Middle management	Customer Relations Manager	24
Total 24			24

3.5 Data Collection Tools

A questionnaire was used by the researcher to collect data. It was formulated and organized on the basis of the research questions to ensure relevance to the research

problem. A questionnaire is a formalized schedule for collecting data from respondents (Kihn & Ihanola, 2015). The study's participants were requested to complete a standardized questionnaire to provide information on the important study variables. Each section comprised of a structured closed ended question. Section one covered the background data of the respondents. The other subsequent sections were based on the study variables of the study which are consumer sales promotions and brand loyalty of international fast-food brands.

3.6 Pre-Test

To establish the validity and reliability of instruments, a pre-test was conducted in Kiambu County. Coy (2019) explains that validity is the ability of an instrument to measure the variables that are intended to be measured in a given study. As recommended by Gomide, Gomes, Costa and Oliveira (2022), the sample size used for the pre-test was between the ranges of 10% to 40% of the sample size. In adopting 10%, (10% of 24 managers), questionnaires were pre-tested on 2 managers from the selected fast-food entities. The pre-test test was within the recommendations. Respondents highlighted that there were some grammatical errors and ambiguity in certain words. The errors highlighted were amended before conducting the final study.

3.6.1 Validity of Research Instruments

Validity refers to the extent to which the study actually investigates what it claims to investigate and reports what occurred in the field. The study used content validity to ascertain the validity of the questionnaire. Content validity of the instruments was addressed through expert judgement to ensure the instruments measure specific thematic (domain) indicators on the study concepts (objectives).

Content related evidence involves subject matter experts evaluating test items against the test specifications (Gomide, Gomes, Costa & Oliveira, 2022). As such, the supervisor in the Department of Business at Machakos University and two marketing/brand experts from the fast-food restaurants were given the instruments to critically evaluate them. The evaluation results were considered and incorporated into the questionnaire. Reference was also done to questionnaires used in other similar researches which assisted in improving the questionnaire thus, making them valid.

3.6.2 Reliability of Research Instruments

Reliability is the measure of internal consistency thus, the results from the tests of an instrument posting uniformity. Reliability is the extent to which a questionnaire produces the same results on repeated trials (Gomide, Gomes, Costa & Oliveira, 2022). Cronbach's Alpha was used in the internal consistency reliability test to explain and interpret the reliability among the items surveyed. Cronbach's Alpha is preferably used when there is an existence of multiple five-point Likert scale questions in the survey questionnaire.

Cronbach's alpha ranges from 0.0 to 1.0 and it was used to check whether the construct is reliable or not with 0.70 as the most acceptable and suitable cut-off point for the Cronbach's Alpha value. From the responses obtained, the Cronbach's alpha formula was used to calculate coefficient of the correlation (r) in order to establish the extent to which the items in the questionnaire are consistent in eliciting the same responses every time they are used. In this study, the Cronbach alpha of 0.7 for all the constructs, was considered to be adequate when identifying test items to include in the constructs.

Reliability was also ensured by minimizing the random error through accurate coding and stating clear instructions to guide the respondents in answering the questionnaire items. The use of trained research assistants during data collection and processing besides the selection of respondents for pre-testing through a process of simple random sampling technique also aided reliability.

3.7 Data Analysis

The data collected was processed using statistical package for social sciences (SPSS) version 25 computer software by examining out the key correlation between various parameters of brand loyalty.

The analysis employed both descriptive and ordinal regression statistics which included the measure of central tendency that provided the information on the closeness of the data collected to the center of distribution, for each continuous variable. Maze (2019) applied same descriptive statistics in determining the association between sales promotion and customer loyalty among quick-service restaurants. Ordinal regression used intended to establish the relationship between consumer sales promotion and brand loyalty of International Fast-Food brands in Nairobi, Kenya. The statistical analysis was used to assist in making valid conclusions for the field data as used by Mina and Campos (2020) in establishing relationship between consumer sales promotions strategies and brand loyalty among international fast-food brands in Nairobi, Kenya.

Model Specification and Analytical Technique

To evaluate the impact of sales promotion dimensions on brand loyalty; mathematically, the model is expressed as follows:

Model. $BL = F(X_1, X_2, X_3, X_4) + \epsilon$

$$BL = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \epsilon.$$

(i) *Where:*

BL = Brand Loyalty

X_1 = Free sample

X_2 = Cross-promotion

X_3 = Point of Purchase Display

X_4 = Tie-in Promotion

Intercept β_0 - β_4 = Regression Coefficient

ϵ = Stochastic error term

3.8 Ethical Consideration

Permission to collect data was sought from the university. Voluntary participation of respondents in the research was guaranteed hence respondents participated based on informed consent. Similarly, the use of offensive, discriminatory, or other unacceptable language was avoided in the formulation of questionnaire. Privacy and anonymity of respondents was prioritized as a paramount importance as well as adequate level of confidentiality of the research data. The research is independent and impartial with purpose of the study exclusively academic and hence no intention of being utilized for victimization of information providers.

CHAPTER FOUR

RESEARCH FINDINGS AND DISCUSSION

4.1 Introduction

This chapter is a presentation of the research findings. The section covers analysis, presentation of findings on the influence of consumer sales promotions strategies on brand loyalty of international fast-food brands in Nairobi, Kenya. The first part is the response rate, followed by demographic characteristics of the study unit and the results of the descriptive statistics. Numerically generated data is expressed in percentage, frequencies, mean and standard deviation and tables. All findings were divided into 95% certainty level and a mistake edge of 5%.

Table 4.1: Response Rate

Feedback	Frequency	Percentage %
Response	20	83.3
Non-Responsive	4	16.7
Overall	24	100

Source: Research Data (2022)

From Table 4.1, the total number of questionnaires distributed to participants was 24. However, 20 questionnaires representing 83.3% were dully filled and returned while 4 questionnaires representing 16.7% were not returned. According to (Yin 2018), a response rate below 40% is unreliable, a response rate in the range between 40% and 50% is poor, a response rate in the range between 50% and 60% attains tolerable threshold, 60%-70% qualifies to be rated good while 70% to 80% surpasses previous rating hence termed very good and above 80% attains the highest standard to be rated

excellent. This response rate was above 50% mark according to Yin (2018) which should be met to ensure data adequacy for analysis and reporting.

4.2 Demographic Analysis

Demographic characteristics describing age as well as gender status of the participants. The rationale for capturing this data is predicated on the fact that these attributes have some bearing on housing access.

4.2.1 Age Analysis

This part sought to determine participants age bracket (Table 4.2.).

Table 4.2 Age Analysis

Age Bracket	Frequency	Percentage
25 and below	00	00
Between 26-35	9	45
Between 36-45	11	55
Between 46-55	00	00
55 & above	00	00
Total	20	100.

Source: Research Data (2022)

Table 4.2, shows majority of respondents represented by 55%, were aged between 36-55 closely followed by those between 26-35 accounting for 45%. This implies that the respondents were old enough to make informed decisions and were able to offer information the survey sought.

4.2.2 Analysis of Respondents' Gender

Due to its determinant in the balancing act of information representation, gender is a key consideration. As a result, it was necessary for the study to establish the gender distribution among the respondents (Table 4.3).

Table 4.3 Gender Distribution

Code	Variable	Frequency	Percentage (%)
1	Male	9	45
2	Female	11	55
Total		20	100

Source: Research Data (2022)

The statistics in Table 4.3 above indicate that majority of managers were female at 55.0% while male respondents were at 45.0%. The higher female population could be explained by the fact that the hospitality industry especially hotel and restaurant sector have traditionally been a female-dominated field.

4.2.3 Respondents' Education Credentials Analysis

Education plays a key role in determining social, economic and other outputs hence it has bearing on the current scientific pursuit as demonstrated in Table 4.4.

Table 4.4: Respondents' Education Level

Education Level	Frequency	Percentage (%)
Diploma	2	10
Undergraduate	3	15
Post-graduate	12	60
Other (Specify)	3	15
Total	20	100

Source: Research Data (2022)

From table 4.4, most participants representing 60% had post graduate level of qualification. Each of the remaining educational levels posted less than 15% participants. The interpretation is that majority of the respondents were well educated and familiar with the concept of consumer sales promotions in the fast-food sector hence able to respond to the questionnaire effectively.

4.2.4 Working Experience Analysis

This section established the highest experience level of the participants' profession work in their current position. The findings are outline in Table 4.5

Table 4.5 Work Experience

Experience	Frequency	Percentage
5 & below	2	10
6-10	9	45
11-15	8	40
16-20	1	5
Total	20	100

Source: Research Data (2022)

Table 4.5 above shows that majority of the respondents have served in their respective positions long enough of between 6-20 years (90%). This implies that experience is a critical attribute to the implementation of consumer sales promotions strategies geared towards influence of brand loyalty in the fast-food sector. It also shows that the respondents were experienced adequately in understanding their organizations' marketing philosophy and trends hence were better positioned in responding to the question items by supplying requisite information.

4.2.5 Reliability Test Results

Cronbach's Alpha was established for every variable which formed a scale. Cronbach's Alpha measures the internal consistency by establishing if certain items within a scale measure the same construct. The reliability results were as shown in Table 4.6.

Table 4.6: Reliability Analysis

Variables	Cronbach's Alpha	No. of Items
Product sample Strategy	0.822	4
Cross - Promotion strategy	0.802	4
Point-of-Purchase Strategy	0.751	4
Tie-In Promotion Strategy	0.926	4

The results illustrate that all the four scales were reliable. This was further shown by their number of items that they had constituted as their reliability values exceeded the 0.7 threshold prescribed by Stage and Manning (2015). Sample product strategy had 0.822, cross-promotion strategy had 0.802, point-of-purchase strategy had 0.751 and tie-in promotion strategy had 0.926. This therefore depicts that the research findings were reliable and therefore can be adopted by the fast-food stakeholders.

4.3 Descriptive Statistics

4.3.1 Product Sample and Brand Loyalty

The first research objective sought to determine the influence of product samples promotion strategy on brand loyalty among international fast-food brands in Nairobi, Kenya. The statistical output is summarized and presented in Table 4.7.

Table 4.7: Mean and Standard Deviation for Free Product Sample Strategy

Variable		1	2	3	4	5	Mean	Std. Deviation
It is through free samples that customers become aware of their current favorite fast-food brand resulting in repeat purchase	F	1	1	1	16	1		
	%	5.0	5.0	5.0	80.0	5.0	3.75	.851
Through testing of free samples, customers learn of the product attributes which motivates initial, repeat and increased purchase decision.	F	1	1	2	15	1		
	%	5.0	5.0	10.0	75.0	5.0	3.70	.865
During sample promotion revealed product quality that enhanced more quantity purchase.	F	1	1	2	15	1		
	%	5.0	5.0	1.0	75.0	5.0	3.70	.865
Free sampling influence customers' favorite brand decision and confidence to recommend others to their brand of choice.	F	1	2	1	15	1		
	%	5.0	10.0	5.0	75.0	5.0	3.65	.933

Results in table 4.7 above highlight the respondent's views on the influence of Free sample strategy on brand loyalty of international fast-food brands. A 5-point scale was used to gauge the respondents' views, where 5= Strongly Agree, 4=Agree, 3= Neutral, 2=Disagree and 1=Strongly Disagree. The findings show that, respondents agree that it is through free samples that customers become aware of their current favorite fast-food brand resulting in repeat purchase, with a mean record of 3.75 (SD=0.851). The findings further show that 15 respondents represented by 75% with a mean of 3.70 and standard deviation of 0.865 indicated that through testing of free samples, customers learn of the product attributes which motivates initial, repeat and increased purchase decision.

Further, 15 respondents represented by 75% with mean and standard deviation of 3.70 and 0.865 respectively agreed that during sample promotion established product quality that enhanced more quantity purchase. Respondents also agreed that free sampling influences customers' favorite brand decision and confidence to recommend others to their brand of choice with a mean of 3.65 and standard deviation of 0.933.

Consistent with this finding is the study by Ashrarf et al (2014) who established the existence of significant association between summative effect sales promotion tools, free samples and prices discounts in the context of physical and social environment towards defining consumer purchasing behaviors. This outcome is also supported by Shamout (2016) on the value of price discounts towards influencing consumer purchase behavior which fails to address the current study's domain area.

Findings established by Emmadi (2017) indicate mixed outcome featuring both positive and negative association in regard to the brands preference and the consumer's perceptions. Dube (2017) also agrees that the demographic component is a critical determinant of consumer level of satisfaction for sales promotion. He also adds that shoppers are more likely to redeem coupons if it contains some monetary value.

4.3.2 Cross-Promotion Strategy and Brand Loyalty

The second research objective sought to assess the influence of cross-promotion on brandy loyalty among international fast-food brands as summarized and presented in Table 4.8.

Table 4.8: Mean and Standard Deviation for Cross Promotion Strategy

Variable		1	2	3	4	5	M	SD
Cross-promotion's inter-brand online advertisement, motivates repeat visit hence low customer switching	F	1	1	15	3			
	%	5.0	5.0	75.0	15.0	4.00	.649	
Product combination by different brands to produce new value-added synergetic product, results into increased frequency of repeat purchase.	F	1	1	15	3			
	%	5.0	5.0	75.0	15.0	4.00	.649	
Use of role model and advertisement sponsorship of our fast-food brand by multinationals, validate customers' preferred brand leading to increased quantity purchase	F	1	2	16	1			
	%	5.0	10.0	80.0	5.0	3.85	.587	
Our brand's cross-promotion's social responsibility partnership strategy with global entities such as UNEP, UNICEF motivates customers referrals	F	1	3	12	4			
	%	5.0	15.0	60.0	20.0	3.95	.759	

The table in 4.8 present the respondent feedback on the influence of cross promotion strategy on brand loyalty of international fast-food brands. A 5-point scale was used to seek respondents' opinion, where 5= Strongly Agree, 4=Agree, 3= Neutral, 2=Disagree and 1=Strongly Disagree. The findings indicated that, a total of 15 participants accounting for 75.0% with a mean of 4.00 and standard deviation of .649 agreed that cross-promotion's inter-brand online advertisement, motivates repeat visit hence very low customer switching. Results indicate that, 75.0% of the respondents with a mean of 4.00 and standard deviation of .649 agreed that product combination by different brands to produce new value-added synergy product, results into increased frequency of repeat purchase.

Respondents agreed that the use of role model and advertisement sponsorship of the fast-food brand by multinationals, validate customers' preferred brand leading to increased quantity purchase, recording a mean of 3.85 and standard deviation of 0.587. The findings further indicate that 60.0% respondents with a mean 3.95 and standard deviation and 0.759 agreed that the fast-food brands' cross-promotion utilizing social responsibility partnership strategy with global entities such as UNEP, UNICEF motivates customers referrals.

4.3.3 Point-of-Purchase Strategy and Brand Loyalty

The third research objective sought to establish the influence of point-of-purchase and brand loyalty as shown in Table 4.9.

Table 4.9: Mean and Standard Deviation for Point of Purchase Strategy

Variable		1	2	3	4	5	M	SD					
Point-of-purchase strategies provide brief requisite product information and motivate repeat purchase.	F %	1	2	14	3	5.0	10.0	70.0	15.0	3.80	1.005		
Point-of-purchase's creative freestanding displays and end caps enable customer product choice trip quick which motivate purchase frequency.	F %	2	3	11	4	10.0	15.0	55.0	20.0	3.85	.875		
Products displayed at strategic places make customer interaction with products enjoyable that influences brand loyalty in terms of referring people to our brand irrespective of higher price.	F %	1	1	2	14	2	5.0	5.0	10.0	70.0	10.0	3.75	.910
Strategic displays always inform special offers during special events which help customers to buy more in their repeat visit.	F %	1	2	14	3	5.0	10.0	70.0	15.0	3.95	.686		

Table in 4.9 present the respondent feedback on the influence of point of purchase strategy on brand loyalty of international fast-food brands. A 5-point scale was used to seek respondents' opinion, where 5= Strongly Agree, 4=Agree, 3= Neutral, 2=Disagree and 1=Strongly Disagree. The findings indicated that, 70.0% respondents (1.005 standard deviation and 3.80 mean), agreed that Point-of-purchase strategies provide brief requisite product information and motivate repeat purchase. The respondents were also in agreement that point-of-purchase's offers creative freestanding displays and end caps enable customer product choice trip quick which motivate purchase frequency, registering a mean of 3.85 and standard deviation of 0.875.

The computed results reported a mean of 3.75 and standard deviation of 0.910, which indicate that respondents agreed that products displayed at strategic places make customer interaction with products enjoyable that influences brand loyalty in terms of referring people to the brand irrespective of higher price. In addition, the findings also indicated that strategic displays always inform special offers during special events which help customers to buy more in their repeat visit (mean= 3.95, standard deviation=0.686).

4.3.4 Tie-In Promotion Strategy and Brand Loyalty

The fourth research objective sought to ascertain the influence tie-in promotion and brand loyalty among international fast-food brands in Nairobi, Kenya.

Table 4.10: Mean and Standard Deviation for Tie-In Promotion Strategy

Variable		1	2	3	4	5	M	SD
Our brand's collaboration with other firms to offer joint coupons yield the highest gains to clients resulting in repeat visit.	F	1	2	2	15			
	%	5.0	10.0	10.0	75.0		3.55	.887
Fast-food brands' strategy of resource pooling, offer bigger synergetic refunds to customers that lead to increased purchase frequency.	F	1	2	13	4			
	%	5.0	10.0	65.0	20.0		3.95	.887
Partnership among fast-food brands organize big contests which more gainful to participating customers that result into increased quantity purchasing during repeat visits.	F	1	2	2	13	2		
	%	5.0	10.0	10.0	65.0	10.0	3.65	.988
In conjunction with other fast-food brands, our outlet offers bigger price-off and premium which motivate customer referrals	F	1	2	2	13	2		
	%	5.0	10.0	10.0	65.0	10.0	3.65	.988

Source: Author (2022)

Table in 4.10 present the respondent feedback on the influence of point of purchase strategy on brand loyalty of international fast-food brands. A 5-point scale was used to seek respondents' opinion, where 5= Strongly Agree, 4=Agree, 3= Neutral, 2=Disagree and 1=Strongly Disagree. The findings indicated that, 75.0% of the respondents with a mean of 3.55 and standard deviation of 0.887 agreed that fast-food brand's collaboration with other firms to offer joint coupons yielded the highest gains to clients resulting in repeat visit. The findings indicate that, 65.0% respondents with a mean of 3.95 and standard deviation of 0.887 agreed that Fast-food brands' strategy of resource pooling, offer bigger synergetic refunds to customers that lead to increased purchase frequency.

Further, the findings indicated that 65.0% with a mean of 3.65 and standard deviation of 0.988 agreed that partnership among fast-food brands organize big contests which more gainful to participating customers that result into increased quantity purchasing during repeat visits. Finally, the results show that respondents agreed that in conjunction with other fast-food brands, the outlet offers bigger price-off and premium which motivate customer referrals with a mean of 3.65 and standard deviation of 0.988.

4.5 Regression Analysis

Ordinal regression technique was applied on the Likert scale to determine the influence of consumer sales promotions strategies on brand loyalty. Regression was conducted to see if brand loyalty among international fast-food brands could be predicted by free product sample, cross-promotion, point-of purchase, and tie-in promotion strategies.

Table 4.11: Model Summary on the influence of Consumer Sales Promotions strategies on Brand Loyalty.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.808	0.653	0.633	0.69440

Source: Field Data Computation

Table 4.11 shows that the adjusted R square was 0.633. This demonstrates that there was a change of 63.3% in brand loyalty as a result of the changes in consumer sales promotions at 5% level of significance, implying 36.7% influencing brand loyalty is not explained by this survey. This was evidence that 63.3% changes in brand loyalty could be explained by joint effect of free sample product, cross-promotion, point-of purchase, and tie-in promotion strategies. Implicitly, the 36.7% unaccounted changes influencing brand loyalty could be explained by other dynamics and factors that have not been included and examined in this survey.

Table 4.12: Coefficients (Regression)

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	.102	.070		1.457	.146
Free sample	.056	.052	.053	1.079	.282
Cross-promotion	.374	.053	.400	7.005	.183
Point-of purchase	.183	.031	.222	5.989	.156
Tie-in promotions	.309	.047	.328	6.530	.170

Dependent Variable: Brand Loyalty.

From the statistics above in table 4.12, there exist a positive relationship between free sample products strategy and brand loyalty ($\beta = .053$, $t = 1.079$. and P value < 0.05). This implies that a unit increase in free sample product strategy is associated with .053 increases in brand loyalty. In addition, the study findings depicted a positive significant relationship between cross-promotion strategy and brand loyalty ($\beta = 0.400$, $t = 7.005$ and P value < 0.05). This implies that a unit increase in cross-promotion strategy is associated with 0.400 increases in brand loyalty. Further, the findings portrayed a positive significant relationship between point-of purchase promotion strategy and brand loyalty ($\beta = 0.222$, $t = 5.989$ and P value < 0.05). This implies that a unit increase in point-of purchase is associated with 0.222 increase in brand loyalty.

Finally, results in Table 4.12 showed that there is a positive significant relationship between tie-in promotions strategy and brand loyalty ($\beta = 0.328$, $t = 6.530$ and P value < 0.05). This implies that a unit increase in tie-in promotions is associated with

0.328 increase in brand loyalty. This regression outputs show there exists a strong substantial connection between consumer sales promotions strategies and brand loyalty.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This section presents the summary of the findings, conclusions and recommendations for further studies on the influence of consumer sales promotions on brand loyalty of international fast-food brands. Areas of consumer sales promotions that were examined include; free product sample strategy, cross promotion strategy, point of purchase strategy and tie-in promotion strategy against the effect they have on brand loyalty of international fast-food brands.

5.2 Summary

5.2.1 Effects of Free Sample Product Strategy on Brand Loyalty

The study established that there was a positive correlation between free sample strategy of promotion and brand loyalty of international fast-food brands. Free samples were found to have contributed in enabling customers become aware of their current favorite fast-food brand resulting in repeat purchase. The findings indicated that through testing of free samples, customers learn of the product attributes which motivates initial, repeat and increased purchase decision. The study established that during sample promotion revealed product quality that enhanced more quantity purchase. Similarly, findings also showed that free sampling influences customers' favourite brand decision and confidence to recommend others to their brand of choice.

In agreement with these findings is Maze (2019) revealing that Fast-food restaurants' pricing and promotions involve a delicate balancing act, claims to draw customers in, quick-service models do require some kind of low-cost promotion. Ibok (2015) also

agrees with these findings by concluding there is a strong and favourable association between customer loyalty and brand identification. Abubakar (2014) conjures with these findings by looking at how value equity, brand equity, and relationship equity affected customers' intentions to repurchase. The findings showed that customers repurchase intentions in Iran's fast-food industry are positively impacted by value equity, brand equity, and relationship equity.

Finding of Hanaysha (2016) established that customers tend to do comparisons from one brand to other, especially in terms of quality and price. Those different comparisons contribute to select and choose the brand they prefer, taking into consideration the relationship between the costs and benefits that the brand offers and conclusions can be derived for promotions in industries like Kenya's fast-food business.

Gaurav (2016) agrees with these findings by concluding that components such as communication, strongly influenced customer loyalty and predicted a sizable portion of the variation in customer loyalty. Qaisar, Sial and Rathour (2018) findings are in agreement with the finding above as they established a strong positive association between promotional campaigns notably; free sample, buy-one-get-one-free, price discounts to wield a strong influence on impulse buyers purchasing patterns.

5.2.2 Effects of Cross-Promotion Strategy on Brand Loyalty

The study established that cross-promotion's inter-brand online advertisement, motivates repeat visit hence very low customer switching. Results also showed that product combination by different brands to produce new value-added synergetic product, results into increased frequency of repeat purchase.

It was also established that the use of role model and advertisement sponsorship of the fast-food brand by multinationals, validate customers' preferred brand leading to increased quantity purchase. Further, the research outcomes demonstrated that the fast-food brands' cross-promotion utilizing social responsibility partnership strategy with global entities such as UNEP, UNICEF motivates customers' referrals.

Sheth (2017) agree with the above findings in arguing that although non-price incentives correlate with brand loyalty in fast-food entities, point of purchase promotions cross promotions and tie-in Promotions recorded highest influence level (Sheth, 2017). For instance, free samples posted strongest influence on the purchasing behavior of food consumers (Freitas & Hamerski, 2017) followed by point of purchase promotions (Altamore, Ingrassia, Chironi, Columba, Sortino, Vukadin & Bacarella, 2018). The studies fail to determine whether similar results can be drawn for promotions in sector such as the fast-food industry in Kenya.

5.2.3 Effect of Point-of Purchase Strategy on Brand Loyalty.

The study established that point-of-purchase strategy of consumer sales promotion provide requisite product information and motivate repeat purchase. The study established Point-of-purchase offers creative freestanding displays and end caps enable quick trip customer product choice which motivate purchase frequency. The study also established that products displayed at strategic places make customer interaction with products enjoyable that influences brand loyalty in terms of referring people to the brand irrespective of higher price. The study also established strategic displays always inform special offers during special events which motivate customers to buy more in their repeat visit.

Onikola and Adedokun (2018) agree with the above finding in arguing that major fast food restaurants predictors of consumer loyalty included sales promotion characteristics such as price promotion, premium, coupon, bonus, and free sample. Additionally, they found that price promotion, bonus, free sample, and coupons were all very reliable independent predictors of consumer loyalty. However, as found the premium has a negligible adverse effect on customer loyalty.

Zhang, Gangwar and Seetharaman (2017) in agreement with the findings concludes that sales promotion and advertising is much more effective in low involvement category products where a simple promotional signal can lead the consumers to buy a product. However, Zhang, Gangwar and Seetharaman (2017) suggested to marketers to be aware of the new or unknown product, as sales promotion could have strong negative effects on consumers' internal price reference and perceived quality. The work also highlights the importance of integrating the advertising with different promotional activities to improve the growth of sales of a product.

5.2.4 Effect of tie-in Promotion Strategy on Brand Loyalty.

The findings showed that the fast-food brands' collaboration to offer joint coupons, yielded the highest gains to clients resulting in repeat visit. Additionally, the findings established that fast-food brands' strategy of resource pooling, offer bigger synergetic refunds to customers that lead to increased purchase frequency. Further, the findings outcome revealed that partnership among fast-food brands organize big contests which more gainful to participating customers that result into increased quantity purchasing during repeat visits. Further, the analyzed data established that joint production of a

more value brand among fast-food brands, offers bigger price-off and premium which motivate customer.

Consistent with the finding are Abedi and Azma (2015) in arguing that there is a significant relationship between the brand identity with brand loyalty due to mediating role of perceived value, trust and satisfaction, hence the aim of this construct is to examine the concept of communications with customers and how it affects brand identity. In agreement, Zhong and Moon (2020) established that price can significantly influence customers' judgement of the quality dimensions of a restaurant.

In agreement Humna and Rodrigues (2018) observe that promotional activities influence brand loyalty and buying decision of a customer, this is because when a new fast-food brand comes in the market, customers try new brand, sometimes existing brand offer deals or provide discounts so customers purchase a brand which offer a discount. Zhong and Moon (2020) findings also indicated that customers' perceptions of food quality based on price and satisfaction levels based on service quality differ significantly between the genders, which demonstrated that gender moderation exists in food consumption.

5.3 Conclusions

Based on the findings discussed above, it was imperative to draw conclusions in order to propose appropriate intervention measures in addressing the research problem besides generating empirical evidence for scholarship consummation and reference.

5.3.1 Product Sample Strategy and Brand Loyalty.

Concerning the first objective that sought to determine the influence of free sample products strategy on brand loyalty, the survey concludes that it is through free samples that customers become aware of their current favorite fast-food brand resulting in repeat purchase. The survey also concludes that through testing of free samples, customers learn of the product attributes which motivates initial, repeat and increased purchase decision. Further, the survey concludes that during free sample promotion, product quality enhanced more quantity purchase. Similarly, the survey concludes that free sampling influences customers' favorite brand decision and confidence to recommend others to their brand of choice.

5.3.2 Cross Promotion and Brand Loyalty

The survey concludes that cross-promotion's inter-brand online advertisement, motivates repeat visit hence very low customer switching. The survey also concludes that product combination by different brands to produce new value-added synergetic product, results into increased frequency of repeat purchase. The survey further concludes that the use of role model and advertisement sponsorship of the fast-food brand by multinationals, validate customers' preferred brand leading to increased quantity purchase. Further, according to the research outcomes, it is concluded that the fast-food brands' cross-promotion utilizing social responsibility partnership strategy with global entities such as UNEP, UNICEF motivates customers referrals.

5.3.3 Point of Purchase and Brand Loyalty

The survey concludes that point-of-purchase strategy of consumer sales promotion provide requisite product information and motivate repeat purchase. The study also

concludes that Point-of-purchase offer creative freestanding displays and end caps enable customer product choice trip quick which motivate purchase frequency. As well, the survey concludes that products displayed at strategic places make customer interaction with products enjoyable that influences brand loyalty in terms of referring people to the brand irrespective of higher price. Further, the survey concludes that strategic displays always inform special offers during special events which help customers to buy more in their repeat visit.

5.3.4 Tie-in Promotion and Brand Loyalty

The survey concludes that the fast-food brands' collaboration to offer joint coupons, yielded the highest gains to clients resulting in repeat visit. Additionally, the study concludes that fast-food brands' strategy of resource pooling, offer bigger synergetic refunds to customers that lead to increased purchase frequency. Further, the generated research outcome concludes that partnership among fast-food brands organize big contests which more gainful to participating customers that result into increased quantity purchasing during repeat visits. Further, the analyzed data concludes that joint production of a more value brand among fast-food brands, offers bigger price-off and premium which motivate customer.

5.4 Recommendations

Based on the conclusions drawn from the findings discussed afore, the current study advances commensurate suggestions on the way forward in enhancing the effectiveness of the consumer sales approaches examined in enhancing brand loyalty. First, while it is appreciated that almost all items of the free samples' domain area received high affirmative rating in enhancing brand loyalty, none of the sample product proxies

received absolute rating (100%). This implies this consumer sales promotion strategy (sample products) is not optimally effective. It is therefore prudent for international fast-food industry stakeholders to identify shortcomings undermining free sample strategy's optima and re-engineer free sample's strategic approaches and activities such as brand awareness, brand attributes, brand quality and brand confidence to scale up brand loyalty among the international fast-food brands.

Similarly, it is observed that although determinants of cross-promotion strategy were highly rated, all determinant received some approvals which hint at inadequacies in the consumer sales strategy. There is need for fast-food brands to repackage cross-promotion strategy in enhancing its strategy effectiveness by straightening up the cross-promotion's strategic activities consisting the inter-brand online advertisement, new value-added synergetic product, role model advertisement sponsorship of the fast-food brand, social responsibility partnerships with global entities such as UNEP, UNICEF motivates customers referrals for enhanced brand loyalty among the international fast-food brands.

Equally, none of the point-of-purchase consumer sales strategy components attracted 100% approval which suggests some shortage in the strategy warranting attention. In that respect, for enhanced brand loyalty among the international fast-food brands, the current study recommends the need for interventions to increase the effectiveness of the point-of-purchase sales promotion strategy by addressing gaps in the strategy's approaches such as brief product descriptions, creative freestanding as well as end caps strategic displays.

Finally, like in the afore examined marketing approaches employed in consumer sales promotion in the international fast-food brands, elements defining tie-in promotion strategy were significantly approved for promoting brand loyalty. However, there was no indicator that was overwhelmingly approved. This points to some ineffectiveness in the tie-in promotion strategy. The promotion strategy should be administered frequently to provide a more competitive edge. There is consequently need to re-examine, identify the deficiencies and reengineer the tie-in promotion strategic techniques and functions such as collaboration, resource pooling, synergetic big contests, joint more value brand aspects in order to scale up the brand loyalty of the international fast-food brands.

Stuart Soroka (2020), The overarching finding suggests that consumers have stronger psychophysiological reactions to negative news when compared to positive news. In the context of the current study, the few negative issues unearthed by way of disapprovals, have the potential to neutralize the dominant effective aspects of the four consumer sales promotion strategies and compromise brand loyalty in the long run if not mitigated.

5.5 Recommendations for Further Research

The current study's examining the influence of consumer sales promotions strategies on brand loyalty of International Fast-Food brands in Nairobi City County, Kenya is a broad focus. As such, there is need for a further study on other counties as they have unique characteristics and challenges. Further, it would be more reliable for a further study to utilize a sample that is larger and application of different research methodologies. Through this, more information shall be availed to make informed decisions and regulatory purposes.

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APPENDICES

Appendix I: Letter of Introduction.

**MACHAKOS UNIVERSITY
SCHOOL OF BUSINESS, ECONOMICS, HOSPITALITY AND TOURISM
MANAGEMENT**

Dear Sir/Madam,

**RE: INFLUENCE OF CONSUMER SALES PROMOTIONS STRATEGIES
AND BRAND LOYALTY OF INTERNATIONAL FAST-FOOD
BRANDS IN NAIROBI, KENYA.**

I am a Masters' student of Machakos University in the School of Business, Economics, Hospitality and Tourism Management undertaking a degree in Masters of Business Administration (MBA) Marketing Management option. I am conducting a research survey on the topic consumer sales promotions strategies and brand loyalty of international fast-food brands in Nairobi, Kenya. The findings of the study will be purely for academic purposes.

Your assistance will be highly appreciated.

Thank you.

Yours faithfully

VALARIE KATEMI

D53/4435/2019.

Appendix II: Questionnaire

This questionnaire is designed to solicit for empirical data for the conduct of academic survey on “The influence of consumer sales promotion on brand loyalty in the international fast-food industry in Nairobi City”. Kindly, respond as openly and honestly as possible to all items in the questionnaire by marking in the appropriate box using a tick (√) in the spaces provided. In rating the statements below, indicate their answer based on a 5-point scale where: 5= Strongly Agree, 4=Agree, 3= Neutral, 2=Disagree and 1=Strongly Disagree. (Use a tick (√) to mark the applicable box).

Respondents are humbly requested not to indicate their name or any information anywhere that might reveal their identity as all responses are intended to remain anonymous. Any information, opinion and views to be provided in this questionnaire will be treated with strict confidentiality and will not be linked to customers in any way. Information collected will only be used for academic purposes of this study. In case you encounter any difficult in the course of filling in this questionnaire, to not hesitate to contact the researcher on cell no +254718686624 for an instant clarification.

Section A: Demographic Information

1. Gender of respondent

a) Male ()

b) Female ()

2. Age Distribution

a) 26 – 35 ()

b) 36 – 45 ()

c) 46 – 55 ()

d) Over 55 ()

3. Highest Level of Education Level

- a) Diploma () b) Undergraduate Degree ()
 c) Post-Graduate Degree () d) Other (Specify) ()

4. Job Experience

- a) Below 5 years ()
 b) 6 – 10 years ()
 c) 11 – 15 years ()
 d) 16 – 20 years ()
 e) Over 20 years ()

In the subsequent sections, kindly indicate how much customers agree/disagree with the following statements on a scale of 1 to 5 as indicate below;

Level of agreement				
(1)	(2)	(3)	(4)	(5)
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

Section B: Product Sample Promotion Strategy					
Kindly indicate the extent to which customers agree with each of the statements below on the influence of product samples on brand loyalty of fast-food restaurant brands					
Product Sample Promotion Attributes	RATING				
	1	2	3	4	5
It is through free samples that customers become aware of their current favorite fast-food brand resulting in repeat purchase					
Through testing of free samples, customers learn of the product attributes which motivates initial, repeat and increased purchase decision.					

During sample promotion revealed product quality that enhanced more quantity purchase which.					
Free sampling influence customers' favourite brand decision and confidence to recommend others to their brand of choice.					
Section C: Cross-Promotion Strategy					
<i>Kindly indicate the extent to which customers agree with each of the statements below on the influence of Cross-Promotion Strategy on brand loyalty of fast-food restaurant brands</i>					
Cross-Promotion Proxies	Rating				
	1	2	3	4	5
Cross-promotion's online inter-brand organized advertisement, motivates repeat visit hence very low customer switching					
Product combination by different brands to produce new value-added synergetic product, results into increased frequency of repeat purchase.					
Use of role model and advertisement sponsorship of our fast-food brand by multinationals, validate customers' preferred brand leading to increased quantity purchase					
Our brand's cross-promotion's social responsibility partnership strategy with global entities such as UNEP, UNICEF motivates customers referrals					

Section D: Point-of-Purchase Promotion Strategy					
<i>Kindly indicate the extent at which customers agree with each of the statements below on the influence of product Point-of-Purchase Promotion Strategy on brand loyalty of fast-food restaurant brands</i>					
Point-of-Purchase Promotion Components	Rating				
	1	2	3	4	5
Point-of-purchase strategies provide brief requisite product information and motivate repeat purchase					
Point-of-purchase's offers creative freestanding displays and end caps enable customer product choice trip quick which motivate purchase frequency					
Products displayed at strategic places make customer interaction with products enjoyable that influences brand loyalty in terms of referring people to our brand irrespective of higher price					
Strategic displays always inform special offers during special events which help customers to buy more in their repeat visit.					

Section E: Tie-in- Promotion Strategy					
<i>Kindly indicate the extent at which customers agree with each of the statements below on the influence of product tie-in promotion on brand loyalty of fast-food restaurant brands</i>					
Tie-in- Promotion Indicators	Rating				
	1	2	3	4	5
Our brand's collaboration with other firms to offer joint coupons yield the highest gains to clients resulting in repeat visit					
Fast-food brands' strategy of resource pooling, offer bigger synergetic refunds to customers that lead to increased purchase frequency					
Partnership among fast-food brands organize big contests which more gainful to participating customers that result into increased quantity purchasing during repeat visits					
In conjunction with other fast-food brands, our outlet offers bigger price-off and premium which motivate customer referrals					

Section F: Brand Loyalty					
<i>Kindly indicate the extent at which customers agree with each of the determinants of brand loyalty of fast-food restaurant brands</i>					
Brand Loyalty Determinants/measurements	Rating				
	1	2	3	4	5
There is repeat purchase hence the number of customers switching is very low and those switching do so when relocating to destinations their preferred brands have no presence					
Even when our brand is far located and higher pricing, customers not only continue buying but also increase visit frequency					
Our customers not only repeat purchasing but also increase purchase quantity					
Customers always refer their friends, relatives and workmates to our brand as a token of brand loyalty					

THE END:

THANK YOU FOR YOUR COOPERATION

Appendix III: Introduction Letter for Data Collection



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REF. MksU/GS/N/036/VOL.1

22nd September, 2022

The Director,
National Commission for Science, Technology and Innovation
P.O Box 30623,
NAIROBI

Dear Sir

RE: VALARIE KATEMI WAMBUA (D53/4435/2019)

The above named is a Master's student in the second year of study and has cleared course work. The University has cleared her to conduct a research entitled: "Consumer Sales Promotions and Brand Loyalty of International Fast-food Brands in Nairobi, Kenya."

Kindly assist her with a Research Permit in order to undertake the research.

Thank you



PROF. KIMITI RICHARD PETER, PhD
DEAN GRADUATE SCHOOL

KRP/gmk



ISO 9001:2008 CertifiedSoaring Heights in Transforming Industry and Economy

Appendix IV: Research Permit NACOSTI.

 <p>REPUBLIC OF KENYA</p>	 <p>NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY & INNOVATION</p>
Ref No: 548875	Date of Issue: 14/October/2022
RESEARCH LICENSE	
	
<p>This is to Certify that Ms., Valarie Katemi Wambua of Machakos University, has been licensed to conduct research as per the provision of the Science, Technology and Innovation Act, 2013 (Rev.2014) in Nairobi on the topic: CONSUMER SALES PROMOTIONS AND BRAND LOYALTY OF INTERNATIONAL FASTFOOD BRANDS IN NAIROBI, KENYA. for the period ending : 14/October/2023.</p>	
License No: NACOSTI/P/22/20921	
548875 Applicant Identification Number	 Director General NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY & INNOVATION
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See overleaf for conditions	

Appendix V: List of International Fast-Food Brands in Kenya

S/No.	Fast Food Outlet	Country of Origin	Year of Entry
1.	Adega Resturants	South Africa	2014
2.	Burger King	USA	2016
3.	Caramel Resturant	UAE	2014
4.	Cold Stone Creamery	USA	2014
5.	Debbonairs Pizza	South Africa	1998
6.	Domino's Pizza	U.S. A	2014
7.	Galitos	South Africa	2006
8.	Kentucky Fried Chicken	U.S. A	2011
9.	Ocean Basket	South Africa	2014
10.	Pizza Hut	USA	2016
11.	Pizza Inn	Zimbabwe	1998
12.	Snack Attack	UAE	2014
13.	Steers	South Africa	1997
14.	Subway Limited	USA	2013
15.	Teriyaki	Japan	2015
16.	Hardees	USA	2016
17.	McDonalds	USA	2018
18.	Planet Yoghurt	USA	2017
19.	Pinkberry Gourmet Frozen Yoghurt	Nigeria	2021
20.	Papa John's	USA	2022
21.	Chicken Inn	Zimbabwe	1998
22.	Bakers Inn	Zimbabwe	2000
23.	Creamy Inn	Zimbabwe	2001
24.	Grilll Shack	Dubai	2019

Source: Kenya Food Index Report (2021)