

Influence of Advertising to Children on Family Purchase Decisions of Households in Kenya

Stephen Ntuara Kiriinya*

*Department of Business Administration and Management. The Technical University of Kenya

Abstract

The objectives were to establish the effects how advertising to children influence their family purchase decisions of households and to make recommendations in Kenya. Primary data were collected from 200 respondents selected at random from four county districts of Nairobi, using a semi-structured questionnaire. The questionnaire was administered through a personal interview and responses were analyzed using SPSS for Windows. To test the hypotheses developed for the study, appropriate statistical tests such as the F test was used. This was achieved through correlation analysis, multiple and step-wise regression analysis, and ANOVA. This study found out that advertising to children creates a positive effect and significantly influences on family purchase decisions in Kenya.

Keywords

Household, family purchase decisions

Frontiers of Marketing Research Vol.2 (1) pp.1-6 (2017)

See more at:

<http://lawarencepress.com/ojs/index.php/FMR/article/view/461/index.html>