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DETERMINANTS OF CONSUMER BUYING BEHAVIOR IN CHAIN SUPERMARKETS IN KENYA: A MODERATING ROLE OF GOVERNMENT POLICY

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Abstract

Purpose: The objective of the study was to determine the government policy moderating influence on consumer buying behavior in chain supermarkets in Kenya.

Methodology: The target population consisted of 33 chain supermarkets in Kenya. The target population comprised of 634 employees from these supermarkets. Descriptive research design was used for this study. In addition regression and correlation analysis was used to link the relationships between the dependent and the independent variables.

Results: The study established that Government policy moderates consumer buying behavior in chain supermarkets in Kenya. All the independent variables were moderated by the variable government policy to give a composite (interaction term). The R-Square reduced after moderation. Therefore, the study concluded that government policy influence Consumer Buying Behavior.

Recommendation: It is recommended that chain supermarkets should align their internal policies with that of the government policies. Government as a stakeholder is prompted to develop policies that will encourage more spending by the consumers. This can be in form of tax waivers on consumer goods and services to encourage consumer to spend money locally as opposed to travelling to global markets to buy such products.

Keywords: *Government Policy, consumer buying behavior and supermarkets*

1.0 INTRODUCTION

Corporate chain stores enjoy economies of scale, better purchasing power, broader brand recognition and better trained employees not realized in independent outlets (Kotler & Keller, 2016). De Bruyn and Freathy (2011) show that supermarkets in South African have transformed radically from small supermarkets in small towns to enormous national chains operating in the suburban and urban cities. Further, they observe that the onset of shopping malls has changed the consumer shopping behavior.

Consequently, supermarkets have been forced to align their operations with emerging market trends to avoid being rendered irrelevant. This is akin to the supermarket retail environment in Kenya (Kimani, Kagira, Kendi, & Wawire, 2012).

Kenya GDP reached 5.6% in 2015 down from 6.0% and 6.4% for the years 2016 and 2017 respectively. In addition, total earnings went up by 14.2% while inflation went down to 6.6% in 2015 (Economic Survey, 2016). Increased consumer disposable income coupled with exposure to global brands and trends has significantly contributed to the phenomenal growth of supermarkets. Big retailers such as Nakumatt and Uchumi are expanding to the broader East Africa and beyond (Dihel, 2011). Thus, according to Ndwiga (2012), retailers are positioning themselves for various kinds of consumer needs and income levels to optimize growth from this sector.

According to Kimani, Kagira, Kendi, and Wawire (2012), modern retail in Kenya is seen in the growing shopping centers, huge shopping malls and other expansive retailing complexes. These places are offering consumers entertainment, food and shopping all under one roof. However, it is not clear whether these retailers understand consumer buying behavior. This is in spite of attracting global players such as Carrefour and "The Game" (River & Stream, 2014). Supermarkets will increasingly be one of the major shopping centers in Kenya. Thus, to tap into the opportunity, it is important for retailers to understand the factors influencing consumers to buy and leverage on them to drive their business performance. The retail sector in Kenya should embrace the marketing orientation perspective. This pertains to the target market, product variety, service levels and store ambience. In addition, procurement, price decisions store activities and experience play an important part in boosting business performance. Moreover, communication and location decisions contribute significantly to the retailer's success in improving results and should be considered (Kotler & Keller, 2016).

The individual beliefs could depend on materialistic (individualism) which is widely spread in the west or communism (care for others) which is extensively spread within the African culture (Sagie & Aycan, 2003). African consumers tend to shop for extended family and community members while Western consumers are more likely to purchase for immediate family (Matondo, 2012). In Kenya, traditional leafy vegetables are a community's cultural food due to their high nutritional value compared to exotic varieties like cabbage. The current consumer trend in urban areas is to encourage urban vegetable vendors and supermarkets to sell these traditional foods (Orech, Akenga, Ochora, Friis, & Aagaard, 2005).

With rising cost of commodities, the consumers in Kenya are pretty cost conscious. In Kibera, Nairobi-Kenya, consumers are using energy saving cooking stoves since it helps them save money (Lambe & Senyagwa, 2013). In line with observations by De Groote and Kimenju (2008), culture influences consumers' buying behavior. In Kenya for example, consumers are buying indigenous food for their health benefits (Orec et al., 2005). This trend has made consumers to buy such

vegetables from supermarkets that have aligned to such consumer needs (Neven & Reardon, 2004). In Kenya, consumers are increasingly choosing to buy traditional vegetables nationally with the current hype for traditional foods benefits from health practitioners (Grivetti & Ogle, 2000). This change in cultural perspective is influencing consumer buying behavior (Kimiywe, et al., 2007). Moreover, consumers from Western Kenya buy less white maize flour while those from Central Kenya buy more of the fortified maize meal (De Groote, & Kimenju, 2008). In addition, although consumers appreciate the role genetically modified foods play in alleviating food shortage, they are not willing to buy these food products. This is because the same consumers fear possible health repercussions (Kimenju, De Groote, Karugia, Mbogoh, & Poland, 2005).

1.2 Problem Statement

The rapid expansion of supermarket business with reported huge footfalls does not explain how this industry is still experiencing dismal sales performance (Oxford Business Group, 2016). In a bid to turn around their performance, supermarkets are desperately increasing sales promotions in the hope that they will attract more consumers (Rallapalli, Ganesan, Chintalapudi, Padmanabhan & Qiu 2014). The reason as to why this is a critical challenge is due to the fact that supermarkets are still conducting business as usual. They are simply increasing the usual "me too" promotions such as price discount offers and banded promotions. Consumers are taking advantage of the offers by purchasing and stocking products which they then use for an extended period. Thus the consumers are benefitting while the supermarkets' sales only increase in the short time but in the long run, the sales returns are still low (Reardon et al., 2003). This is as a result of the supermarkets' not maximizing innovative strategies such as consumer buying behavior insights to attract consumers to spend money in their outlets continuously, as opposed to hunting for promotional deals. Strategic leveraging on consumer buying behavior determinants would enable the supermarkets to grow their businesses sustainably.

However, supermarkets lack insights on the determinants of consumer buying behavior which they can successfully apply in order to turn around their performance (Kotler & Keller, 2016). For example, supermarkets are not effectively reaching out to time constrained and technology savvy consumers through online marketing and selling. Furthermore, some supermarkets lack a wide range of local and global brands that would make the consumers feel psychologically confident that the store will meet their needs (Oxford Business Group, 2016). Thus, consumers searching for global brands such as designer merchandise, continue to travel abroad to buy. This is where the problem lies in that, supermarket financial performance is poor because they are not optimizing relevant factors to drive consumer buying behavior to increase their sales. Without booming supermarket business, creation of job opportunities is at stake and yet this is a very pressing issue in Kenya (Economic Survey, 2016). Moreover, the government loses opportunity for more revenue creation necessary for economic development. This study sought to determine the government policy moderating influence on consumer buying behavior in chain supermarkets in Kenya.

1.3 Research Objective

This study sought to determine the government policy moderating influence on consumer buying behavior in chain supermarkets in Kenya.

2.0 LITERATURE REVIEW

2.1 Theoretical Framework: Hawkins Stern Impulse Buying Theory

While many of the theories of consumer behavior focus on rational action, Hawkins Stern believes heavily in the idea of impulse buying behavior. Stern argues that sudden buying impulses fit alongside rational purchasing decisions to paint a complete picture of the average consumer (Ozer & Gultekin, 2015). Impulse purchases are driven largely by external stimuli, and have almost no relationship with traditional decision-making (Pentecost & Andrews, 2010). For example in supermarkets, confectionery such as sweets and chocolate are displayed at the till to encourage impulse buying as consumers pay at the till. Stern has established four categories of impulse buying. First are the purely impulse purchases, like a candy bar at the checkout line of a grocery store. Second, consumers make reminded impulse buys, like placing displays of hotdog buns next to a meat cooler (Phau & Lo, 2004). Third are suggested impulse purchases, such as a warranty for an electronic device. Finally, consumers make planned impulse decisions, when they know they want to buy a product, but are unsure about the specifics (Lee & Kacen, 2008).

Impulse buying theories present an ocean of opportunities for marketers. Every aspect of a product, from the way the packaging catches the eye to the way the product is displayed in the store, has an effect on a consumer's impulse control (Phau, & Lo, 2004). For example, during Valentine's Day, retailers set up attractive gift displays such as flowers, perfume and cards to sway consumers to buy for their loved ones. Marketers who can capture the impulsive thought and close the sale will have most success. Consumer behavior theories predict how consumers make purchasing decisions and show marketers how best to capitalize on such predictable behavior (Kotler & Keller, 2016). Though impulse purchases are a significant part of a consumer's buying patterns, rational decision-making processes dominate consumer behavior and affect marketing theory (Brynjolfsson & Smith, 2000).

2.2 Conceptual Framework

A conceptual framework showing how socio-cultural, personal, psychological factors and temporal factors influence consumer buying behavior has been developed. The moderating variable is government policy.

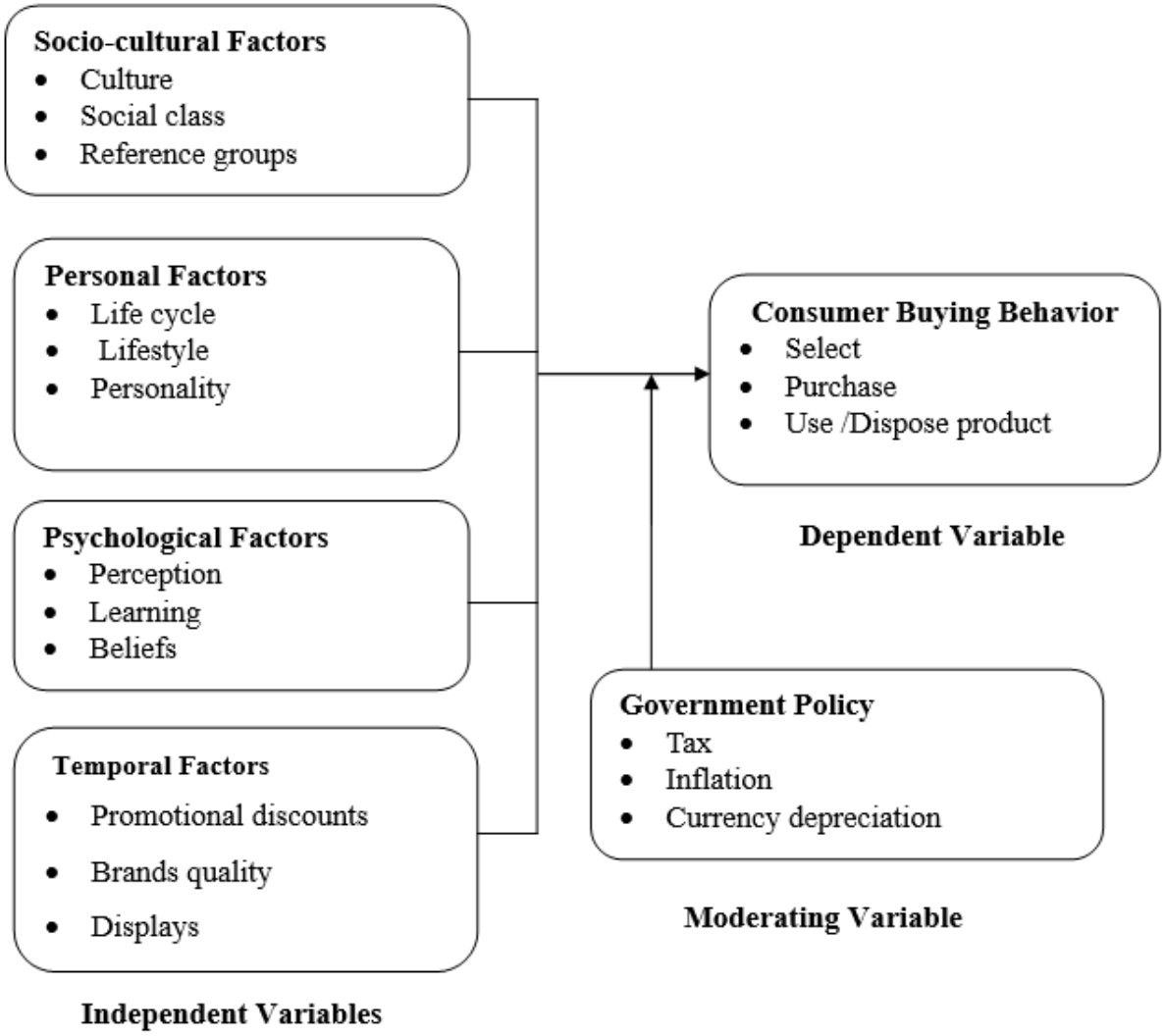

Figure 1: Conceptual Framework

2.3 Empirical Review

Research in the U.S.A. shows that rising consumer prices are negatively affecting consumer buying behavior (Taylor, 2000). When consumers realize a product is unaffordable, they will either stop buying it or switch to a more price friendly product. This is one of the most challenging issue facing supermarkets. A survey in Kenya shows that high product prices arise when the government puts heavy taxation on imported raw materials and products in a bid to protect the local industry or raise state revenue. For example, extra tax on imported products results in higher consumer prices. This is due to the retailer passing this extra cost to consumers. This happens because supermarkets are not willing to absorb the extra cost since it will dwindle their business profitability (Economic Review, 2016). In United Kingdom, a study by Gilbert and Jackaria

(2002) in supermarkets shows that consumers are also sensitive to price. This indicates that any government policies that increase price of consumer products will result in less purchasing behavior.

In India, a study by Sinha and Banerjee (2004) indicates that consumers act in a similar way when selecting a store or a brand during purchase. Store selection is a major decision made by a consumer. It is therefore important for a supermarket to understand how this choice is made. Research findings show that relevant insights should be incorporated by the supermarkets in developing marketing strategies in order to draw and keep consumers (Sinha & Uniyal, 2005). For instance, a favorable perception of the supermarkets' atmosphere prompts a positive outlook of the product offering and triggers impulse shopping. A study carried out in Canada indicates that the effect of the outlet ambience coupled with product perception, significantly influences hedonic and fashion shoppers. However, it has minimal effect on high-fashion oriented consumers who can purchase their apparel from high end boutiques (Michon, Yu, Smith & Chebat, 2008). In addition, consumers examine, handle and purchase more of the merchandise when in-store lighting is bright. In Sweden, studies show that consumer purchasing behavior is significantly stimulated when the consumers can experience the product which involves tasting, touching or smelling it (Hultén, 2012).

3.0 RESEARCH METHODOLOGY

Descriptive research design was used for this study. The study population, which is the unit of analysis, were 33 chain supermarkets in Kenya. The supermarkets were from Nairobi City County, Kiambu County, Kajiado County and Machakos County (Various Supermarkets Database, 2017). The target respondents, who were the unit of observation, includes managers, assistant managers and supervisors who are employees of these supermarkets. The total number of respondents was 634. Fishers' formula was used to arrive at 193 respondents. The study adopted stratified sampling technique since the population was homogenous. Questionnaires were used to collect primary data. Primary data have the benefit of providing current information about the variables under study (Kothari, 2011).

Data preparation process as guided by Kothari (2011) was adopted. The process involves editing, coding, transcription and cleaning data. These data were analyzed using Analysis of Variance (ANOVA), which is a powerful tool for analyzing simultaneously, relationships between many independent variable and one dependent variable. This research adopted this method and simultaneously regressed the dependent variable to establish how it relates to the independent variables and moderating variable, using Statistical Package for Social Sciences (SPSS) (Saunders et.al., 2012). This technique is suitable since the researcher presumes the independent variables are associated with the dependent variable. Moreover, SPSS facilitated the researcher to present large and complex data in a simplified form that is easy to understand. This analysis helped to derive relationship patterns, make summaries and draw conclusions using statistical methods.

According to Kothari (2011), linear regression model is suitable for such a study. The following model was used to establish if there is an association between the independent variable and the dependent variable.

$$\mathbf{Y = \beta 0 + \beta_1 X_1 * M + \beta_2 X_2 * M + \beta_3 X_3 * M + \beta_4 X_4 * M + \epsilon}$$

Where Y = consumer buying behavior

X_1 = Social Factors

X_2 = Personal Factors

X_3 = Psychological Factors

X_4 = Temporal Factors

M= Government Policy (Moderator)

Є= Error term

In the model, β_0 = the constant term while the coefficient $\beta_{1\ldots4}$= was used to measure the sensitivity of the dependent variable (Y) to unit change in the predictor variables $X_{1\ldots4}$. Є is the error term which captures the unexplained variations in the model.

4.0 RESULTS AND FINDINGS

4.1 Descriptive Statistics of Government Policy

The objective of the study sought to determine government policy moderating effect on consumers buying behavior. Descriptive analysis using percentage, mean and standard deviation was used to summarize the data as shown in Table 1.

Table 1: Descriptive Analysis on Government Policies

	Percentage of Responses (n=187)						
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Std. Dev
Consumers buy local products from supermarkets because they are cheaper.	10.2	42.2	10.7	25.7	11.2	2.9	1.2
Consumers prefer buying imported products from supermarkets since they think they are of high quality.	9.1	39	10.2	30.5	11.2	3.0	1.2
Consumers compare prices of local and imported products before making a purchase in the supermarket.	9.1	41.7	6.4	23	19.8	3.0	1.3
Consumers avoid purchasing imported products because they are expensive.	10.2	52.9	11.2	18.7	7	2.6	1.1
When value of money is low (inflation) consumers buy more of the affordable local products.	2.7	29.4	5.9	42.2	19.8	3.5	1.2
Inflation makes consumers shy away from buying expensive products.	4.8	31	7.5	44.4	12.3	3.5	1.2
Consumers avoid buying imported products when inflation is high.	8.6	47.6	7.5	25.1	11.2	2.8	1.2
Consumers buy less products when currency depreciates	7	38.5	15	28.3	11.2	3.0	1.2
Overall average						**3.0**	**1.2**

The findings in table 1 revealed that majority 52.4% (42.2% + 10.2%) disagreed that consumers buy local products from supermarkets because they are cheaper. The results had a mean response of 2.9 with a standard deviation of 1.2. This implies that the cost of a product does not influence the buying behavior of the consumers. Secondly, 48.1% (39% + 9.1%) disagreed that consumers prefer buying imported products from supermarkets since they think they are of high quality. The results had a mean response of 3.0 with a standard deviation of 1.2. This implies that product importation does not influence the buying behavior of the customers.

Thirdly, majority 50.8% (41.7% + 9.1%) disagreed that consumers compare prices of local and imported products before making a purchase in the supermarket. The results had a mean response of 3.0 with a standard deviation of 1.3. This implies that consumers do not compare prices of local and imported products before making a purchase in the supermarket. Further, majority 63.1% (52.9% + 10.2%) disagreed that consumers avoid purchasing imported products because they are expensive. The results had a mean response of 2.6 with a standard deviation of 1.1. This implies that consumers do not avoid purchasing imported products because they are expensive. Moreover, majority 62.0% (42.2% + 19.8%) agreed that when value of money is low (inflation) consumers buy more of the affordable local products. The results had a mean response of 3.5 with a standard deviation of 1.2. This implies that inflation influence the buying behavior of the customers.

In addition, majority 56.7(44.4% + 12.3%) agreed that inflation makes consumers shy away from buying expensive products. The results had a mean response of 3.5 with a standard deviation of 1.2. This implies that inflation influences the buying behavior of the customers.

Majority 56.2% (47.6% + 8.6%) disagreed that consumers avoid buying imported products when inflation is high. The results had a mean response of 2.8 with a standard deviation of 1.2. This implies that consumers do not avoid buying imported products when inflation is high. Finally, majority 45.5% (38.5% + 7%) disagreed that consumers buy fewer products when currency depreciates. The results had a mean response of 3.0 with a standard deviation of 1.2. This implies that consumers do not buy fewer products when currency depreciates. Overall, the average mean of the responses was 3.0 which means that majority of the respondents were neutral to the statements in the questionnaire. The standard deviation was 1.2 meaning that the responses were clustered around the mean response.

4.2 Sampling Adequacy

To examine whether the data collected was adequate and appropriate for inferential statistical tests such as the factor analysis, multiple linear regression analysis and other statistical tests, two main tests were performed namely; Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy and Barlett's Test of Sphericity. For a data set to be regarded as adequate and appropriate for statistical analysis, the value of KMO should be greater than 0.5 (Field, 2000). The results of the KMO and Bartlett's Test are summarized in Table 2.

Table 2: Government Policies KMO Sampling Adequacy and Bartlett's Sphericity Tests

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.909
Bartlett's Test of Sphericity	Approx. Chi-Square	696.192
	df	28
	Sig.	.000

Findings in Table 2 showed that the KMO statistic was .909 which was significantly high; that is greater than the critical level of significance of the test which was set at 0.5 (Field, 2000). In addition to the KMO test, the Bartlett's Test of Sphericity was also highly significant (Chi-square = 696.192 with 28 degrees of freedom, at $p < 0.05$). These results provide an excellent justification for further statistical analysis to be conducted.

According to Kaiser (1974), factor loading values that are greater than 0.4 should be accepted and values below 0.5 should lead to collection of more data to help researcher to determine the values to include. Values between 0.5 and 0.7 are mediocre, values between 0.7 and 0.8 are good, values between 0.8 and 0.9 are great, and values above 0.9 are superb.

Factor analysis was conducted on statements regarding government policies and all the indicators attracted a coefficient of more than 0.5 hence were retained for further analysis in regression. Results of the factor analysis are presented in table 3.

Table 3: Government Policies Analysis Component Matrix

Statement	Component
Consumers buy local products from supermarkets because they are cheaper.	.767
Consumers prefer buying imported products from supermarkets since they think they are of high quality.	.611
Consumers compare prices of local and imported products before making a purchase in the supermarket.	.822
Consumers avoid purchasing imported products because they are expensive.	.728
When value of money is low (inflation) consumers buy more of the affordable local products.	.767
Inflation makes consumers shy away from buying expensive products.	.784
Consumers avoid buying imported products when inflation is high.	.819
Consumers buy less products when currency depreciates	.706

Results in table 3 revealed that the consumers buy local products from supermarkets because they are cheaper had a component coefficient of 0.767. The statement that consumers prefer buying imported products from supermarkets since they think they are of high quality had a coefficient of 0.611. The statement that Consumers compare prices of local and imported products before making a purchase in the supermarket had a coefficient of 0.822. The statement that consumers avoid purchasing imported products because they are expensive had a coefficient of 0.728. The statement that when value of money is low (inflation) consumers buy more of the affordable local products had a coefficient of 0.767. The statement that Inflation makes consumers shy away from buying expensive products had a coefficient of 0.784. The statement that Consumers avoid buying imported products when inflation is high had a coefficient of 0.819. Finally, the statement that consumers buy less products when currency depreciates had coefficients of 0.706.

4.3 Overall Regression Model (Before Moderation)

The results presented in Table 4 present the overall fitness model used in the regression model in explaining the study phenomena.

Table 4: Model Fitness

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.851[a]	.725	.719	.57233

a. Predictors: (Constant), Temporal Factors , Psychological Factors , Social Factors , Personal Factors

Independent variables were found to be satisfactory in explaining consumer buying behavior in chain supermarkets in Kenya. This is supported by coefficient of determination also known as the R square of 72.5%. This means that independent variables explain 72.5% of the variations in the dependent variable which is consumer buying behavior in chain supermarkets in Kenya. The results agree with the study by Donoghue and de Klerk (2006) in South Africa which indicates that consumer complaining behavior arises from problems experienced from purchasing products such as electrical household appliances. Thus, many scholars agree that dissatisfaction, a psychological factor is a major determinant of consumer buying behavior.

Table 5: Analysis of the Variance

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	156.942	4	39.236	119.783	.000
	Residual	59.615	182	.328		
	Total	216.557	186			

Table 5 provides the results on the analysis of the variance (ANOVA). The results indicate that the overall model was statistically significant. Further, the results imply that socio-cultural factors, personal factors, psychological factors and temporal factors are good predictors of consumer buying behavior in chain supermarkets in Kenya. This was supported by an F statistic of 119.783 and the reported p value (0.000) which was less than the conventional probability of 0.005 significance level. The results agree with that of Quester et al., (2007) in U.S.A who show that after purchasing a product, consumers compare actual performance of the product with their anticipations; and are either glad or regretful depending on the outcome. Unfavorable results may lead to consumer complaints or their abadoning the product.

Regression of coefficient results is presented in Table 6.

Table 6: Regression of coefficient

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.152	.042		3.604	.000
Social Factors	.505	.046	.481	10.963	.000
Personal Factors	.287	.049	.271	5.862	.000
Psychological Factors	.223	.033	.268	6.726	.000
Temporal Factors	.266	.048	.248	5.603	.000

$Y= 0.152+ 0.505X_1+ 0.287X_2+ 0.223X_3+ 0.266X_4$

Where Y = consumer buying behavior

X_1 = Social Factors

X_2 = Personal Factors

X_3 = Psychological Factors

X_4 = Temporal Factors

Regression of coefficients showed that Social Factors and consumer buying behavior had a positive and significant relationship (r=0.505 p=0.000). The results agree with that of Ruth and Hsiung (2007) who indicate that in South Africa consumption practices of subsistence consumers are influenced by the few resources of income, employment, and education. This makes these consumers price sensitive so that they are continually seeking promotional offers. Discounts, coupons and money off for groceries are their best deals. (Kamau et al., 2011) note that in Kenya, parents normally make purchases and often times incorporate suggestions from their children. Gallahe et al., (2013) in their study in Kenya show that rising food and fuel prices in recent years have put food security of the urban poor consumer in a difficult position. Lambe and Senyagwa (2015) identify the desire to move towards a modern life as a major influences on consumer buying behavior related to purchase and use of energy saving alternative products in Kenya (Koontz & Weilhrich, 2006).

The results also revealed that Personal Factors and consumer buying behavior had a positive and significant relationship (r=0.287, p=0.000). The results agree with that of Owino (2012) who shows that students' individual and interpersonal influences such as age, level of education and sex affect the selection of desired clothing. This is based on attributes such as quality, color, print, price, and design. The results also revealed that Psychological Factors and consumer buying behavior had a positive and significant relationship (r= 0.223, p=0.000). The results agree with Lambe and Senyagwa (2015) who when working amongst Kenyan households in Kibera, Nairobi demonstrated that psychological aspiration is an important factor. This factor is responsible for influencing uptake of efficiency cooking stoves that enhance the quality of life.

Lastly, the results also showed that Temporal Factors and consumer buying behavior had a positive and significant relationship (r=0.266, p=0.000). The results agree with that of Valette, Guizani and Merunka (2011) who in their studies recognize that although sales promotion will cause consumers to buy more, it has a negative effect. The downside is whereby the activity causes mental erosion of the brand equity. Moreover, as opposed to increasing retailers' sales, this practice tends to encourage brand switching.

4.4 Moderating effect of government policy on consumer buying behavior in chain supermarkets in Kenya

The objective of the study was to determine the government policy moderating influence on consumer buying behavior in chain supermarkets in Kenya. All the independent variables were moderated by the variable government policy requirements to give a composite (interaction term). The results presented in Table 7 shows model the fitness for a regression model after moderation.

Table 7: Model Fitness

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.475	.226	.209	.95983

The R Square before moderation was 72.5% but after moderation the R square reduced to 22.6%. This implies that government policy reduce the consumer buying behavior in chain supermarkets in Kenya. Further the moderating term has significance with P value 0.000<0.05. This implies that government policy moderates the overall effect of explanatory variable on the consumer buying behavior in chain supermarkets. This finding is consistent with that of Gilbert and Jackaria (2002) who argued that in supermarkets studies show that consumers are also sensitive to prices. This indicates that any government policies that increase price of consumer products will result in less purchasing behavior.

Table 8: Analysis of Variance

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	48.886	4	12.221	13.266	.000
	Residual	167.672	182	.921		
	Total	216.557	186			

A regression model was run after moderation. The results are presented in table 9. The regression coefficients of the variables are presented according to the effect on the overall model.

The results agree with those of Akinboade (2014) that trade regulation and company law have a negative impact on small and medium-size businesses, being more pronounced on the trading volumes of younger enterprises. Total registration cost impacts negatively on business trading volumes which then impacts on business performance and growth.

Table 9: Regression of Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.128	.091		-1.405	.162
Social cultural factors* M	-.146	.076	-.143	-1.907	.058
Personal factors* M	-.267	.086	-.242	-3.099	.002
Psychological factors *M	.288	.057	.363	5.028	.000
Temporal factors* M	.169	.080	.169	2.112	.036

$Y = -0.128 -0.146X1*M -0.267X3*M +0.288*M +0.169X_4*M$

Where Y = consumer buying behavior

X_1 = Socio-cultural Factors

X_2 = Personal Factors

X_3 = Psychological Factors

X_4 = Temporal Factors

M= Government Policy (Moderator)

Hypothesis testing for moderator variable

The Hypothesis to be tested was:

H_0: Government policy does not moderate consumer buying behavior in chain supermarkets in Kenya.

Table 10: Analysis of Variance

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	48.886	4	12.221	13.266	.000
Residual	167.672	182	.921		
Total	216.557	186			

The null hypothesis was that Government policy does not moderate consumer buying behavior in chain supermarkets in Kenya. Results in Table10 show that the p-value was 0.000, while F statistics was 13.266. This indicated that the null hypothesis was rejected hence Government policy moderates consumer buying behavior in chain supermarkets in Kenya. This finding is consistent with that of Gilbert and Jackaria (2002) who argued that in findings from supermarkets show that consumers are also sensitive to prices. This indicates that any government policies that increase price of consumer products will result in less purchasing behavior.

5.0 CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

The study established that Government policy moderates consumer buying behavior in chain supermarkets in Kenya. All the independent variables were moderated by the variable government policy to give a composite (interaction term). The R-Square reduced after moderation. Therefore, the study concluded that government policy influence Consumer Buying Behavior.

5.2 Recommendations

It was found that Government policy moderates consumer buying behavior in chain supermarkets in Kenya. It is recommended that chain supermarkets should align their internal policies with that of the government policies. Government as a stakeholder is prompted to develop policies that will encourage more spending by the consumers. This can be in form of tax waivers on consumer goods and services to encourage consumer to spend money locally as opposed to travelling to global markets to buy such products.

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