

MARKETING MIX STRATEGIES ON PENETRATION OF
CARBONATED SOFT DRINK FIRMS IN NYERI TOWN

KIAMBI KAJUJU MAUREEN

*A Thesis Submitted to the School of Business Management and Economics
in Partial Fulfillment of the Requirement for the Award of the Degree of
Master of Business Administration (Marketing Option) of Dedan
Kimathi University of Technology*

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B211-02-0010/2014


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March, 2017

DECLARATION

I declare that this is my original work and to my knowledge has not been presented in any other University or any institution of higher learning for an award of a degree.

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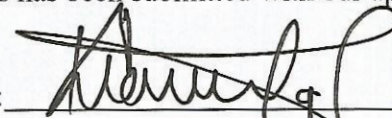
Student: Kiambi Kajuju Maureen
B211-02-0010/2014

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APPROVAL

This thesis has been submitted with our approval as the University supervisors.

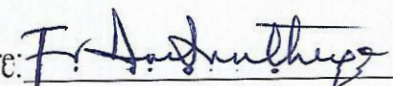
Signature: 

Dr. David Kiragu (PhD)
Department of Accounting & Finance
DeKUT, Kenya.

16/03/2017

Date

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Signature: 

Rev. Fr. Prof. Donatus Mathenge (PhD)
Department of Criminology
DeKUT, Kenya.

15/03/2017

Date

ABSTRACT

The thesis addressed marketing mix strategies on penetration of carbonated soft drink firms in Nyeri town. The study, therefore sought to establish the market mix strategies on market penetration of carbonated soft drinks firms in Nyeri Town and was guided by four specific objectives product line strategy, pricing strategy, place strategy and promotion strategy and their effects on penetration of carbonated soft drinks firms in Nyeri Town. The study employed the AIDA model and two theories; Rogers Diffusion of Innovations Theory and the Marketing Mix Theory. To achieve the objectives of this study, a descriptive research design was adopted. The target population consisted 698 employees in the carbonated soft drink firms. The study used a sample of 209 employees being the sample of the target population. A response rate of 75% was achieved. A semi-structured questionnaire was distributed to the sampled population in Nyeri town. Pilot study was conducted to enable the researcher ascertain the validity and reliability of the data collection instruments. The test of reliability was conducted using Cronbach's Alpha coefficient with a threshold of 0.7. A self-administered questionnaire was distributed to the sampled population. Collected data was analyzed using Statistical package for social science (SPSS) to generate descriptive statistics, that is; minimum, maximum, mean and standard deviation and inferential statistics, that is, the model R^2 , ANOVA statistics and regression coefficients. Frequencies table and percentage were generated from the data while multiple linear regression analysis was used to establish relationship among the variable in the study. The results indicated that product line strategy, pricing strategy, place strategy and promotion strategy had a positive and significant effect on penetration of carbonated soft drink firms in Nyeri town. The researcher suggested that future research could focus on challenges facing the carbonated soft drink firms when applying the marketing mix strategies.

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