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of **LUSAKA**

SCHOOL OF POSTGRADUATE STUDIES


**THE IMPACT OF MARKETING MIX ELEMENTS ON FEED BUYING
BEHAVIOUR OF BROILER FARMERS IN LUSAKA**

A DISSERTATION SUBMITTED TO THE SCHOOL OF POSTGRADUATE
STUDIES, UNIVERSITY OF LUSAKA IN PARTIAL FULFILLMENT OF THE AWARD
OF THE MASTER OF BUSINESS ADMINISTRATION GENERAL

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DECLARATION

I, **Alex Bili**, hereby declare that this dissertation represents my own work, and that it has not previously been submitted in part or full for a qualification at this or any other University. All published works or materials from sources that have been incorporated have been specifically acknowledged and adequately referred to.



Signature

20/10/2025

Date

DR C MAAMBO 

Supervisor's Name & Signature

20/10/2025

Date

DEDICATION

This dissertation is dedicated to my wife Leah Kabwe Bili and my sons Taonga, Ethan and Lusungu Bili for their love and support during my pursuit of a master's degree.

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ABBREVIATIONS AND ACRONYMS

FAO: Food and Agriculture Organisation

GDP: Gross Domestic Product

ABSTRACT

Since the poultry industry accounts for 48% of Zambia's livestock GDP, the industry is a vital sector of the country. Monopolistic competition characterises the Zambian poultry feed business, with each producer asserting that the quality of their product sets it apart from competitors. The study aimed at exploring the following objectives; to analyse the factors that influence broiler farmer preference of feed brands, to explore the marketing strategies employed by poultry feed companies and to determine the factors (Marketing Mix Elements) influencing broiler farmers' consumer buying behaviour.

To ascertain the association between the components of the marketing mix and feed purchasing habits, a correlation research approach was employed in this quantitative study. Questionnaires on a five-point Likert scale, from strongly disagree to strongly agree, were used to gather primary data.

The study population of this research study targeted small scale broiler farmers in Lusaka, Zambia, with a sample size of 377, estimated using the Rao soft sample size calculator, at a 95% confidence level and margin error of 5% for a population of 20,000 broiler farmers. The data was analysed quantitatively, and descriptive statistics methods were used.

A total of 80 questionnaires were completed, with 60% of the participants identifying as male and 40% as female. The data indicated that 76.1% of the respondents had 6 to 10 years of experience in the broiler industry, while the remaining participants had less than 5 years of experience. The results of this study showed that product, place, promotion, and price strategies demonstrate a positive correlation with consumer purchasing behavior concerning the acquisition of feed for broilers.

The results indicated that all four hypotheses were affirmed, with the price strategy demonstrating the most significant correlation ($r=0.548$, $p<0.05$) with consumer purchasing behavior. The factors of Product, Price, Promotion, and Place all exhibited positive associations with consumer buying decisions, suggesting that as these factors rise, there is a tendency for consumer purchasing decisions to also rise. The study recommends that managers should understand the marketing mix and how it influences consumer purchasing behaviour.

Keywords: Feed Brand Choice, Broiler Farmers, buying behavior, Zambia

CHAPTER ONE

INTRODUCTION AND BACKGROUND

1.0 Introduction

In the current commercial world, every organization gives high priority to satisfy their customer expectations. Satisfied customer will attaché with organization for a long period of time. Organizations give promises or create expectations through their marketing mix. If the customers feel these expectations are an experience of reality, they will consistently buy the product or they will be loyal to the brand (Dewi & Aslami, 2022).

Understanding consumers' behaviour and knowing loyal consumers are never a simple task. Consumers may state their needs but act otherwise. They may not be in touch with their deeper motivations. They may respond to influence that changes their mind at the last minute (Kahi et al., 2017). Due to this, increasingly, decision makers have had to turn to summary statistics and to behavioural theory, and are spending more money and effort today than ever before to try to understand why and how they buy? The first two questions relate to relatively overt aspects of buyer behaviour, and can be learned about through direct observation and interviewing. But uncovering why people buy is an extremely difficult task. The answer will tend to vary with the investigator's behavioural framework of reference.

However, examining customer purchasing behaviour is also essential. Businesses must understand how consumers will react to their products. Consequently, not only the marketing mix, but also the observation of consumer purchasing behaviour is essential for running a firm effectively and economically.

The quality of customer service begins with a need from the customer and gets its satisfaction so that the customer can give a positive value to customer service rather than the company itself. Location factors also influence consumers in making decisions about buying goods and services (Dewi & Aslami, 2022). If the location of the company is easily accessible to consumers and close to the downtown crowd, then it is the right thing for the company to determine a location where the company will

operate. Another aspect is a promotion, which is a communication activity between seller and buyer and is an activity that helps the buyer in deciding on the marketing field. The promotion influences consumers in making purchasing decisions.

In today's marketing, the goal is to exceed the expectations of the target audience by providing a superior customer experience than the competition. This objective ensures the survival of businesses on the market. For this goal, companies employ a variety of methods and spend a substantial amount of money on marketing operations and pay their marketing staff a high compensation (Dewi & Aslami, 2022). Organizations, on the other hand, attempt to learn more about their buyers' behaviours. People, groups and organisations use this field of study to learn how to satisfy their needs and desires through purchasing, consuming and discarding different goods or services.

To sway consumer purchasing decisions, marketers endeavour to Mould customer perceived value by employing a range of controllable elements in the marketing mix Chron Contributor (2020). In industries focused on product manufacturing, understanding customer desires and needs has demonstrated the relevance of the marketing mix components.

Additionally, purchase intention can be viewed as an indicator of consumer behaviour and is correlated with actual behaviour. However, several past studies have connected the marketing mix to purchase intention within the realm of digital marketing (Awuni, 2013; Kahi et al., 2017). The combination of actions or variables at the core of a marketing system allows marketers to organize activities that can potentially influence consumer responses.

Consumer buying interest represents a consumer's inclination to purchase or select a product based on their experiences in choosing, using, consuming, or even desiring the product. This highlights the significance of examining the effect of the 4P's marketing quality on consumer behaviour, which can subsequently impact purchase intention.

1.1 Background to the study

The global broiler farming industry has witnessed phenomenal growth over recent decades, driven by rising demand for affordable, protein-rich food and the efficiency of broiler production cycles. In 2024, the global broiler farms market was valued at

about USD 204.4 billion and is projected to nearly double to USD 419.6 billion by 2033, growing at a CAGR of 9.3 percent (Global Growth Insights, 2024). Broiler meat now constitutes over 68 percent of total poultry consumption globally due to its quick turnaround typically six to ten weeks from hatching to marketable weight (Grand View Research, 2024).

However, feed costs representing over two-thirds of total production costs remain a critical constraint worldwide (FAO, 2023; Global Growth Insights, 2024). Fluctuations in global commodity prices, particularly maize and soybean, and geopolitical policy shifts such as India's ethanol push affecting corn exports have disrupted feed supply and affordability (Reuters, 2024). Marketing of poultry feed globally has evolved to emphasize product differentiation (e.g., complete feeds vs. premixes), nutritional optimization (vitamins, amino acids, additives), and expanded distribution through integrated agribusinesses and retail networks (Grand View Research, 2024).

2. Historical Development of the Poultry Feed Industry in Zambia

In Zambia, the poultry sector has emerged as the country's largest livestock industry. As early as 2001, broiler production accounted for nearly 50 percent of all processed feed, with approximately 16 million broiler chickens produced annually across formal and informal sectors (FAO, 2004).

The trajectory of growth intensified following agricultural liberalization in the 1990s. Privatization and policy reforms promoted private sector participation in feed production and poultry farming. Between 2005 and 2015, poultry development plans stimulated investments in genetics, nutrition, and integration of the value chain (Mataa & Mataa, 2022). Major agribusinesses such as Zambeef launched vertically integrated operations like the Zamhatch joint venture for broiler chick production with Rainbow Chicken of South Africa ensuring reliable supply of quality chicks and associated feed products (Zambeef, 2023). Similarly, Astral Foods (through its Tiger brand) invested in a new broiler breeding farm and hatchery in Zambia in 2010, complemented by a network of approximately 76 outlets distributing feed and chicks across the country (How We Made It In Africa, 2012).

Reflecting its significance, the poultry industry contributes about 4 percent to GDP, employs over 83,000 people, and is dominated by small-scale farmers, who account for about 65 percent of broiler production (Poultry World, 2013; Zambia24, 2022).

Annual broiler chick production surged to 68 million in 2013 with low mortality rates (~3.5 percent), evidencing rapid scaling (Poultry World, 2013).

Yet the sector has not been immune to challenges. Escalating feed prices driven by currency instability, energy costs, and supply volatility have squeezed margins, particularly for smallholders, leading some producers to opt for lower-spec feeds (The Poultry Site, 2016). Additionally, isolated cases of feed contamination (e.g., aflatoxin-linked maize products) have raised food safety concerns (ILRI, 2023).

Notably, local initiatives such as the Tuyumepo Women Cooperative in Chongwe District (established in 2022) underscore both the promise and risk in poultry ventures: while poultry presents a potential livelihood opportunity with external support, mismanagement of mortality causes despite adhering to recommended feed and vaccinations can derail results (ILRI, 2023).

Agriculture plays a key role in the Zambian economy. The agriculture sector contributed about 3.39% of the gross domestic product (GDP) in 2022 (ZSA, 2023). From the agricultural sector, livestock production has made significant contributions to GDP. There are about 2 million agricultural households in Zambia, and 82% of them engage in livestock production activities (Nghia et al. 2019). A mixed farming system is the most common agricultural production system in rural areas, where smallholder producers usually keep a mix of livestock species like chickens and ducks alongside crop production activities (Delabouglise et al. 2019). The primary types of livestock include pigs, poultry and cattle (GSO 2020a).

Over the years, health-conscious consumers have formed a more favourable buying behaviour towards organic products. For instance, parents try to avoid buying things that contain synthetic chemicals because numerous studies have supported that feeding children with more natural ingredients have positive effects on children's behaviour, including reducing hyperactivity and other behavioural issues. However, based on a past study on consumers in Malaysia, there has been no correlation between health awareness, or environmental concern towards buying behaviour of organic foods. Contradictorily, Ahmad et al (2021) conceded that health consciousness would increase customers from Malaysia to purchase organic products especially during post-pandemic. Various influences, including consistency, branding, price, advertising, and packaging, have a significant effect on consumer purchases. The

purpose of a purchase by a consumer is not to acquire ownership of the goods itself, but rather to receive the utility and benefits that will allow them to satisfy their own requirements.

Every consumer has a unique cultural background; therefore, it's important to account for nationality influence. Consumer purchases are frequently fuelled by the changing times and citizenship in the society (Awuni, 2013; Kahi et al., 2017). Consumers from different countries may display unique preferences and consumption characteristics for clothing, food, housing, and even transportation. Cultural and societal variables influence consumers spending towards organic products. For instance, in China, the people's traditional values stems from Confucianism.

Poultry is a widely consumed livestock commodity in Indonesia due to its relatively low price compared to larger livestock like cows and goats. The community has embraced poultry farming because of its high productivity in providing both meat and eggs, effectively meeting the protein needs of the Indonesian people. Among various poultry commodities, broiler chickens stand out as one of the most developed and consumed types in the country (Dewi & Aslami, 2022). Broiler chickens are popular among Indonesians as they are affordable and accessible to people from all walks of life. They offer diverse business opportunities, extending beyond cultivation to encompass chicken slaughter, carcass sales, and broiler processing businesses.

Broiler chicken can be processed into various food products, making it a favourite ingredient for culinary businesses such as restaurants and fast-food establishments, given its profitability and high consumer demand. Broiler chicken's significance extends to being a major driver of the national animal protein supply, offering an affordable and easily accessible food source for the general public. According to Professor Hermanto Siregar from IPB University, purebred chicken meat production is projected to reach 4.07 million tons in 2022, slightly exceeding the demand of 3.19 million tons. The consumption of broiler and free-range chicken meat has witnessed steady growth over the years, particularly in urban areas like Lusaka.

According to the Food and Agricultural Organisation (FAO 2022), poultry meat and eggs are amongst the most widely consumed sources of protein globally, across quite diverse cultures, traditions, and religious groupings. Growing demand has resulted from growth in population, urbanisation as well as improvement of incomes in

developing countries of the world. Chicken has less cultural and religious barriers, it is relatively cheap and has low fat content. Due to these attributes, it is the most consumed source of protein.

In Zambia and most developing nations, the poultry business is demonstrating its importance as a key industry. According to the Poultry Association of Zambia (2018), Zambia's poultry sector is the single largest contributor to livestock GDP, contributing 48%, making it an important industry to be utilised and developed to international standards. Zambia's poultry sector continues to register significant growth with both the broiler and layer sub sectors recording growth rates of eight percent between 2016 and 2017. The growth of this industry is vital as it has proven to be an effective poverty reduction tool at household level and drives the much-needed economic growth at country level (Zambia Daily Mail 2018).

This sector of Livestock production also contributes at macro level by providing market linkages to allied enterprises such as veterinary pharmaceutical companies supplying vaccines and drugs, transport, storage etc generating about 83,000 direct and indirect jobs, 60.24% of these jobs being permanent. (Zambia Daily Mail, 2018).

Despite its increasing growth, the poultry industry has faced several obstacles that have prevented it from performing as expected. These obstacles include high endemic diseases that lead to increased mortality, unstable supply of day-old chicks, limited poultry specific extension services, and a high cost for veterinary care. About 60 to 70% of the total cost of broiler production is made up of feed (Thirumalaisam et al, 2016). Due to the high proportion, it represents in the entire cost of poultry production, the high cost of feed has continued to be the main obstacle for poultry production in Zambia.

Zambia's poultry feed market is characterised by monopolistic rivalry, with each producer claiming that their product differs from others based on quality. Krugman and Obstfeld (2003) opine that a market is not fully competitive, but, however, monopolistically competitive when different brands are distinguished from one another in the marketplace based on quality and other characteristics.

Chron Contributor (2020) describes brand switching as a customers' or consumers' decision to switch from one product or service to a rival. Broiler farmers are encouraged to switch to feed brands that will maximise their production performance

both in terms of quality and production cost reduction. According to literature, other factors that have an influence on customers' choice of brand include packaging, brand image and promotional activities.

1.2 Statement of Problem

Consumer behavior refers to the actions exhibited by individuals when looking for, buying, utilizing, assessing, and discarding products and services that they believe will meet their needs. The choices, preferences, and tastes of individuals shape their buying behavior (Awuni, 2013; Kahi et al., 2017). Additionally, various factors influence consumer behavior, some of which are beyond the control of marketers, including cultural, social, personal, and psychological influences. Numerous elements affect the purchasing decisions of broiler farmers in Lusaka.

Existing research on the poultry industry in Zambia has primarily focused on profitability analysis, production constraints, and policy issues (Mataa & Mataa, 2022; Poultry World, 2013). While these studies provide valuable insights into the economics of poultry production, they do not examine how marketing mix elements influence broiler farmers' feed purchasing decisions or brand preferences. As a result, there is limited empirical evidence to guide poultry feed companies on which marketing strategies are most effective in reaching smallholder broiler farmers. This knowledge gap leaves feed manufacturers relying on anecdotal evidence and traditional marketing practices rather than data-driven strategies tailored to farmers' preferences.

Therefore, this study addresses the critical gap in the literature by analysing the factors that influence broiler farmers' feed brand preferences, evaluating the marketing strategies employed by poultry feed companies, and determining how marketing mix elements shape broiler farmers' consumer buying behaviour in Zambia. By filling this gap, the study aims to provide practical recommendations to feed manufacturers and policymakers for improving feed marketing and uptake, ultimately enhancing productivity and profitability in the poultry subsector.

1.3 Research Objectives

- i To analyse the factors that influence broiler farmer preference of feed brands.
- ii To analyse the marketing strategies employed by poultry feed companies.

- iii To determine the factors (Marketing Mix Elements) influence broiler farmers consumer buying behaviour.

1.4 Research Questions

What are the factors that influence the choice of feed brand by broiler farmers?

1.4.1 Specific Research Questions

1. What factors influence broiler farmers preference of feed brands?
2. What are the marketing strategies employed by poultry feed companies?
3. What extent do the factors (Marketing Mix Elements) influence broiler farmers consumer buying behaviour?

1.5 Significance of the Study

Practitioners and policymakers will also gain from this research in terms of its ramifications. They may be able to allocate funds, create plans, and supply the necessary materials to help farmers enhance their buying decisions of feed according to the research.

The significance of this study was to provide insight on how different factors influence choice of feed brand by broiler farmers. The findings and recommendations from the research will be beneficial to feed producing companies to determine marketing strategies that will help them to be competitive and maximise their profits.

1.6 Scope of the Study

The research study focused on broiler farmers in Lusaka, and how different factors influenced their choice of feed brand.

1.7 The Organization of the Report

This research comprises of six chapters.

Chapter one highlights the introduction and background of the study. It also discusses the problem statement, objectives, research questions, the scope and the significance of the study.

Chapter two presents the literature. The aim of this chapter is to perform the comprehensive review on the scholarly work.

Chapter three explains the underpinning theories used, the conceptual framework, and the hypotheses of the study.

Chapter four presents the research methodology, research design, and the justification of the research designs. The chapter further explains the population, sampling methods, and data collection methods and explains the tools for data analyses.

Chapter five presents findings of this research and discussions.

Chapter six concludes the research by presenting the contributions to the knowledge gap, highlights the implications of the study, limitations, future direction, and conclusion are given.

1.8 Chapter Summary

Chapter one elaborates on the introductory aspect of the research study. It provides an outline of the background information on Zambia's poultry feed market and brand switching by broiler farmers. It further discusses the research objective, which was to determine the factors influencing the choice of feed brand by broiler farmers in Lusaka.

CHAPTER TWO

LITERATURE REVIEW

2.0. Introduction

The last chapter presented an introduction and background into the study. The preceding chapter also highlighted the motivation of the study as well as the problem statement and concluded by studying the significance of the study.

This chapter now presents the literature review on the key theories on which this study hinges, the empirical review of the research based on studies done by other researchers in the feed subsector of the poultry industry.

2.1 Theoretical Literature Review

2.1.1 Consumer Behaviour

In consumer behaviour literature, the factors influencing purchasing decisions have been classified and structured in several ways. Koudelka (1997) proposed an inner and outer factor model, distinguishing between internal psychological dispositions and external environmental stimuli. Similarly, Brown (2006) categorised buyer characteristics into personal, psychological, and social factors, while Kotler (2001) extended this framework to include cultural factors as a distinct category. Situational factors those arising from the specific environment of the decision-making process have also been highlighted as central to purchase behaviour (Horská & Sparke, 2007).

Applying these theories to the present study, broiler farmers' feed-purchasing decisions in Zambia are shaped not only by product-related factors (price, quality, availability) but also by these internal and external influences. Personal factors such as age, education level, farming experience, and income determine the farmer's capacity to evaluate and purchase feed brands. Psychological factors such as perceived performance, risk perception, motivation to reduce flock mortality, and knowledge of feed composition influence willingness to pay for premium feeds. Social factors, including peer recommendations, cooperatives, and extension officers, play a role in shaping attitudes toward particular feed brands. Cultural factors including local norms about poultry keeping, traditional feed practices, and regional preferences

further underpin how farmers perceive and adopt commercial feeds. Finally, situational factors such as feed shortages, promotions, or credit availability at point of sale directly affect the decision-making environment.

By using this theoretical framework, the study can systematically examine the multidimensional nature of broiler farmers' feed purchasing behaviour. This approach justifies the inclusion of marketing mix elements which are product, price, place, and promotion as these are the levers poultry feed companies can influence to align with farmers' personal, psychological, social, and cultural characteristics. In doing so, the study not only tests established consumer behaviour theory in a new agricultural context but also identifies which factors have the strongest predictive power in shaping feed brand preference and buying behaviour among broiler farmers in Zambia.

2.1.2 The Marketing Mix Theory

Commonly known as the "4Ps", emanates from the single P of microeconomic theory (Chong, 2003). It is a method of connecting marketing strategy and planning to persuade customers to purchase the goods or services being offered. The resources can be used to create tactical programs for both the short and the long term (Palmer, 2004). Philip Kotler (1971) opines that Marketing Mix is a group of controllable factors or marketing instruments the company employs to continually achieve their marketing objectives in the target market. In this context, the four "Ps"—product, price, place (distribution), and promotion—are referred to as the controllable factors.

John Mathew Culbertson (1921-2001) developed the market segmentation theory.

Marketing is a social process between individuals and groups by creating free offers of a product or service that has value and aims to get what they need and want (Tybout et al., 2005). Marketing or commonly referred to as marketing is a key concept to success in a business where marketing must pay attention to the desires and fulfillment of customer needs to achieve predetermined sales targets (Triyanto, 2014). In marketing there are four important variables, namely:

1. **Product** are goods or services of value that are distributed by companies to be traded with the aim of making a profit and being able to meet the needs and desires of customers (Wijayanti & Pradipta, 2017). Meanwhile, according to (Nasution &

Sairun, 2022) a product is everything that is offered by producers to be noticed, requested, searched for, purchased, used or consumed by the market according to the needs and desires of consumers.

2. **Price** is the amount paid by individuals or groups to be exchanged for the desired product or service (Musfar & Se, 2020). Meanwhile, according to Kotler and Armstrong (2008) price is the value paid by customers which is then exchanged to own or obtain these goods and services.

3. **Place** is a location used to provide products or services (Aditama & Sos, 2020). In addition, also explain that there are four benefits in restoring the right place, which are:
a. Prospective customers will find it easier to find product needs offered by a company because they are easily accessible to potential customers.
b. Availability, with an extensive business network, it is possible for these products to be closer to customers.
c. Impulsive buying, sometimes customers need or want an item suddenly. With an extensive business network, it will be easier for customers to get products. It can make it easier for business people or manufacturers to move and store products at business network locations, so that this can reduce or reduce the cost of renting a storage warehouse

4. **Promotion** is a type of communication used by producers or marketers (Anisah & Fahman, 2020). According to (Kotler & Armstrong, 2008) there are five main processes in marketing, namely:

a. Advertising, is a non-personal promotion of goods, services or ideas by an individual or an agency that is determined by getting paid.

b. Sales promotion is a set of short-term incentives designed to encourage the use and purchase of a good or service.

c. Public relation and publicity are a step taken to promote and protect the image of a company or product it produces.

d. Personal selling is the activity of interacting directly with customers to obtain sales.

e. Direct marketing is a promotional technique that is carried out by communicating directly with customers to get a response using communication tools, such as letters, telephones, and so on.

2.2. Effect of Marketing Mix on Buying Behaviour

In his inaugural address to the American Institute of Marketing in 1953, Neil Borden came up with the term "marketing mix," which has been in use ever since. But it was not until 1976 that Philip Kotler popularize this concept in the first edition of his best-selling book - Marketing Management: Analysis, Planning, and Control.

2.2.1. Product Strategies.

When a company formulates its business strategy, it must first identify what items and services it can offer to suit consumer needs. The company's success and growth depend on how well its product fits consumer demands and their product strategy serves as the foundation of their marketing mix strategies. Product-specific features such as product design, packaging appeal, and visual languages used for the product itself that appeal to customers are critical. Annunziata et al (2021) discovered that the correct package material, shape, and sustainable label had a significant positive effect on how customers perceived the product's usefulness. The packaging of organic products is crucial because it provides its protection and preservation during transit and storage, as well as making a favourable impression on potential buyers, which can influence their purchasing decisions (Njue et al., 2016; Ochieng et al., 2011). Uncertainty about the genuine qualities of organic products has a negative impact on customers' perceived values and purchase intentions.

Besides, the principles of traditional Chinese culture are also embedded on group orientation or collectivism, which could profoundly influence Chinese consumers' purchase patterns. China's high-end spending has risen in recent years, mostly due to the country's growing middle-income class. Thus, product attribute tends to reflect the pursuit of group value for the Chinese consumers in order to maintain a high degree of consistency between product attribute and their reference group characteristics. In a study on the consumption of organic products, Wijaya et al (2018) stated that nationality has a moderating effect between Malaysian and Indonesian consumers. Furthermore, factors such as packaging and nutritional label trust were

found to have a positive influence on consumers' choice of premium organic vegetables in China.

2.2.2. Pricing Strategies.

Price is the component of a transaction between a buyer and a seller that decides what the buyer is willing to give up in exchange for the seller's offering. According to Koththagoda and Herath (2015) from the consumer's perspective, price is the amount sacrificed in order to obtain a product. Price strategy is applied by predicting customer demand against the cost to attract customers to make the purchase. Armstrong (2008) explains that the price strategy, including price level, price discount, price promotion, and other related factors, will have a significant influence on the purchasing decisions of customers. Price is one of the most influential aspects of buying decisions, since people may search and compare prices online and assume they may obtain products and services at a lesser cost. Price affects customer perceptions, suggesting that consumers make purchases based on perceived rather than actual monetary value.

Moreover, understanding the sensitivity of consumer pricing in different countries is essential since price strategies can impact the profitability of any business. Customers' perceptions of the performance of the brand and its product quality tend to shift in accordance with the price fluctuations. Some demographic background of consumers in Malaysia tends to be more price-conscious and are less likely to tolerate premium pricing, as emphasised by Norfarah et al (2019). For instance, consumers in higher income countries are willing to pay extra for greener, higher-quality electrical devices [36]. In addition, Chinese consumers with high disposable income demonstrate a significant need for high-quality consumption. According to Pandey and Parmar (2014), people in East Asian nations may exhibit their social status by making more expensive purchases.

2.2.3. Place Strategies.

Place strategy includes all the company's initiatives that leverage on intermediary channels of distribution to make their products available and to better serve their target

buyers. Place strategy is also considered as an essential component of the marketing mix tool, which assists in the reduction of operational costs and the enhancement of competitive advantage. More established companies tend to develop their own places so they can keep capital, warehouses, and logistics in-house. However, for newer self-established organic products sellers, they may require considerable capital investment in having a wide distribution network. In addition, China's geographical coverage is quite extensive if compared to Malaysia, which results in an increased dependence on various agents, distributors, franchisees, and retailers (Njue et al., 2016; Ochieng et al., 2011).

Nonetheless, the ongoing development of Internet technology makes it possible for online and offline retail businesses to engage in a greener omni-channel marketing, which in turn has an effect on the shopping habits of individual consumers. Consumers are motivated to shop for organic products online due to a variety of factors, including the ability to save time and money, the availability of a wide variety of organic products, the absence of shipping costs, the speed with which orders can be processed, the variety of available options, the ease with which items can be exchanged if they are damaged, and the security provided by digital payment systems (Dewi & Aslami, 2022). Both China and Malaysia's economic growth is extremely promising and supports the online sellers, but it is essential to reduce customers' perceptions of risk towards online shopping of organic products. Greater traceability and wider distribution network would improve consumers' purchase behaviours towards organic products. By efficiently integrating with third-party distribution channels, the organic companies may occupy the market in a relatively shorter amount of time, making organic products more readily available to be purchased by consumers.

2.2.4. Promotional Strategies.

The study of consumer behaviour also enables advertisers to determine how to promote their products or services for optimum impact on consumers. Marketing communication and promotional strategy is a significant driver of buying behaviour because it enables consumers to make educated choices during the information search stage. Promotional strategies not only provide product-related information to

the customer, but it also makes the customer happy and entertained, which in turn prompts them to be more interested in making the purchase.

There are many different ways in which customers' purchasing behaviours can be influenced by advertising, with the most frequent focusing on cognitive influences and emotional appeals. According to Gautam et al (2021), celebrity endorsement has been a significant part of the marketing communication strategies of organic products, specifically in terms of increasing brand recognition. Moreover, recent promotional strategies through digital marketing channels such as email marketing, social media marketing and mobile marketing may enhance the consumer buying experience by streamlining the ordering, purchasing, and payment processes, hence saving customers time and effort. The purchase of organic products in Malaysia was found to be reliant on sales promotional activities and advertising campaigns in order to establish demand for a product. The right promotional strategy can help to achieve a variety of marketing goals for the company, such as boosting consumers' awareness about organic products, enhancing knowledge, shaping consumers' opinion, and encouraging them to purchase the organic products.

2.3 Empirical Literature Review

Sowunmi et. al (2022) carried out a study on the factors determining poultry feed brand switching by commercial egg farmers, using descriptive statistics, markov chain and regression model. The study concluded that distance to feed sellers, average feed price per bag and flock size, were key factors that influence brand switching by poultry farmers. The study was limited to commercial egg producers in Nigeria.

Similarly, a quantitative study conducted by Umair Manzoor et.al (2020), on the factors affecting brand switching behaviour, revealed that factors such as brand image, price, promotional services and value-added services, have a direct influence on consumers switching brands. The findings of the research were limited to the telecommunications industry in Pakistan.

Mulenga (2019), carried out a study on the factors influencing customers choice of petroleum fuel supplier in Zambia.

In another study done by Okoro et.al (2019) on the factors influencing consumer preference of custard brands, the findings revealed that three factors have a positive effect on customers choice of brand. These include price, packaging, and advertising.

2.4 Conceptual Framework

The conceptual framework that was adopted for the research was based on the following independent variables; product, pricing, place and promotion, and how these affected the dependent variable, which is the choice of feed brand.

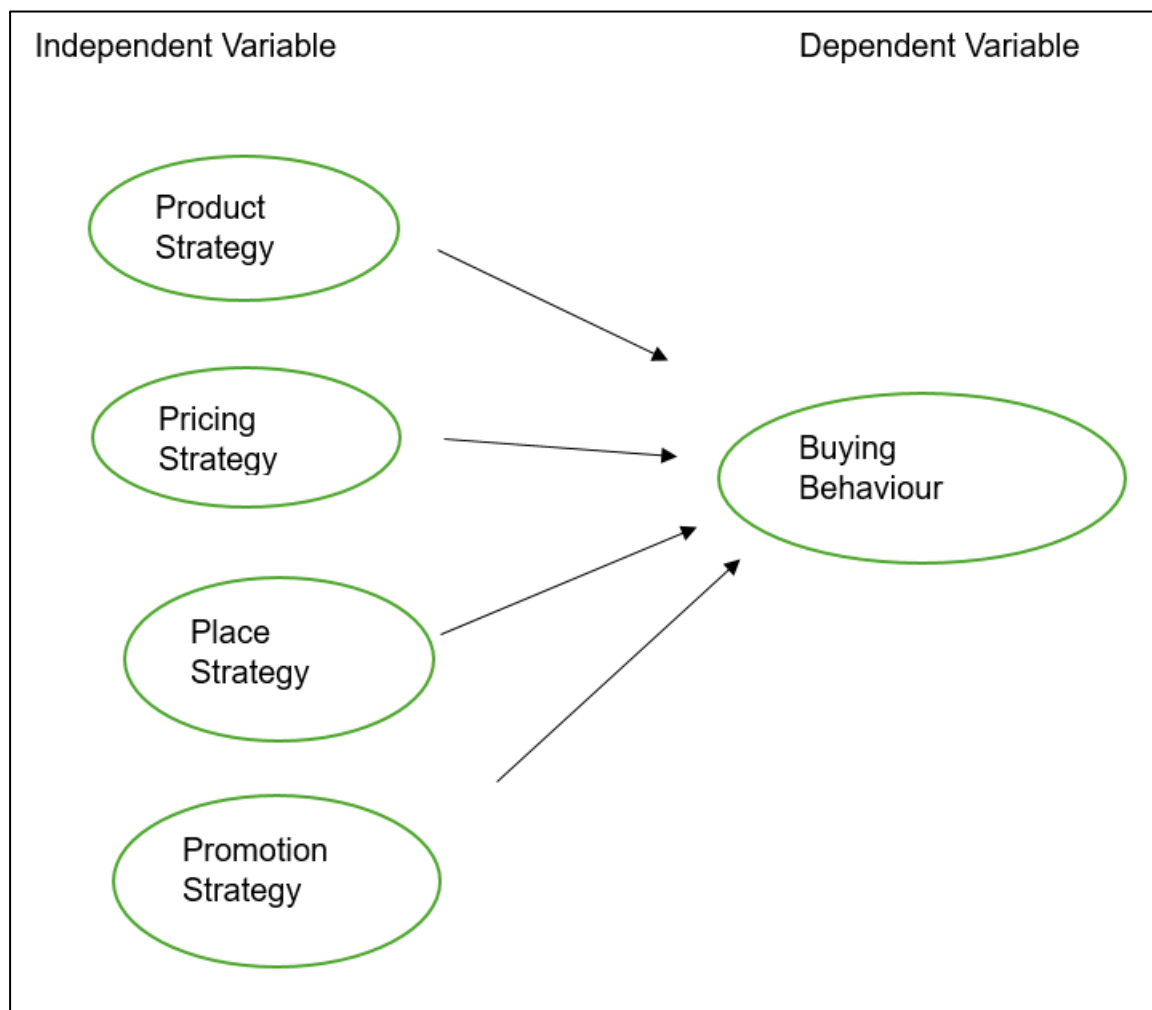


Figure 2.1: Conceptual Framework

Source: Abdullah et al 2023

Based on the literature review above the following six hypotheses were developed.

2.4.1 Product

The central role that the product plays in marketing management makes it such an important subject that mismanagement in this area is unlikely to be compensated for

by good management in other areas McDonald, (2002). A product is anything that is offered to a market for attention, acquisition, use or consumption that might satisfy a need or want, Kotler & Keller, (2009). Broadly defined, products include physical objects, services, persons, places, organizations, ideas or mixes of these entities. Some of the important product decisions in any marketing context are product, variety, product performance, product features, product quality, product design, product presentation, sizes and brand names, easy to use which shapes the retailer reputation and influence consumer buying decision.

H1: Product decision has a positive influence on consumer buying behavior.

2.4.2 Price

Numerous authors concur that, in a general sense, price refers to what one party is willing to give up to acquire something in return. Leading scholars in marketing, such as Etzel (1997), Kotler (2000), Doyle (2002), and Palmer (2001), tend to focus on the monetary aspect of price. However, price can also take on different forms. These forms include opportunity cost, which is when an individual gives up one thing to obtain another, as well as anxiety or fear, such as when someone stops smoking out of concern for developing lung cancer or resorts to suicide to escape shame. Pitt (1987) and Schwartz (1981) also agree that opportunity cost can be considered a type of price.

McDonald (2002) highlights that pricing decisions are crucial for two primary reasons: it not only influences profit margins by affecting revenue, but it also impacts sales volume by shaping demand. The company modifies product pricing to accommodate fluctuations in costs and demand, as well as to address differences among buyers and circumstances (Barbara, 1996). In various studies, several scale items have been used to assess the importance of price, such as price competitiveness, 'value for money,' and 'price incentive,' among others (Mintel, 1998).

H2: Price has a positive influence on consumer buying behaviour.

2.4.3 Promotion

Promotion, according to Belch (2004), is the synchronisation of all seller-initiated initiatives to establish informational and persuasive channels in order to sell products and services or advance an idea. Promotion is hence a key factor in influencing consumer purchasing behaviour. Another name for promotion is marketing communications. Knowledge of buyer behaviour theory and communication theory is essential for the effective use of the marketing communications mix. Smith, An Integrated Approach to Marketing Communication (2004).

By informing the target audience about their offering, the supermarket is able to increase traffic and sales (Dunne et al., 2010). In particular, it can boost the current consumer's consumption and steal revenue from rival retail establishments. According to Dunne et al. (2010), there are four fundamental promotional tools: publicity, sales promotion, advertising, and personal selling. Of these, two establish barriers between producers and retail supermarkets: in-store promotion and advertising.

H3: Promotion factor has a positive influence on consumer buying behavior.

2.4.4 Personnel

One important component of the marketing mix is this. According to Rust (1993) and Heskett (1994), the service profit chain highlights the role that employees play in generating happy and devoted clients, which leads to strong service profits and expansion. Taking care of those who take care of clients is the first step towards achieving service profits and growth objectives. P.A. Kotler (2002). The literature on company identity, image, and reputation also highlights the significance of employees in marketing. Employee traits may be reflected in associations with the company's image. Keller (2000).

According to Kotler P.A. (2002), service marketing calls for internal and interactive marketing in addition to traditional marketing in order to provide positive service outcomes. Internal marketing indicates that in order for the company to succeed, its employees need to be taught and satisfied. According to Keller (2000), personnel within the company contribute significantly to the brand equity of retail establishments. Consumers purchase goods from retail supermarkets, where staff members engage with customers and work to influence them by screening, advising, and persuading

them during the selling and purchasing process. Their expertise, friendliness, and support have a big impact on the decision to buy.

H4: Personnel factor has a positive influence on consumer buying behavior.

2.6 Chapter Summary

Chapter two examines the definitions, literature review, and knowledge gaps in the literature. This chapter describes the relevant literature that was reviewed for this study. The preliminary literature review consisted of three theories; Marketing Mix Theory, Market Segmentation, Theory and Product Life Cycle Theory. From the literature review, the marketing mix strategies, which include the product, price, place and promotion all influence customers to switch brands.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

The previous chapter addressed the literature review of the study. The previous chapter further brought to light the conceptual framework linking marketing mix elements on feed buying behaviour of broiler farmers. This chapter describes the methodology adopted in this study and further presents the research design, sampling techniques, sample size, target population, internal validity and ethical considerations.

3.1 Research Design Alternatives, Choice and Justification

In the process of analysing data, quantitative method was used. Data was gathered by use of a questionnaire and processed by editing and computing. It was further analysed by use of tables. To determine the relationship between the marketing mix elements on feed buying, the correlation research design was used because this research seeks to relate two or more variables to determine the relationship that exists between them.

A study design is the process used in research studies to obtain, evaluate, classify, and report evidence (Tuan, 2016). It is the ultimate framework for linking the challenges of theoretical theory with specific and achievable empirical research. In other terms, the study design establishes the protocol for the appropriate data, the techniques to be used to gather and interpret this data, and how the research question will be addressed (Kisanyanya, 2018). The following are some of the recommended research designs mostly used in studies (Sharma & Senan, 2019).

Experimental research design, correlational design, survey design, grounded theory design, ethnographic design, narrative research designs, mixed methods design and action research designs.

3.1.1 Research Design Choice and Justification for this Study

The correlational research strategy was used for this study because it allows one to understand the relationships between variables and predict the outcomes. According to Creswell (2012), correlation research is the best method for establishing contexts, handling several variables, and creating a comprehensive pattern of associations. Correlational study designs have also been employed in previous studies to investigate correlations between variables (Alain and Mispar, 2020; Muhunyo, 2018; Ruth and Grace, 2021).

3.2 Data Collection Methods and Procedure

The two categories of data collection techniques are primary and secondary sources. Both data gathering strategies were used in this investigation. Information obtained by surveys, questionnaires, interviews, and observations is referred to as primary data. Governmental and non-governmental groups usually obtain secondary data through reports and censuses (Wilson and Joye, 2020).

To ensure that no one is hurt during the course of this study and that the research findings are free from bias, the data collecting, presentation, analysis, and conclusion processes made sure that all ethical considerations are made.

Simon Akumbo (2020) asserts that the information obtained from the surveys is impartial and motivates researchers, resulting in the collection of accurate and pertinent data. Every question on the survey was modified and created to meet the goal of the research. They were modified from (Magu & Kibati, 2016) because they were suitable for research since they gather data that cannot be immediately observed by asking about people's emotions, motivations, attitudes, achievements, and experiences.

A questionnaire survey adopted from Magu & Kibati, 2016 was used to test the hypotheses and these are in line with the objectives. Because of its versatility in examining correlations among variables, the statistical package for the social sciences (SPSS) was utilised as the software tool to analyse data. The study's determinants were assessed on a five-point Likert scale ranging from strongly disagree to strongly agree. This is because researchers discovered the five-point Likert scale to be

effective (Mwiya, 2014). Since the research employs a Likert scale, the type of data collected was ordinal, which was handled as ratio data in the SPSS statistical software. Following that, a hierarchical multiple regression analysis was performed.

3.3 Target Population

According to Mugenda and Mugenda (1999), population is defined as a complete set of individuals, cases or objects with some observable characteristics. Furthermore, population can refer to a set of entities for which all the measurements of interest to the practitioner or researcher are represented (Powers, Meenghan and Tooney 1985). In other words, population is the group of individuals or units where the sample for the study can be chosen or picked. The study population of this research study targeted small scale broiler farmers in Lusaka, Zambia.

3.4 Sampling

Due to time and limited resources constraints, a proportion of farmers was selected to complete the questionnaire. The sample size, as postulated by Kothari (2011), refers to the number of items to be selected from the universe. Seaberg, (1988) adds that a sample is a small portion of the total set of objects, events or persons which together comprise the subject of the study.

When probability sampling is used, each member of the population has an equal chance of being selected (Tuan, 2016). Its main use is in qualitative research. It produces results that are typical of the general population. However, because non-probability sampling uses non-random criteria to select participants, not everyone has an equal chance of being included. There is a higher chance of sampling bias even if this sampling technique is easier and less costly (Tuan, 2016). A minimum sample size of 200 or 10 responses per questionnaire item is advised by Pallant (2020). This ensures that any deviations from normalcy norms and factor and reliability tests can be supported by the data set.

Roasoft calculator indicates that 377 is the representative sample with a margin error of 5%, 95% confidence level and 50% response distribution (Raosoft Inc, 2025). A sample size of 377 respondents is fit for research as it takes care of any violations of normality requirements and reliability analysis (Allen, 2017). A sample size of 377 respondents was selected for this research, which is sufficient for research and gives a diverse range of replies. A random systematic sampling method was used because

it's a probabilistic sampling method necessary for correlation and multiple regression analysis and ensures external validity (Guetterman, 2015).

3.5 Data Analysis

The process by which researchers transform data into a comprehensible and interpretable numerical form for statistical analysis is known as quantitative data analysis (De Vos et al., 2011). This conversion aids in the study, testing, explanation, meaning-finding, conclusion-making, and research problem-solving processes. To give the gathered data meaning, statistical analysis could be used to arrange, categorise, tabulate, and summarise the numerical data. To put it briefly, the quantitative analysis aids in the identification of significant patterns or connections within the unprocessed data (Royse et al. 2011).

The data analysis in this study was carried out using a computer, which processed the data and performed statistical calculations. All four major categories of quantitative methods of analysis—descriptive, association, causation, and inference—were employed in the analysis of this study, as recommended by Blaikie et al. (2013). The data was arranged, summarised, and interpreted using descriptive statistical techniques. The distributions of the population sample across a variety of factors, including department, age, years of experience, occupational level, and gender, were also reported.

An association of variables was established, and the hypothesis was tested to establish whether the results were due to random factors or a real relationship, as described by (Kreuger and Neuman et al. 2017).

Statistical methods such as Cronbach's alpha, correlation coefficient and regression are used to analyse the data collected through questionnaires so as to arrive at reliable and valid conclusions. Cronbach's alpha tested the internal consistency and scale reliability of the questions used. The strength of the direct association between two variables is quantified by the correlation coefficient method, while regression analysis estimated the relationships among variables, and the R-square method measured the variation of the dependent variable that is explained by the variation in the independent variable(s).

To come up with an acceptable research presentation and inferring meaningful analysis, interpretation and conclusions. Data was edited and coded using excel and imported into SPSS statistical software for analysis and suitable presentation of findings.

3.6 Ethical Consideration

Informing participants of the study's objective and abstaining from dishonest methods are two examples of ethical considerations in research. They also involve working with participants, keeping confidentiality, conducting ethical interviews, and showing consideration for the research site (Creswell, 2012). Research may have negative effects on policymakers, practitioners, scholars, and respondents if ethics are not taken into account. The data came from respondents who provided their informed consent in order to prevent the harm that could arise from a lack of ethical consideration. When planning the study, any dishonest methods were avoided. Each questionnaire included a clear and concise statement of the study's goals, degree of confidentiality, and ethical standards. The questions were answered anonymously by the responders.

To that effect, the questionnaire was designed in such a way that the subject being researched was explained to and that prior consent was sought before they could answer the questions by their free will. Personal data such as names i.e., for individuals or organisations was not mentioned without prior consent. All respondents were assured of data protection and privacy after they participated in the study.

3.7 Measurement Model and Internal Validity Justification

To ensure internal validity the items used to measure this study were adopted from prior related studies Abdullah et al (2023). The questionnaire included the marking mix variables. A 5-point Likert scale was used for each item to allow respondents to express their level of agreement with these issues (1 represents strongly disagree and 5 represents strongly agree).

The reliability and internal consistency of the measurement tool were measured using Cronbach's alpha through the statistical package for social sciences (SPSS). Cronbach's alpha is an internal consistency measure that determines how closely connected a group of items are. A high alpha dependability coefficient of 0.70 or higher is often used as evidence that the items measure the desired objective. However,

according to George and Mallery (2018), a Cronbach Alpha of 0.60 is likewise acceptable in social sciences.

3.8 Chapter Summary

This chapter presented the research methodology used in conducting the research. The chapter highlighted the research design used as descriptive as it will confer validity and confidence to the study. In addition, it addressed the relevant population of interest, sampling technique, the data collection methods and the data analysis techniques. The next chapter focuses on the research findings.

CHAPTER FOUR

PRESENTATION AND ANALYSIS OF RESULTS

4.1 Introduction

The previous chapter addressed the study's research approach, design and methodology. The research design, population and sample size, data collection procedures, ethical considerations, sampling procedures, and measurement model for the study are also clarified.

This chapter presents the research findings by analysing and discussing the collected data. It reports and examines the quantitative testing results of the conceptual model. Furthermore, the findings are evaluated and discussed from the perspective of previous research and qualitative findings. The results are based on information gathered from a questionnaire study of 80 broiler farmers in Lusaka. Statistical package for social sciences (SPSS) and Microsoft Excel are used to draft data analyses.

4.2 Response rate and bias

The total 80 questionnaires were answered and returned by the target respondents. This translated into 100% responses of the target population. However, some few respondents left some questions not responded to. This response rate is good for the study which according to Mugenda and Mugenda (2003), a response rate of 50% is good as a representative of the sample and that above 70% is excellent.

4.3 Demographic analysis

4.3.1 Gender

The findings also showed that the male 48 respondents representing 60% while female 32 responders were 40%. Therefore, the findings indicate that gender of an individual can be used to predict the adoption of marketing mix in their purchase intention of broiler feed.

Table 4.1: Gender of Respondents

Gender	Frequency	Percent	Cumulative Percent
Female	32	40	40
Male	48	60	100.0
Total	80	100.0	

4.3.2 Level of education

Most of the respondents (28) had certificates representing 35%, those with a diploma were 26 representing 32.5%, while degrees were 14 representing 17.5 % and postgraduate were 12 representing 15% of the population. This implied that respondents understood what they were responding to when going through the questionnaire. Since the lowest level of education was a diploma among the respondents, it was easy for them to understand the questions they were responding to which relates to the marketing mix employed in their respective businesses.

Table 4.2: Level of Education

Level of education	Frequency	Percent	Cumulative Percent
Certificate	28	35	35
Diploma	26	32.5	67.5

Degree	14	17.5	85
Post graduate degree	12	15	100.0
Total	80	100.0	

4.3.3 Work experience

In terms of experience, majority representing 76.1% had experience of 6-10years working in the broiler business while the rest had less than 5yrs. For the purpose of this research. This implies that most of the respondents had appropriate experience running the broiler business and familiar with the types of feeds that are used in the business.

4.4. Reliability Statistics

An exploratory and confirmatory factor analysis was performed using the SPSS version 23 to ascertain the reliability of the measures by using Cronbach alpha reliability coefficient; 0.60 being the acceptable reliability coefficient level in terms of research standards as shown.

Table 4.3: Reliability of statistics

Variable	Cronbach's Alpha
Product Strategy	0.726
Pricing Strategy	0.711
Promotion Strategy	0.691

Place Strategy	0.709
----------------	-------

The measures of the study are reliable because, all the variables have an acceptable reliability coefficient which ranged from 0.691 to 0.726.

4.5 Preliminary Statistical Analyses

Consumer behavior refers to the actions exhibited by individuals when looking for, buying, utilizing, assessing, and discarding products and services that they believe will meet their needs. The choices, preferences, and tastes of individuals shape their buying behavior. Additionally, various factors influence consumer behavior, some of which are beyond the control of marketers, including cultural, social, personal, and psychological influences. Numerous elements affect the purchasing decisions of broiler farmers in Lusaka.

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Cohen (1988) offers the following recommendations: Between $r = 0.10$ and 0.29 , there is a minor effect change value; between $r = 0.30$ and 0.49 , there is a medium effect change; and between $r = 0.50$ and 1.0 , there is a significant effect change. When two or more predictor variables are highly correlated and do not support a successful regression model, this is known as multicollinearity. Multicollinearity arises when multiple variables measure the same thing, and just one of them may be needed (Pallant, 2020). Typically, this correlation ranges from 0.80 to 0.90 . Variable intercorrelations are rather low (all < 0.80), as Table 5.1 demonstrates. This suggests that there is no problem with multicollinearity in this investigation.

The standard deviations and intercorrelations among dependent and independent are presented in Table below.

Table 4.4 Correlations among all Variables

# Variables	Mean	Std. Dev	N	1	2	3	4	5	6	7	8
1 Consumer Buying behaviour	3.636	1.332	377	-							
2 Level of education	4.153	0.842	377	0.313*	.756**	-					
3 Gender	0.640	0.483	377	0.273**	.228*	0.154	-				
4 Age group	1.444	0.710	377	-0.015	-0.099	-0.030	0.041	-			
5 Product Strategy	3.293	0.802	377	0.548**	0.111	0.033	.276*	-0.106	-		
6 Price Strategy	4.356	0.894	377	0.644**	.537**	.785**	-0.097	-0.057	-0.034	-	
7 Place Strategy	3.742	0.939	377	0.672**	.388**	.565**	-0.138	-0.025	-0.114	.652**	-
8 Promotion Strategy	3.565	0.764	377	0.712**	.498**	.445**	0.18	-0.045	-0.142	.318**	.508**
* Correlation is significant at the 0.05 level (2-tailed).				** Correlation is significant at the 0.01 level (2-tailed).							

As reflected in Table 4.4, the control variable age has negative correlation with Consumer buying behaviour and have no significant effect, while the product, price, place and promotion strategy have a positive correlation on Consumer buying behaviour at a significant level of $P < 0.01$.

In this study gender and level of education of respondents relates significantly with the other factors. This could be interpreted as suggesting that the control variables collectively can be used to predict consumer buying behaviours.

The value of the correlation coefficient can range from -1.00 to 1.00 . This value will indicate the strength of the relationship between the two variables. A correlation of 0 indicates that there's absolutely no relationship at all, a correlation of 1.0 indicates a perfect positive correlation, and the value of -1.0 indicates a perfect negative correlation. Cohen (1988) highlighted the following guidelines: small $r = 0.10$ to 0.29 ; medium $r = 0.30$ to 0.49 and large $r = 0.50$ to 1.0 .

4.6.1 Correlations between the consumer buying behavior and its Antecedents

The four antecedents showed in Figure 5.1 they were significant. The correlations table shows multiple correlations all within the medium and strong ranges. These correlations are all significant at a level $p < 0.01$ which entails a high significance of the relationships between the variables. The antecedents namely product, price, place

and promotion were positively significant ($p < 0.01$). The correlations were as follows: product ($r = 0.548$), price ($r = 0.644$), place ($r = 0.672$) and promotion strategy ($r = 0.712$).

4.7 Hypotheses Testing Results and Interpretation

Below are the results of the hypothesis tests interpreted through multiple regression analysis.

4.7.1 Regression Analyses between consumer buying behaviour and its Antecedents

Table 4.5 shows a multiple hierarchical regression carried out in order to ascertain the effects of the control and independent variables on the dependent variable using the beta values. The independent variables are product strategy, price strategy, place and promotion strategy. The dependent variable is consumer buying behaviour. In addition to this, the significance of these effects is mapped as, ***sig < 0.001 (0.1 percent), **sig < 0.01 (1 percent), *sig < 0.05 (5 percent). The R values give the combined effect of the variables in each model.

Table 4.5: Regression Analysis

	Model 1		Model 2		Model 3		Model 4		Model 5		VIF
	Beta	SE (1)	Beta	SE (2)	Beta	SE (3)	Beta	SE (4)	Beta	SE (5)	
Control Variables											
Age Group	0.149**	0.07	0.150**	0.07	0.146**	0.071	0.138**	0.07	0.149**	0.067	1.036
Gender	0.069	0.076	-0.077	0.076	-0.072	0.077	-0.061	0.076	-0.100*	0.073	1.065
Level of education	0.03	0.09	0.023	0.09	0.024	0.09	-0.025	0.092	-0.048	0.088	1.255
Independent Variables											
Product Strategy			0.578*	0.042	0.055	0.047	0.034	0.046	0.509**	0.046	1.483
Price Strategy					0.051	0.044	-0.019	0.046	0.282**	0.044	1.563
Place Strategy							0.213***	0.042	0.419*	0.04	1.72
Promotion Strategy									0.318**	0.046	1.306
F	4.566***		4.242**		3.809**		14.846***		16.718***		
F Change	3.268***		2.207		0.795		65.483***		40.051***		
R	0.262		0.272		0.275		0.554		0.643		
R Squared	0.068		0.074		0.076		0.307		0.413		
R Squared Adjusted	0.053		0.056		0.056		0.287		0.394		
R Square Change	0.068		0.005		0.002		0.123		0.106		

4.8 Hierarchical Multiple Regression Analysis table

Model 1 displays the base model with age group, gender, and educational attainment as the only control variables. The purchasing habits of consumers are not significantly influenced by these control variables.

A substantial combined impact (R² change of 27% from 13% to 39%) with a R value of 0.262, indicating a combined medium effect size and beta 0.578, was seen in model 2, which also included product strategy in addition to the control variables. The findings indicate that there is a favourable correlation between the product strategy and the purchasing behaviour of consumers.

The final model introduces a promotion strategy in addition to pricing, place, and product strategies. Model 5 accounts for 19.1% (R² 0.191*100) of the variation in consumer purchasing behaviour and is significant (F= 16.718***, p<0.1%). Furthermore, model 5 and consumer purchasing behaviour have a medium-strong association (R=0.438). Consequently, table 5.2 shows that customers' purchasing decisions of broiler feed are significantly influenced by the following strategies: product strategy (Beta= 0.509**, p>5%), pricing strategy (Beta= 0.282**, p>5%), place strategy (Beta= 0.419**, p>1%), and promotion strategy (Beta= 0.318*, p5%).

Therefore, the hypothesis according to the results are confirmed as follows

- a) Hypothesis 1 (H₁), price is supported and has a positive significant influence on consumer buying behaviour.
- b) Hypothesis 2 (H₂), place strategy is supported and therefore, has a significant effect on consumer buying behaviour.
- c) Hypothesis 3 (H₃), promotion is supported by the results and has a significant effect on consumer buying behaviour.
- d) Hypothesis 4 (H₄), product is supported and has significance influence on consumer buying behaviour.

4.9 Summary of chapter

The chapter presented the findings from the data that was collected from respondents. The following chapter presents the discussions of findings.

CHAPTER FIVE

DISCUSSION OF RESULTS AND FINDINGS

5.1 Introduction

This chapter discusses the major findings from the study conducted. It shades more light on how the findings are related to the literature.

5.2 Discussion of findings

The study's goal was to determine how the marketing mix affected the purchasing decisions of grill farmers. According to Table 4.2, the impact is significant because the p-value is less than the 0.05 level of significance, which results in the rejection of the null hypothesis (Beta= 0.509**,0.282**,0.419**,0.318** p> 5%).

As a result, the other theories were approved. This is consistent with a study conducted by Sowunmi et al. (2022) that used regression modelling, markov chains, and descriptive statistics to examine the determinants influencing commercial egg farmers' decisions to switch brands of chicken feed. The study came to the conclusion that flock size, average feed price per bag, and distance to feed vendors were the main factors influencing poultry producers' brand switching.

The findings of this study supported those of Umair Manzoor et al. (2020), who examined the elements influencing brand switching behaviour and found that customers are directly influenced by brand image, pricing, promotional services, and value-added services. Mulenga (2019) conducted research on the variables affecting Zambian consumers' selection of petroleum fuel suppliers. According to the study's findings, a customer's choice of gasoline supplier is greatly influenced by a variety of factors, including time management, territory management, brand preference, service quality, and advertising. Zambian commercial petroleum consumers were the study's primary emphasis. The results of this investigation support this.

In another study done by Okoro et.al (2019) on the factors influencing consumer preference of custard brands. The findings of this research revealed that the four variables product, place, promotion and price strategies have a positive relationship with consumer buying behaviour when it comes to the purchase of feed for broilers.

The result of the analysis explain that the majority of respondents agree that the price of the broiler feed products reflects its quality, because from a background point of view, it is confirmed that the biggest producers i.e. Ross Breeders (Nutrifeeds), Zambeef, National Milling etc sell their products at an expensive price which reflect the quality, and make the customers use the product for a very long time.

The price, which is the one factor that makes customers undecided, other firms especially from China understand that by reducing the price of the product, they attract customers yet giving low quality products. This leads us to the next question where respondents were agreed that they prefer to buy broiler feed from outlets where the prices of the broiler feed are affordable. The findings also showed that respondents agreed with the fact that the price is the first factor which influence their purchasing decision, and they also agreed that discount prices influence their purchasing decision to buy feed. When it comes to an increase in the price of feed products, majority of the respondents agreed that it may influence their purchasing decision, which mean that a price should match with consumer minds, or the organization must target the right population. The result concludes that there is a significant relationship between price and consumer buying decisions of feed in Lusaka.

According to earlier study, there is a great chance to learn more about how the elements of the marketing mix affect consumers' decisions to buy. Variables in the marketing mix are becoming more and more significant when consumers buy goods and services. These results corroborate the earlier significant study by Amelia et al. (2015), which demonstrated that factors including product, price, promotion, and location actually had a favourable impact on consumers' decisions to buy. These are in line with the research's findings, which show that after customers are aware of the product, price, place, and promotion, marketing mix components have an impact on their decisions to buy.

It is possible to prolong the purchasing process prior to the final purchase, which may have long-term effects. Consequently, some purchase decisions arise as a result of the decision-making process and the customer's expectations (Kotler, 2002). Three elements influence customers before they make a decision to purchase or use a product: deep psychological processes, deep individual influences, and deep environmental influences (Engel et al., 1994).

5.2 Chapter Summary

This chapter presents the results from correlation analysis and hierarchical multiple regression analysis. It also demonstrates the interpretation and significance of the data analysis outcomes. All the five proposed relationships are confirmed to be significant. The next chapter discusses the findings of the research.

CHAPTER SIX

CONCLUSIONS, CONTRIBUTIONS AND IMPLICATIONS

6.0 Introduction

In the previous chapter, results based on specific analyses were presented. However, this chapter puts together all the information gathered from the first five chapters. The objectives, literature reviewed, the methodology and the data analysed in the previous chapter. The summary of findings generated out of the objectives is also presented in this chapter. The study was based on a quantitative correlational design where primary sample data was collected from 377 small scale broiler farmers in Lusaka. Lastly, conclusions and as well as recommendation for further studies.

6.1 Conclusion of research findings

Findings on the impact of marketing mix elements on feed buying behaviour of broiler farmers in Lusaka revealed that the four variables product, place, promotion and price strategies have a positive relationship with consumer buying behaviour when it comes to the purchase of feed for broilers.

The findings showed that all the four hypotheses were supported. The connection between product, place, promotion and price strategies. However, price strategy showed the strongest relationship ($r=0.548$, $p<0.05$) with consumer buying behaviour.

The consumers focus on the product quality, reliability, packaging, and the brand name to make a decision on the purchase of a product. Findings revealed that the price of a product is influenced by the brand name, performance, status, discounts, and offers. The physical location, availability, layout, convenience, accessibility, and opening hours influences the purchase behaviour of the customers. The consumers are also concerned about the advertisement, sales promotion, and opinions of family and friends for purchasing decision of a product. The findings can be significance for policymakers, managers, business owners, and researchers in fast-moving consumer goods industry

Zambia's poultry feed market is characterised by monopolistic rivalry, with each producer claiming that their product differs from others based on quality. However, findings revealed that the existing market is not fully competitive bearing

monopolistically competitive where the different brands are distinguished from one another in the marketplace based on quality and other characteristics.

Furthermore, it was found that brand switching was common as broiler farmers are encouraged to switch to feed brands that will maximise their production performance both in terms of quality and production cost reduction. According to literature, other factors that have an influence on customers' choice of brand include packaging, brand image and promotional activities.

6.2 Implications and Recommendations

Because it incorporates the four components of the marketing mix which are product, price, place, and promotion. This study potentially offers a fresh perspective on the marketing domain. It emphasizes how crucial the connection is between the four components of the marketing mix and the choice to buy grill feed. According to the study's conclusions, companies that currently or in the future wish to sell feed products in Zambia—and Lusaka in particular—should focus more on improving the qualities of their products by coming up with strong designs, providing high-quality products, and providing performance guarantees that result in devoted customers. Customers should be drawn in by offering them excellent value, alluring promotions, and reasonably priced goods in a nice, practical location.

This study is one of the few research studies which attempted to examine the causal link between these variables. Particularly, the findings have theoretical significance by providing empirical evidence regarding the relationships between the place strategy, price strategy, promotion strategy and product strategy and customer purchase decision. Furthermore, there are useful practical implications for the business practitioners of retail stores. Managers can benefit from the results of this research to achieve better recognition and sustainable competitive advantage. The findings of this study also indicated that managers should understand the implications with respect to four marketing mix in the in the Zambian context; as these variables were found to be significant in affecting consumer purchase decision in the retail context, it may yield different outcomes in future research.

By creating a powerful and attractive brand name in which customers can identify themselves to, it may also attract customers and increase the perception value of the customers on the products. The finding recommends that it is important to set the right

price according to the quality of the product, the businesses must enter in the market with accessible prices which are affordable.

Regarding the location, the study's findings show that a store's credibility is increased when its products are easily accessible and available, which in turn influences customers' decisions to buy. Additionally, by bringing back childhood memories, memorable ads help consumers make more decisions about what to buy. This helps people remember the brand, boosts its power, and cultivates customer loyalty. Vendors that sell in-store must be able to inspire, be supportive, and respond quickly in order to gain the trust of their customers and influence their purchasing decisions. Customers are drawn in by improving visibility through attractive interior design, good layout, and exhibition. The marketing mix (place, promotion, price and product) are uncontrollable and cannot be ignored by marketers.

6.3 Limitation of the study

Beside the above findings, this paper also faces the following limitations.

Due to the limitations with data collection, the researcher was not able to generalize the results across the whole country. Longitudinal study would, therefore, be a great way of collecting the data for future research, where the same approach implemented for the current sample is tested again, to see how it performs, which may produce different results from the original.

Secondly, the data were gathered through quantitative survey using structured questions; thus, future studies can involve other research methodologies to confirm the findings. Additionally, the sample size used in this study may not be enough to represent the population.

Limitations are a form of restriction that researchers encounter; they often prevent researchers from obtaining total satisfaction with their research work. Regarding this research, many limitations have been identified. A limitation in terms of obtaining theoretical information on the African context is observed. This subject has not obtained much attention in in many years.

With regard to the questionnaire, which allowed the researcher to collect the data, it was also possible that participants answered the questions asked incorrectly, and this may have affected the outcome of the research findings.

Thus, future studies are recommended to rely on larger sample sizes and in different industry contexts. Future studies may also examine how quality of feed affects consumer buying decisions.

6.4 Conclusion

This study set out to examine how the marketing mix affects the purchasing decisions of broiler (grill) farmers in Lusaka. Guided by three objectives—(i) to analyse the factors that influence broiler farmers' preference of feed brands; (ii) to analyse the marketing strategies employed by poultry feed companies; and (iii) to determine the influence of marketing mix elements on broiler farmers' consumer buying behaviour—the study applied quantitative analysis to test the relationships between the four marketing mix variables (product, price, promotion, and place) and farmers' purchasing decisions.

The regression results (Table 4.2) revealed that all four elements of the marketing mix had a significant and positive effect on broiler farmers' purchasing decisions ($\beta = 0.509^{**}, 0.282^{**}, 0.419^{**}, 0.318^{**}, p < 0.05$). This led to the rejection of the null hypothesis and confirmed that variations in product quality, price, promotion, and distribution significantly influence broiler farmers' feed purchasing behaviour. These findings are consistent with Sowunmi et al. (2022), who found that flock size, feed price, and distance to vendors significantly influenced commercial egg farmers' brand-switching decisions, and also align with Umair Manzoor et al. (2020), who observed that brand image, pricing, and promotional services directly affect customer brand-switching behaviour.

Similarly, the study's outcomes echo Mulenga (2019), who found that a range of marketing mix variables including service quality, brand preference, and advertising significantly influenced Zambian consumers' choice of petroleum suppliers. Okoro et al. (2019) likewise demonstrated that the four Ps (product, price, place, promotion) positively relate to consumer buying behaviour, reinforcing the validity of this study's framework. Moreover, the results substantiate Amelia et al. (2015), who reported that the marketing mix significantly shapes consumer decisions across diverse sectors.

From a practical perspective, the findings reveal that price remains the most decisive factor for many broiler farmers. Respondents consistently reported that high feed prices are equated with higher quality, which explains the long-term loyalty to established producers such as Ross Breeders (Nutrifeeds), Zambeef, and National Milling. At the same time, the entry of lower-priced competitors particularly imports from China demonstrates that price reductions can attract customers but may also lead to concerns about product quality. This underscores the need for feed manufacturers to ensure that pricing strategies are both competitive and perceived as fair in relation to quality.

The results also show that place (distribution channels) and promotional activities strongly affect farmers' access to and confidence in feed brands. Discounts, accessible retail outlets, and reliable after-sales or extension services can significantly sway farmers' decisions in a market where margins are tight and information asymmetry persists.

Taken together, these findings fill an important knowledge gap in the literature on agricultural marketing and poultry feed in Zambia. While previous research focused mainly on profitability and production constraints, this study provides empirical evidence on how marketing mix elements, traditionally examined in consumer goods sectors, apply to the broiler feed context. In doing so, it highlights the strategic levers poultry feed companies can use to influence farmer behaviour and improve market performance.

The study underscores the need to develop integrated marketing strategies that align product quality, pricing, distribution, and promotion with farmers' preferences and purchasing power. The findings point to the importance of market regulation, farmer education, and credit access to ensure fair competition and protect farmers from low-quality products. The study suggests expanding the scope to other provinces and examining how socio-cultural and psychological factors intersect with marketing mix elements to influence farmer behaviour.

In conclusion, the study confirms that the marketing mix (product, price, place, and promotion) exerts a significant and positive influence on broiler farmers' purchasing decisions in Lusaka. By demonstrating the applicability of established consumer behaviour theories to the agricultural input market, the study advances knowledge in

both marketing and poultry production, providing a data-driven foundation for improving feed marketing strategies and, ultimately, farmer productivity and profitability.

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7.0 APENDIX

7.1 Questionnaire

QUESTIONNAIRE



SCHOOL OF POSTGRADUATE STUDIES

Dear Respondent,

I am a student pursuing MSC. Business Administration General at University of Lusaka. I am writing my final year thesis which is based on “The Impact of Marketing Mix Elements on Feed Buying Behaviour of Broiler Farmers in Lusaka”. You are among the few respondents I have selected to help complete my research by answering the following questions. You are assured that any information you provide is solely meant for the research and nothing else. Your response to the questions will be kept confidential.

For any questions or clarifications, please do not hesitate to contact me on Cell no. +260 979334271

Thank you

SECTION A

DEMOGRAPHIC PROFILE

Please **Tick** in the appropriate space provided.

1. **Gender** : 1. Male 2. Female

2. **Marital status?** Married single

3. **Age Group:** 18 – 23years 24 – 29years 30 - 35years above 36

4. What is your level of education?

Primary Secondary Vocational/College University Other
(specify).....

5. What is your role?

Poultry Farmer Distributor/Wholesaler Retailer Other: _____

6. How long have you been involved in poultry farming or feed sales?

Less than 1 year 1–3 years 4–6 years More than 6 years

7. What is the scale of your broiler operation?

Small-scale (Less than 500 birds) Medium-scale (500–2000 birds) Large-
scale (More than 2000 birds)

SECTION B:

MEASUREMENT OF MARKETING MIX ELEMENTS ON CONSUMER BUYING BEHAVIOUR

Part A: Product Variable

Indicate your level of agreement with the following statements (On a scale between 1 and 5 where 1 =totally disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=totally agree)

	Items	1	2	3	4	5
a	The brand name of the broiler feed influences my purchasing decision.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b	The quality of broiler feed influences my purchasing decision.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c	The nutritional value that broiler chickens get from this feed is exceptional	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d	I get good results everytime I use this broiler feed.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e	The packaging is very good	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f	This store provides excellent value to its customers					

Part B: Pricing Variable

Indicate your level of agreement with the following statements (On a scale between 1 and 5 where 1 =totally disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=totally agree).

	Items	1	2	3	4	5
a	The price of feed products reflects its quality.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b	The prices of feed are affordable.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c	The price is the first factor, which influences my purchasing decision	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d	Discount prices influence my purchasing decision.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e	An increase in the price of feed products may influence my purchasing decision.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f	Price deals for this store are attractive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Part C: Place Strategy

Indicate your level of agreement with the following statements (On a scale between 1 and 5 where 1 =totally disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=totally agree)

	Items	1	2	3	4	5
a	The permanent availability of the Feed products influences my purchasing decision.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b	The wide distribution of feed products over the country influences my purchasing decision.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c	Accessibility of stores for feed products influences my purchasing decision.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d	I prefer buying feed products in store that are near my location	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e	The atmosphere and decorations in the store encourages me to revisit it again	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Part D: Promotion Strategy

Indicate your level of agreement with the following statements (On a scale between 1 and 5 where 1 =totally disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=totally agree)

	Items	1	2	3	4	5
a	Memorable advertisements on feed products influence my purchasing decision.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b	Social media promotion activities on feed products influence my purchasing decision.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c	Advertisements about feed products on TV, radio, billboards influence my purchasing decision.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d	I buy feed products of from brands that are more involved in sponsorship events.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Part E: Consumer Purchasing Decision Variable

Indicate your level of agreement with the following statements (On a scale between 1 and 5 where 1 =totally disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=totally agree)

	Items	1	2	3	4	5
a	I feel good about my decision to purchase feed products from this store's brand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

b	I will positively recommend this feed's brand to other people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c	I frequently purchase this feed brand because its been reliable.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d	I intent to purchase again from this store's brand in the future	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e	Overall, I am satisfied about my purchase of feed from this store	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Thank you for taking time to respond to this Questionnaire