

**INFLUENCE OF BRAND LOYALTY ON REVENUE GENERATION AMONG
MAINSTREAM BAKERS IN THIKA, TOWN, KIAMBU KENYA**

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DECLARATION AND APPROVAL

Declaration by the Student

This research proposal is my original work and has not been presented for a degree in any other university or institution.


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Approval by the Supervisor

This research project is submitted for examination with my approval as university supervisor.

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DEDICATION

I dedicate this work to my wife and children for their encouragement through out the process.



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The study would not have been possible without the fortitude and determination that the Almighty God bestowed upon me. I also want to acknowledge my supervisor Dr. Peary

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ABSTRACT

This research explored the influence of brand loyalty on revenue generation among mainstream bakers in Thika Town, Kiambu County, Kenya. The primary objective is to determine how brand loyalty affects revenue generation within this sector. Additionally, the study aimed to: (1) evaluate the relationship between brand loyalty and revenue generation among bakers, (2) identify how different dimensions of brand loyalty contribute to revenue generation, (3) analyze the role of consumer perceptions of brand

loyalty in shaping financial outcomes, and (4) assess the impact of various brand loyalty strategies on overall revenue performance. A mixed-methods approach were utilized, combining quantitative and qualitative research methods. The study drew on a sample of employees from four key categories within the baking industry: production staff, sales and marketing personnel, management staff, and support staff. Stratified random sampling was employed to ensure that each category is proportionally represented, allowing for a comprehensive analysis of brand loyalty's influence on revenue generation. Data collection involved the use of structured questionnaires and semistructured interviews. Questionnaires were designed to gather quantitative data on brand loyalty and its impact on revenue, while interviews provided qualitative insights into the strategies and perceptions related to brand loyalty. Piloting of the research instruments were conducted to ensure their reliability and validity, with necessary adjustments made based on feedback. Data analysis included both thematic and statistical techniques. Thematic analysis was used to interpret qualitative data from interviews, while quantitative data was analyzed using descriptive and inferential statistics to identify patterns and correlations. The findings reveal that effective pricing strategies are crucial in shaping consumer behavior and brand loyalty. Bakers who implement competitive pricing alongside high-quality products attract and retain customers, directly influencing revenue growth. Additionally, nutritional value is increasingly prioritized by consumers, indicating that bakers who emphasize healthier ingredients are likely to foster stronger brand loyalty. The study also shows that bakers' experience significantly enhances their understanding of consumer preferences and product quality, further contributing to customer satisfaction and loyalty. The study concludes that Bakers who focus on competitive pricing and high-quality, nutritious products are more likely to attract healthconscious consumers, thereby increasing sales. Furthermore, the experience of bakers significantly affects their ability to build brand loyalty and generate revenue, as experienced bakers tend to better understand market dynamics and customer needs. Customer satisfaction plays a mediating role in this relationship, with satisfied customers being more likely to remain loyal and make repeat purchases, ultimately impacting financial performance. The study recommends that bakers prioritize the use of highquality and nutritious ingredients in their products and actively communicate the health benefits through marketing strategies to attract health-conscious consumers. Additionally, bakers should adopt competitive pricing strategies that reflect product quality while remaining affordable, including regular promotions and loyalty programs to enhance customer retention. Lastly, bakers should focus on enhancing customer satisfaction by providing excellent service and consistent product quality, utilizing feedback mechanisms to understand customer preferences and improve their offerings.

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LIST OF ACRONYMS AND ABBREVIATIONS

- USD:** United States Dollar
- VAT:** Value Added Tax
- CBD:** Central Business District
- FMCG:** Fast-Moving Consumer Goods



CHAPTER ONE

INTRODUCTION

1.1 Background to the study

The number of bakeries in Kenya have continued to increase as a result of continued demand for bread. Bakeries are considered as growing micro and small enterprises capable of employment creation to citizens and an income generation stream to bakers (Wambugu & Musyoka, 2022). Increase in demand of bread, coupled with the fact that mainstream bakers are not satisfying market needs, has created opportunities for retailers and entrepreneurs to set up their own bakeries. As such, there has been continued increase in the number of retailers and private individual who are venturing into the bread making to capitalize on increase in bread consumption (Bilha, 2021). In addition, it has been of concern to mainstream bakers that retailers such as supermarkets among others, have been engaging in price reduction for in-house bread, leading into reduced sales of mainstream bakers.

The Bakers Association of Kenya, reported in June 2022 that supermarkets were found to be selling 400gm bread at Sh2 above the Retail Recommended Price (RPP) for mainstream bread processors. This was against the profit margin agreed upon with the suppliers of mainstream processors (Andae, 2022). Considering that consumers mostly focus on pricing, brand loyalty remains a fundamental strategy for processors to ensure repeat business and purchase of their products by consumers. Globally, bakery products were almost USD 331.37B in 2020. The industry is projected to grow at a Compound Annual Growth Rate (CAGR) of 4.6% between 2021 and 2026 to the value of almost USD 436.91B by 2026. This therefore requires bakers to focus on their brand so as to maximize sales (Expert market research, 2020).

Brand loyalty refers to the satisfaction and experience a product or service offers to consumers. It makes customers happy and ensures they continued purchasing the same product or service over and over. Brand loyalty is influenced by customer experience with the product or service. If the product meets customer's expectation, then customers tend to continue affinity to that particular brand regardless of the price or convenience (Gordon, 2021). Gordon argues that, brand loyalty makes consumers loyal to a certain brand such that in the absence of their brand, consumers did not buy a substitute brand. Instead, consumers, preferred searching for their preferred brand from other shops and in case they don't find it, they may forego the purchase until their preferred brand is restocked. Bread consumption is a universal practice, and is a traditional staple food in many countries globally (Lockyer & Spiro, 2020). Bread types may vary from one culture to another depending on the grains such as wheat, rye or corn used in the processing process. Demand for bread has seen majority household show preference for bread or related products. In United Kingdom (UK), bread is considered the mainstay food product and has remained a traditional staple food over the past 50 years. White bread is mostly preferred by consumers of ages 3 and above years in the UK. Despite the decrease in consumption of bread in the UK, as a result of substitute products such as rice and pasta, bread remains popular according to a June 2019 survey of 2000 UK adults, 96% reporting purchasing bread in the one month alone (Lockyer & Spiro, 2020). This is reflective of the consumption of bread in Kenya as well. It would be interesting to examine if brand loyalty plays a role in consumer continued purchase of bread products. As a result of demand, retailers and bakers have continued to sustain their businesses as a result of continued revenue generation, owed to increasing consumption of bread and related products.

Brand loyalty on bread product was found to play a great role in consumer choice. In a study carried out in Latvia and involved 919 respondents aged 15-74, the study found that the reasons for the consumer choice on bread brand were related to quality and price

of bread. Other factors considered by consumers were nutritional value, as well as the confidence of bakers to deliver quality bread. The overall factor that consumers considered in bread brand is the ability of bakers to producing tastier breads, thus leading to increase in bread consumption, sales, hence revenue (Eglite & Kunkulberga, 2017). Further, the study found that bread was a staple food across all European countries.

In Africa, increasing population has contributed to increase in bread consumption. Most urbanized and more sedentary population are showing preference for food that can easily be packaged and carried to work. Bread has then becoming the most available product, that can be easily consumed at any meal time. However, the increase in inhouse bread retailers are eating into the markets of mainstream bread bakers. This has the result of reducing sales and thus reduced revenue streams. Nutrient intake is considered an element of promoting brand loyalty especially among consumers of bread in Africa (Weegels, 2019). Within the region of Sub-Saharan Africa (SSA), bread wheat is the predominant kind of wheat that is grown. The trend study of wheat output in SSA has shown that it has been steadily increasing, which has led to a rise in the processing of bread commodities. According to Tadesse et al. (2019), the nations of Ethiopia, South Africa, Sudan, Kenya, Tanzania, Nigeria, Zimbabwe, and Zambia are the most prominent sellers of wheat and bread in the sub-Saharan African region.

When it comes to brand loyalty, the quality of bread is believed to be an important factor in Egypt. According to Moustafa et al. (2019), the quality of the brand is a consequence of bakers concentrating on the physical qualities and ingredients, the baking process, the cooling time, the packaging, and the distribution of the product.

Mixolab simulator was used to bake bread in Egypt, and the ingredients required were as follows: 100 grams of wheat flour, 1.5 grams of dry yeast, 2 grams of salt, 2 grams of sugar, 3 grams of shortening, and water. The dough that had been created, which weighed 75 grams,

was allowed to prove for a duration of 80 minutes in a cabinet at a temperature of 30 ± 0.5 degrees Celsius and a relative humidity of 85%. In a Miwe econo oven with a single circuit, the baking process was carried out for twenty minutes at a temperature of 180 degrees Celsius. After the loaves were cooked, they were allowed to cool for sixty minutes at room temperature ($25 \pm 2.0^{\circ}\text{C}$), and then they were placed in polyethylene bags. It is possible that this is the reason why bakers put such a high priority on the processing of bread in order to guarantee that their customers remain loyal to their brand. According to Moustafa et al. (2019), the quality of bread has improved throughout time as a result of a number of factors, including technological advancements and rapid technological development. Over the next twenty years, it is anticipated that Africa would see a growth rate of 6.9%, while the Kenyan market experienced growth of 6.7% (Wambugu & Musyoka, 2022). In their study, Wambugu and Musyoka (2022) found that the purchase of bread was impacted by a variety of situational elements, including the time of day, the day of the week, and the display of bread. When it came to purchasing bread, customers placed a high level of importance on a number of other relevant aspects, including price and awareness.

According to Okoth (2019), food consumption in Kenya, particularly in urban and periurban centers, has been steadily increasing over the last several years. This is especially true in metropolitan areas. The growth in rural-urban mobility, as well as the desire for bread brand among many families, are the factors that she attributes to this phenomenon. According to Okoth (2019), the majority of customers choose bread that is produced by mainstream bakers because of their extensive expertise in the market as well as their innovative brand names, ingredients, and packaging. In addition, she noted that the primary area of competition among bakeries in Kenya is centered on cost, quality, service, and the overall experience of the consumer. Among the majority of bakers in Kenya, these are the essential elements that constitute the

devotion to the brand brand. According to Broadways, for instance, a healthy bread brand was introduced in 2017, and it was based on bread that included minimal levels of sugar, salt, and fat. According to Foodbusiness Africa (2017), they also investigated the possibility of introducing bread that does not include any chemicals and is abundant in many key components, including carbs, vitamins, protein, fiber, and minerals. Bread market in, however, the most important conclusion was that health awareness, which was driven by bread ingredients, packaging, and processing, was the most important factor in affecting the behavior of bread consumers with relation to the quantity and variety of bread they consumed. Among major bakers, these are the most important characteristics that the present research attempted to investigate in order to identify as components of brand loyalty that influence revenue development. Additionally, Bilha (2021) said that the inventiveness and expertise of bakers in the preparation of bread was a significant role in the devotion of customers to the brand (Bilha, 2021). Therefore, in order for mainstream bakers to maintain their revenue production, they need to place a strategic fit emphasis on brand loyalty. This is necessary since there has been an increase in the number of in-house bakers and price undercutting.

As such, and considering the increasing demand and challenges brought by in-house bakers and individual bakers in Kenya, the study therefore, examined influence of brand loyalty on revenue generation among mainstream bakers in Thika, Town.

1.2 Statement of the Problem

Bread companies fall under the micro and small enterprises employing thousands of Kenyans, thus contributing to employment creation, attainment of government's vision 2030 of becoming and industrialist nation. Bread is considered one of the key stable meal in almost every household breakfast. Its consumption is projected to increase significantly during the forecast period 2020- 2026 (6Wresearch, 2020). With growing consumption of the

commodity, bakers are able to enhance sustainability through continued revenue generation. However, in the recent past, retailers who stock mainstream baker's products have been accused of increasing the price of mainstream bakers bread, so as to sale more in-house bread (Andae, 2022). The leading mainstream bakers such as Kenblest, Broadways, Festive and Mini-bakers, have lost revenue in price war with in- house bakeries across Kenya's supermarkets in the recent past (Mulei, 2021). It was observed that in-house bakers were increasing the price of mainstream bakers an average of 2 shillings. This led to consumers purchasing the inhouse bread at the expense of mainstream bread. As a result, this has deepened their sales, and led to reduced sales volume for mainstream bakers. In addition, the decision by national treasury to exempt bread from value added tax (VAT) products in the 2021- 2022 Budget, is likely to spur consumption among brand-loyal customers especially for mainstream bakers (Cheruiyot, 2021). It should also be noted that, the report by Andea (2022) opined that despite the decrease in sales, most mainstream bakers still enjoy considerable size of the consumer market, thus guaranteeing them continued operations. Considering, that brand loyalty is a key strategy that enables consumers to prefer special attachment to specific products, the current study therefore aims to examine the influence of brand loyalty on revenue generation of leading mainstream bakers located in Thika, Town, Kiambu County.

1.3 Research Objectives

- i.) To assess the impact of nutritional value on revenue generation of bread among mainstream bakers in Thika, Town, Kenya
- ii.) To assess the influence of pricing on revenue generation of bread among mainstream bakers in Thika, Town, Kenya
- iii.) To assess the impacts of baker experience on revenue generation of bread among mainstream bakers in Thika, Town, Kenya
- iv.) To analyze the mediating effect of customer satisfaction on the

relationship between brand loyalty and revenue generation among mainstream bakers in Thika Town, Kenya.

1.4 Research Questions

- v.) What is the influence of nutritional value on revenue generation of bread among mainstream bakers in Thika, Town, Kenya?
- vi.) What is the influence of pricing on revenue generation of bread among mainstream bakers in Thika, Town, Kenya?
- vii.) What is the influence of baker experience on revenue generation of bread among mainstream bakers in Thika, Town, Kenya?
- viii.) Does customer satisfaction mediate the relationship between brand loyalty and revenue generation among mainstream bakers in Thika Town, Kenya?

1.5 Purpose of the Study

The purpose of the study is to examine the influence of brand loyalty on revenue generation of mainstream bakes in Thika town, Kiambu, Kenya. The researcher attempted to do an in-depth analysis of the study's constructs of brand loyalty as the independent variables (nutritional value, pricing, bread processing, and baker's experience) with the aim of establishing statistical relationships and their influence on revenue stream among the mainstream bakers in Thika town, Kiambu, Kenya. The study also tested the null hypotheses which are derived from the study's objectives, reporting of findings and providing conclusions and recommendations for policy consideration and future studies.

1.6 Significance of the Study

Brand loyalty makes consumers committed to a baker's product, thus, becoming an important strategic focus for most bread producers in today's market so as to spur their sales volumes. The study therefore attempted to examine broadly the brand loyalty influence on baker's revenues. The low number of existing research drives the study on brand loyalty and revenue stream among bread processors in Kenya. Majority of the studies have focused primarily on service quality, customer loyalty, and consumer behaviour, among others.

Bakers in Kenya also have significant difference among Firms other countries in Africa and the world. This is attributed to size, the market they serve and government regulations. The findings from this study are expected to contribute to knowledge advancement, and increase understanding of brand loyalty dynamics regarding revenue streams among mainstream bakers in Kenya. The study is envisaged to assist company managers acknowledge the role played by brand loyalty on its revenue generation. In addition, the study may be of benefit to other firms owners in leveraging the adoption of brand loyalty to the product portfolios, hence implement strategic methods of appealing to their consumers which is key for continued business and sustainable business performance.

1.7 Scope of the Study

The study research is on brand loyalty on revenue generation among leading bread processors in Thika town, Kiambu, Kenya. The content scope include bread nutritional value, bread pricing, and bakers experience and their overall influence on bakers' revenue. Value Added Tax (VAT) is considered as the intervening variable. The study period considered the revenue-generated post- covid-19 from January 2022 to December 2022. Respondents were consumers that purchase bread brand from the four mainstream bakers. Since this is a survey involving

consumers, it becomes difficult to ascertain the number of consumers dedicated to the four firm's bread products. The choice of selection of bakers in Thika, is due to the fact that the leading bread processors in Kenya are based in the town and is also more accessible to the researcher for primary data collection.

1.8 Study Limitations

The study was confined to the four leading bakers, and as a result, the findings may not be generalizable to the entire baking industry. Another anticipated limitation was the challenge of obtaining precise financial data, as respondents may be hesitant to disclose actual revenue figures due to confidentiality concerns. To address this, the study requested percentage-based sales volumes rather than exact figures. Additionally, the study may face difficulties in estimating the exact number of consumers loyal to the bread products of the selected bakers.

1.9 Study Delimitations

The study specifically focused on four mainstream bakers, intentionally excluding smaller or emerging competitors. This decision was based on the study's objective to analyze brand loyalty and revenue generation among established players in Thika Town. Moreover, the use of non-probability sampling (convenience sampling) was a deliberate strategy aimed at ensuring sufficient data is collected to meet the research objectives, despite the challenges in estimating the number of loyal consumers.

1.10 Assumptions of the Study

The study envisages that the data and all information gathered from the study reflected the actual status of revenue streams among the leading bakers located in Thika. The study's participants are also assumed that they filled the questionnaires themselves and not delegate to other persons and within the stipulated time frame. The study also

expected the filled questionnaires to have satisfactory sampling adequacy. It is also assumed that the standard sample size of 100 was representative of the consumers who are loyal to the bread brands from the four leading mainstream bakers located in Thika, Town, Kiambu County.



1.11 Operational definition of Key Terms

Brand/Product This refers to the product “bread types” produced by the four mainstream bakers in Thika town.

Loyalty

This is a positive feelings towards the bread, and dedication to purchasing such bread repeatedly by consumers, regardless of deficiencies, a competitor's actions, or changes in the environment.

Revenue

% of income generated to its overall revenues by the four bakers from its bread product before any expenses are subtracted.

Sales

These are target sales made by against its monthly target the four bakers from selling bread product to its customers.

Cronbach's

This is the coefficient of reliability. Values that are 0

Alpha

.70 and higher are considered appropriate. It is used to estimate relatedness between items.

Firm/Bakers/Org Refers to the four mainstream bakers based in Thika, Town **anization**

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter present literature on brand loyalty on bakers' revenue from other related studies. Relevant theories presenting relationship between brand loyalty (independent

variable) and firm revenue (dependent variable) is reviewed and presented. A conceptual framework indicating the study variables are used to demonstrate their influence on each other.

2.1 Empirical Literature Review

This section studies related publication in the area of brand loyalty and its influence on bakers firm revenues. The study reviewed publications, books and online articles for information related to the research constructs to examine resultant gaps. These are presented in sub-themes highlighting what other previous studies focused on, in relation to methodologies, scope and recommendations. This was done according to the objectives under study.

2.1.1 Nutritional Value and Revenue Generation among Bakers

The desire to create, protect, and enhance their bread loyalty remains the most outstanding strategic move by bread processors. A brand is the identity that can identify the processor of a good or service. It implies that consumers develop a positive orientation and react favorably to a particular bread depending on the ingredients used and the marketing approach (Nyatangi & Gitau, 2019). The power of nutritional value enables bakers to remain competitive in today's market. Nutritional value is associated with bread strength in a market since it promoted health living (Eglite & Kunkulberga, 2017; Wambugu & Musyoka, 2022). These studies focused on brand personality and bread choice among consumers in Nairobi, whereas the current study focuses on brand loyalty. These studies utilized descriptive research designs and used convenience sampling with data analysis being regression analysis, and found that an increase in the level of nutritive composition increases the probability of a consumer choosing a particular bread brand by 5% (Shiundu et al., 2019).

The current study however, adopted the same research design and sampling, whereas data analysis was correlation to establish relationship between independent and dependent variables.

Nutritional value enables consumers to place attachment to the bread brand and this enhances the measure of the bread success and thus increases firm revenue as a result of increased sales. The key factors that underlie bread nutritional value include ingredients, name, brand loyalty, perceived quality or bread associations (Nyatangi & Gitau, 2019). Nutritional value of mainstream baker's bread promotes identification of bread brand and in turn enable bakers to establish position of a bread in the market.

Consumers create a strong link to a product when they require to purchase a product, and what comes into the mind is the nutritional value it offers to their health. Examples of such products is when consumers are purchasing food products with less cholesterol, and the nutritional benefit it offers the consumer (Okoth, 2019). The study by Okoth (2019) generally focuses on service quality of bread distributors and the scope was bread firms in Nairobi Central Business District (CBD), whereas the current study focuses on brand loyalty, with a geographical scope of leading bakers in Thika town, Kiambu County.

2.1.2 Bread Pricing and Revenue Generation among Bakers

The study by (Eglite & Kunkulberga, 2017) showed that price of bread has an overall significant influence on bread purchase. However, the study which was carried out in Latvia revealed that bread quality, price confidence and consumer behaviour had an overall effect on consumption among diverse groups of consumers. Price was considered the leading factors among Latvia consumers, and it would be interesting to examine if similar characteristic also affects bread consumption in Kenya. The study also revealed that tastier bread brands increased consumption of bread and this can be attributed to its nutritional

composition. The study used a mixed approach method, while the current study intends to use quantitative approach. Data analysis for the study was carried using regression model, whereas the current study utilized correlation analysis to examine relationship strength among the study variables.

The study by (Wanjuu et al., 2019) showed a significant result on bread price and loyalty. In as much as the study focused on puree bread made from potato, the overall bread price influenced consumption and therefore the overall sales volume for the bakers. The study however, found that 94% of respondents considered ingredients and price as the leading factor that determined their decision to purchase. The study interviewed consumers in Tuskys supermarket (now defunct), whereas the current study aims at administering a questionnaire to consumers of the leading bread brands in Thika town. According to (Ilboudo et al., 2022; Shiundu et al., 2019) bread price is the overall factor in bread consumption, whereas nutritional value is considered second. The study findings indicated a significant negative price relationship for food products and bread being a food product, was indicative of similar relationship.

2.1.3 Bakers Experience and Revenue Generation among Bakers

The study on puree bread by showed that the duration of bakers existence influenced the quality and processing of bread brands. However, the study by (Kaunda, 2017) delved more on product development and bakers experience in processing baked products. (Brandt, 2019) states that the experience of bakers in the product development of bread over time, contribute to a great extent to the consumption perception among consumers, which in turn may lead to brand loyalty. In their study of product development over time, the study found that bakers, improved on their

ingredients to meet consumer preferences and desires, thus influencing dependability on a particular type of bread.

Another study by (afkar et al., 2020; Nahar et al., 2019) noted that over time, bakers started monitoring the amount of salt and heat used in the baking process. As a result, bakers were able to respond to consumers changes and preferences, owing to long time of operation. This is indicative of the years of existence of mainstream bakers, thus giving them competitive advantage over new entrants in the market. (Pashaei et al., 2022) further noted that as a result of bakers experience, nutritional value of bread products improved and thus meeting customer expectation. The studies however, were conducted outside Kenya and focused on bakers experience and not from consumers perspective. The current study aims to examine from consumers perspective if bakers experience influenced their loyalty to the bread of their choice during purchase.

2.1.4 Mediating effect of customer satisfaction on the relationship between brand loyalty and revenue generation

In a study conducted by Smith and Johnson (2018), the mediating role of customer satisfaction in the relationship between brand loyalty and revenue generation was examined across various industries globally. Their research found that customer satisfaction significantly mediated the relationship between brand loyalty and revenue, indicating that loyal customers who are satisfied with their experiences are more likely to generate higher revenue for businesses. This study emphasized the importance of not only fostering brand loyalty but also ensuring high levels of customer satisfaction to maximize revenue across diverse market contexts.

A research by Garcia and Martinez (2019) explored the mediating effect of customer satisfaction on the relationship between brand loyalty and revenue specifically within the

hospitality industry worldwide. Their findings revealed a strong mediating role of customer satisfaction, indicating that satisfied customers were more likely to exhibit higher levels of brand loyalty, which in turn positively impacted revenue generation for hotels and restaurants globally. Garcia and Martinez (2019) underscored the importance of delivering exceptional customer experiences to enhance both brand loyalty and revenue performance in the competitive hospitality sector.

A meta-analysis by Kim and Lee (2021) synthesized findings from multiple studies across different countries and industries to examine the generalizability of the relationship between brand loyalty, customer satisfaction, and revenue generation. Their meta-analysis confirmed a consistent mediating effect of customer satisfaction on the relationship between brand loyalty and revenue across diverse market environments. Kim and Lee (2021) concluded that businesses worldwide could benefit from prioritizing customer satisfaction as a strategic lever to strengthen brand loyalty and drive revenue growth, highlighting the global relevance of these relationships in various business contexts.

Osei and Mensah (2018) in Ghana explored the mediating effect of customer satisfaction on the relationship between brand loyalty and revenue generation across various industries in the country. Their findings suggested a significant mediating role of customer satisfaction, indicating that satisfied customers were more likely to exhibit higher levels of brand loyalty, which in turn positively impacted revenue generation for businesses in Ghana. Osei and Mensah (2018) emphasized the importance of prioritizing customer satisfaction as a strategic priority for businesses seeking to enhance brand loyalty and drive revenue growth within the Ghanaian market.

In Nigeria, a study by Adeleke and Ibrahim (2019) investigated the relationship between brand loyalty, customer satisfaction, and revenue generation in the fast-moving consumer

goods (FMCG) sector. Their research revealed a strong positive correlation between brand loyalty and revenue, with customer satisfaction playing a significant mediating role in this relationship. Adeleke and Ibrahim (2019) highlighted the importance of delivering superior customer experiences to foster brand loyalty and maximize revenue for FMCG businesses operating in the Nigerian market, underscoring the relevance of these relationships in the African context.

Study conducted by Moyo and Chirwa (2021) in Zimbabwe examined the influence of brand loyalty and customer satisfaction on revenue generation within the local hospitality industry. Their findings indicated that both brand loyalty and customer satisfaction significantly contributed to revenue generation for hotels and restaurants in Zimbabwe. Moyo and Chirwa (2021) emphasized the need for businesses in the Zimbabwean hospitality sector to prioritize customer satisfaction initiatives to enhance brand loyalty and drive sustainable revenue growth, highlighting the relevance of these dynamics in the African hospitality market.

Research conducted by Osei and Mensah (2018) in Ghana explored the mediating effect of customer satisfaction on the relationship between brand loyalty and revenue generation across various industries in the country. Their findings suggested a significant mediating role of customer satisfaction, indicating that satisfied customers were more likely to exhibit higher levels of brand loyalty, which in turn positively impacted revenue generation for businesses in Ghana. Osei and Mensah (2018) emphasized the importance of prioritizing customer satisfaction as a strategic priority for businesses seeking to enhance brand loyalty and drive revenue growth within the Ghanaian market.

A study by Adeleke and Ibrahim (2019) investigated the relationship between brand loyalty, customer satisfaction, and revenue generation in the fast-moving consumer

goods (FMCG) sector. Their research revealed a strong positive correlation between brand loyalty and revenue, with customer satisfaction playing a significant mediating role in this relationship. Adeleke and Ibrahim (2019) highlighted the importance of delivering superior customer experiences to foster brand loyalty and maximize revenue for FMCG businesses operating in the Nigerian market, underscoring the relevance of these relationships in the African context.

A study conducted by Moyo and Chirwa (2021) in Zimbabwe examined the influence of brand loyalty and customer satisfaction on revenue generation within the local hospitality industry. Their findings indicated that both brand loyalty and customer satisfaction significantly contributed to revenue generation for hotels and restaurants in Zimbabwe. Moyo and Chirwa (2021) emphasized the need for businesses in the Zimbabwean hospitality sector to prioritize customer satisfaction initiatives to enhance brand loyalty and drive sustainable revenue growth, highlighting the relevance of these dynamics in the African hospitality market.

Research conducted by Dr. Alice Kariuki from Nairobi University (2020) delved into the mediating effect of customer satisfaction on the relationship between brand loyalty and revenue generation across various industries in Kenya. Dr. Kariuki's findings unveiled a substantial mediating role of customer satisfaction, indicating that contented customers were more inclined to exhibit heightened brand loyalty, consequently positively impacting revenue generation for businesses operating within the Kenyan market. Dr. Kariuki (2020) emphasized the strategic significance of prioritizing customer satisfaction initiatives for Kenyan businesses aiming to fortify brand loyalty and foster revenue growth.

In a parallel study led by Prof. James Maina from the Kenya Market Research Institute (2019), the intricate interplay between brand loyalty, customer satisfaction, and revenue generation was scrutinized within the retail sector in Kenya. Prof. Maina's research unearthed a robust positive correlation between brand loyalty and revenue, with customer satisfaction serving as a pivotal mediating factor in this association. Prof. Maina (2019) underscored the imperative nature of delivering unparalleled customer experiences to nurture brand loyalty and maximize revenue for retail enterprises operating within Kenya, thus highlighting the contextual relevance of these dynamics in the Kenyan retail landscape.

The Kenya Business Consultancy Firm (2021) investigated the impact of brand loyalty and customer satisfaction on revenue generation within Kenya's service industry. Dr. Wanjiru's findings indicated a significant contribution of both brand loyalty and customer satisfaction to revenue generation for service-based businesses operating in Kenya. Dr. Wanjiru (2021) emphasized the pivotal role of prioritizing customer satisfaction initiatives in the Kenyan service sector to bolster brand loyalty and drive sustainable revenue growth, thereby accentuating the paramount importance of these factors within the Kenyan service market.

Empirical evidence from studies conducted by researchers such as Dr. Alice Kariuki, Prof. James Maina, and Dr. Grace Wanjiru in Kenya consistently underscores the crucial role of customer satisfaction as a mediating factor in the relationship between brand loyalty and revenue generation across diverse industries. These findings underscore the pressing need for Kenyan businesses to prioritize customer satisfaction endeavors to fortify brand loyalty and drive financial performance within the Kenyan market.

2.2 Theoretical Model

There seems to be various antecedent incongruence among scholars on the theory explaining the concept of brand loyalty. However, the current study proposes the adoption of classical conditioning theory. The theory was founded by Ivan Pablov (1902) and was further supported by John Watson (1913). They opined that behavior is as a result of conditioning learned through association of stimuli (environmental factors). As such, learnt associations by human beings are acquired through previous experience and that behaviors are learned through interaction with the environment through a process called conditioning (McLeod, 2021; Watson, 1913).

Classical conditioning theory posits that human actions are best understood by analyzing the experiences that are present in the environment. It states that, human beings learn through doing and watching what others do. The current study opines that; brand loyalty is the consequence of consumer experiences having consumed, observed and learnt of a particular brand and its features over time. It also includes the observations and experiences made as a results of continuous consumption of a particular bread brand. Brand loyalty being the ability of consumers to gain special interest in a particular brand, implies that, continued purchase of a particular brand of bread enables consumers to not only recognize the brand, but also develop some liking for it, thus leading to dependency on that brand. This is further reinforced by the baker's ability to continuously improve product nutritional value, pricing, bread processing, and baker's experience. With such, experiences, consumers are likely to give up attempts to buy other brands, and thus become loyal consumers. It is important to note that behaviorists consider behaviors as being acquired through conditioning. The current study therefore posits that, brand loyalty is the consequence of consumer interaction with brand consumption over time, and the influence of environmental factors directly related to the particular brand. These

factors, could be pricing, innovation, ingredients, processing, and bakers experience over time. This implies that, once bread has a large number of loyal customers, its leadership and position in the market remain strong, even if new products are introduced or improved.

2.3 Conceptual Model

According to Pradhan and Jena (2017) a conceptual framework is a diagrammatic description of interaction between the independent variables, moderating and independent variables. It shows how the study objectives were formulated and how the study aims to address them (Pradhan & Jena, 2017). The dependent variable (revenue) measured by assessing sales volumes whereas the independent variables were the nutritional value, bread pricing and bakers experience in the market.

2.4 Conceptual Framework

Independent Variables (Brand Loyalty)

Dependent

Variable

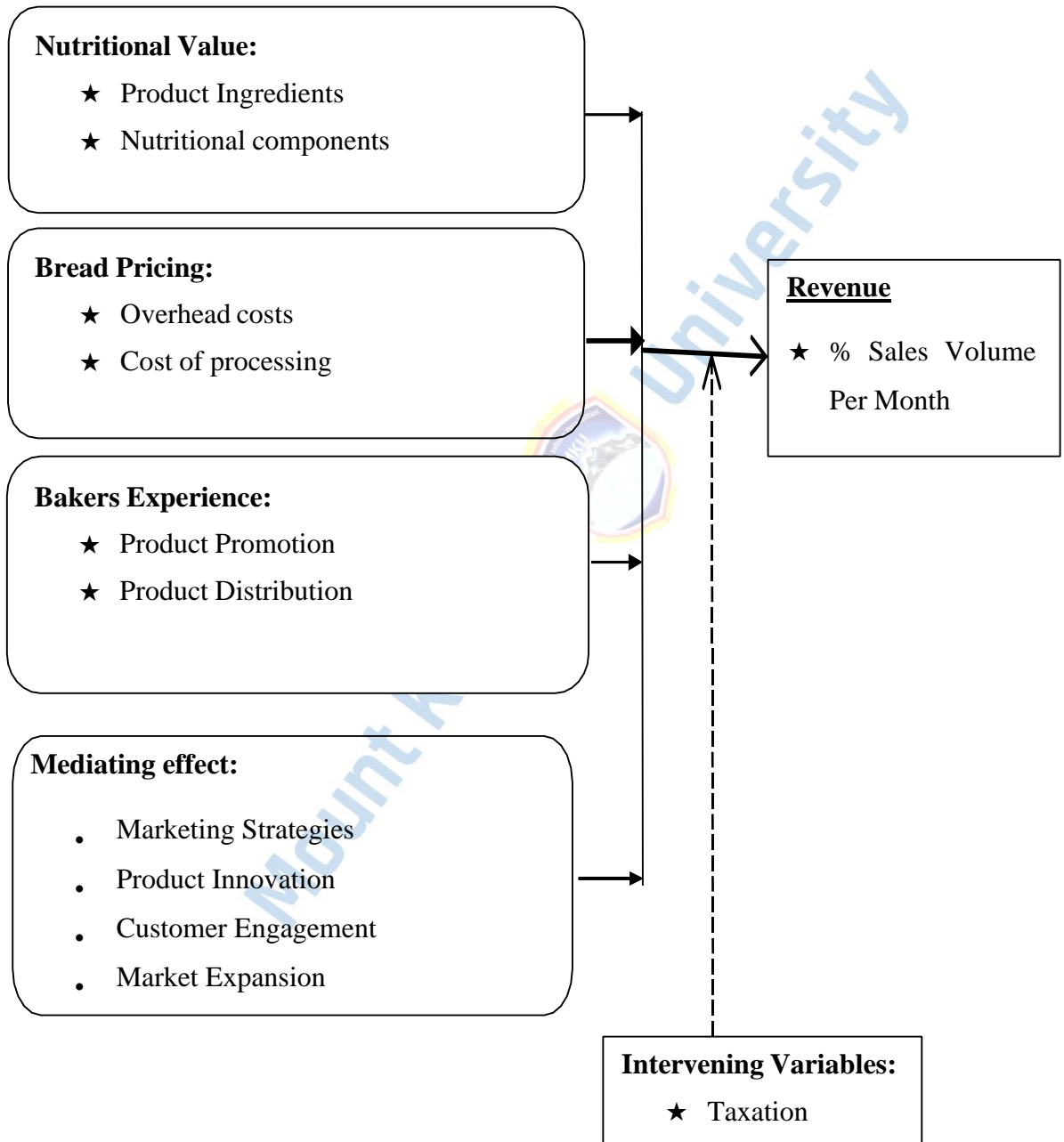


Figure 1: Conceptual Framework Source: Researcher 2024

2.6 Summary of Study Variables

The independent variables are nutritional value, product price and bakers experience. Nutritional value, was assessed alongside three constructs; product ingredients, nutritional components and storage. These constructs have influence of informing consumer choice and dedication to a particular bread brand. The second variable product pricing, was investigated alongside three constructs; overhead costs, cost of processing and consumer income. These factors have the propensity of affecting the overall bread cost and thus influencing consumer choice and loyalty over time. The third variable is baker's experience. This variable was studied alongside the three dimensions of product promotion, product distribution, and product packaging. Bakers experience is considered to yield new methods for processing, promotion, packaging and distribution of bread in an attempt to ensure customers needs and preferences are brought near and adhered to.

The moderating variable "tax" was tested to ascertain the level of influence on the strength of relationship coefficients between dependent and dependent variables. It is assumed that, tax has the negative correlational effect of influencing bread demand since tax decrease pushes consumption up, and consequently, an increase in price pushes consumption down.

2.7 Recap of Literature Review

Empirical review by previous scholars have majorly focused on bread quality (afkar et al., 2020), bread market (6Wresearch, 2020), bread price wars (Andae, 2022) and overall factors affecting consumption of bread in Kenya in leading supermarkets (Bilha, 2021). The current study, aims to examine the key determinants that influence brand loyalty among consumers for leading bread bakers in Kenya, and are primarily based in Thika. In doing so, the study tried to unravel the motivating factor among

consumers to faithfully but a particular brand of bread despite dynamic changes in the economy.

Other studies reviewed also such as the study of bread consumption trends in Latvia by (Eglite & Kunkulberga, 2017) offers the current study impetus to examine if similar trends with regard to brand loyalty exists. Further, the studies by (Gordon, 2021) in the United Kingdom and product development influence by (Kaunda, 2017) assesses the strategies the bread firms have implemented to be able to increase performance of the bakeries. The current study however, aims to address the salient factors that lead to consumers becoming faithful to a particular brand of bread and in addition, it focuses on the leading and oldest bread brands in Kenya.

CHAPTER THREE

RESEARCH METHODOLOGY AND DESIGN

3.0 Introduction

This chapter outlines the research methodology that was utilized in the study. It covers the research design, location of the study, target population, sample size, sampling techniques, research instruments, piloting of research instruments, reliability and validity, data collection methods, data analysis, and logistical and ethical considerations.

3.1 Research Methodology

To comprehensively address the study's topic, a mixed-method approach was employed, incorporating both quantitative and qualitative methodologies. This approach is advantageous as it allows for the collection and analysis of both types of data within a single study, providing a more holistic understanding of the research problem. According to Creswell (2014), quantitative methods involve asking specific questions and gathering numerical data from a large number of participants, typically through the use of questionnaires. Concurrently, qualitative data was collected through interviews, capturing participants' perspectives and providing rich, descriptive insights.

3.2 Research Design

The research adopted a descriptive correlational design with concurrent triangulation. This design is suitable for research aiming to depict conditions as they exist and to explore relationships between different variables (McBurney & White, 2009). Kothari (2004) describes descriptive design as employing various techniques such as surveys, interviews, and observations to collect data on current conditions. It also considers past events in relation to current situations (Creswell, 2009; Best & Kahn, 2006). This design allows for a comprehensive description, analysis, and interpretation of diverse data

sources. The choice is justified by its simplicity, ease of administration, and potential for triangulation (Cohen, Manion, & Morrison, 2000; Kombo & Tromp, 2012). Correlational designs were used to examine the extent of relationships between independent and dependent variables, enhancing generalizability by assessing variables in their natural contexts (Steg, Buunk, & Rothengatter, 2008). Concurrent triangulation was employed to collect quantitative and qualitative data simultaneously, providing a thorough description of current conditions, comparing them to established standards, and establishing relationships between specific phenomena (Orodho, 2005). This approach mitigates bias and yields comprehensive, robust, and significant results.

3.3 Location of Study

The study was conducted in Thika Town, Kiambu County, Kenya. Singleton et al. (1993) suggest that an ideal study site is one where the research problem is prevalent and conveniently accessible to the researcher. Thika Town is a significant industrial and commercial hub in Kenya, housing some of the leading bread processors in the country. This location is chosen due to its accessibility and the concentration of major bread processing firms, which facilitates the collection of primary data. The study focused on the influence of brand loyalty on revenue generation among leading bread processors in Thika Town, considering factors such as bread nutritional value, pricing, and bakers' experience, with Value Added Tax (VAT) as an intervening variable. The study period covered revenue generated post-COVID-19, from January 2022 to December 2022.

3.4 Target Population

The target population for this study comprises employees of leading bread processing firms in Thika Town, Kiambu County, Kenya. This includes all levels of staff involved in various operations, from production to sales and marketing. The rationale for targeting this population is that these employees possess valuable insights into the factors influencing brand loyalty and its impact on revenue generation within their firms.

The specific characteristics of the target population are as follows:

The production staff includes employees directly involved in the bread-making process, responsible for ensuring quality and consistency in product output. Their perspectives on production challenges and quality control measures are crucial for understanding the elements that contribute to brand loyalty.

The sales and marketing staff are personnel engaged in promoting and selling the bread products. They have a direct influence on consumer perception and brand loyalty through their marketing strategies and customer interactions. Their insights into consumer behavior and sales techniques are essential for evaluating the effectiveness of branding efforts.

The management staff consists of individuals in supervisory or managerial roles who oversee the operations and strategic decisions of the bread processing firms. Their strategic oversight and decision-making processes are vital for understanding how leadership and management practices affect brand loyalty and revenue.

The support staff includes employees in auxiliary roles that support the main operations, such as logistics, procurement, and administrative functions. Their support roles contribute indirectly to the overall efficiency and effectiveness of the firm, impacting brand perception and loyalty.

This diverse group provides a comprehensive perspective on how various factors contribute to brand loyalty and revenue generation. The total target population is estimated to be around 500 employees across the leading bread processing firms in Thika Town. By focusing on this population, the study aims to gather detailed and relevant data that reflect the experiences and opinions of those directly involved in the industry, thereby providing valuable insights into the research problem.

Table 1: Target Population Characteristics

Category	Role Description	Estimated Number of Employees
-----------------	-------------------------	--------------------------------------

Production Staff	Employees involved in the breadmaking process	200
Sales and Marketing	Personnel promoting and selling bread products	150
Management Staff	Individuals overseeing operations and strategic decisions	100
Support Staff	Employees in logistics, procurement, and administrative roles	50
Total		500

Source: Researcher (2024)

3.5 Sampling Techniques and Sample Size

For this study, the sample was drawn from a target population of 500 employees, distributed across four categories: production staff, sales and marketing personnel, management staff, and support staff. The sample size was determined using a stratified random sampling technique to ensure that each category is proportionately represented.

Given the target population of 500 employees, a sample size of 217 was selected based on standard sampling guidelines to balance accuracy and feasibility. This sample size is calculated using the formula for sample size determination, considering the population size, confidence level, and margin of error.

Sample Size Calculation: The sample size is derived from the formula: $n = \frac{N}{1 + N(e^2)}$ where:

- n = sample size
- N = population size (500)
- e = margin of error (0.05)

Plugging in the values: $n = \frac{500}{1 + 500(0.05^2)} \approx 217$

Table 2: Sample Size Distribution

Category	Role Description	Estimated Number of Employees	Sample Size
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Production Staff	Employees involved in the bread-making process	200	87
Sales and Marketing	Personnel promoting and selling bread products	150	65
Management Staff	Individuals overseeing operations and strategic decisions	100	43
Support Staff	Employees in logistics, procurement, and administrative roles	50	22
Total		500	217

Source: Researcher (2024)

The stratified sampling ensures that each role category is adequately represented in the sample, reflecting the distribution of roles within the organization. This method enhances the reliability of the study's findings by capturing diverse perspectives from all functional areas.

3.6 Research Instruments

To investigate the influence of brand loyalty on revenue generation among mainstream bakers in Thika Town, Kiambu County, the study utilized two primary research instruments: questionnaires and interview schedules. These tools are designed to capture both quantitative and qualitative data to provide a comprehensive understanding of how brand loyalty impacts revenue in the bakery sector.

The primary instrument for gathering quantitative data was a structured questionnaire aimed at bakery owners and managers. This questionnaire was meticulously designed to assess various dimensions of brand loyalty and its effects on revenue generation. It included both closed-ended and open-ended questions. Closed-ended questions used Likert scales to measure responses on brand loyalty aspects such as customer satisfaction, repeat purchases, brand recognition, and trust. For example, respondents rated their agreement with statements about the effectiveness of brand loyalty programs, the role of customer

feedback, and the influence of brand reputation on their revenue. The opened questions solicited detailed responses regarding the implementation of brand loyalty strategies, the perceived impact on sales, and any challenges faced in maintaining customer loyalty.

3.6.1 Questionnaire for TIVET Principals and Trainers

The questionnaire was organized into several sections. The first section gathered demographic information about the respondents, including their role within the bakery, years of experience, and the size of the bakery. The second section focused on the brand loyalty programs employed by the bakery, examining the strategies used to foster customer loyalty. The third section assessed customer perceptions and behavior, specifically how brand loyalty affects purchasing patterns and overall satisfaction. Finally, the fourth section explored the direct impact of brand loyalty on revenue, investigating how these loyalty programs translate into increased sales and financial performance.

For qualitative insights, the study employed a semi-structured interview schedule for customers of mainstream bakeries in Thika Town. These interviews provided an in-depth understanding of customer experiences and perceptions related to brand loyalty. The semi-structured format allowed flexibility in exploring various aspects of brand loyalty from the customers' perspectives. Key topics included the reasons customers choose particular bakeries, their experiences with brand loyalty initiatives, and their views on how these initiatives influence their purchasing decisions. The interviews also sought to understand the level of brand loyalty among customers and its impact on their frequency of visits and spending patterns.

3.6.2 Interview Schedule for TIVET Human Resource Director

The interview schedule started with basic demographic questions to gather information about the interviewee. It then explored their experiences with brand loyalty programs and how these experiences affect their purchasing behavior. The final section focused on the perceived impact of brand loyalty on the bakery's revenue, providing insights into how customers believe their loyalty contributes to the financial success of the bakery.

Together, these research instruments offered a robust framework for analyzing the relationship between brand loyalty and revenue generation among bakeries in Thika Town. The combination of quantitative data from the questionnaire and qualitative insights from the interviews enabled a thorough examination of how brand loyalty strategies influence financial outcomes in the bakery sector.

3.7 Document Analysis Checklist

The data collection process for this study was systematically organized to ensure accurate and comprehensive gathering of information regarding the influence of brand loyalty on revenue generation among mainstream bakers in Thika Town, Kiambu County. The procedure involved several key stages, including preparation, administration, and followup.

A pilot study was conducted to test the validity and reliability of the research instruments. This pilot study involved a small sample of bakery owners and customers to identify any issues with the questionnaire and interview schedule, such as unclear questions or logistical challenges. Based on feedback from the pilot study, necessary revisions were made to improve the clarity and effectiveness of the instruments.

Following the pilot study, the main data collection phase commenced. For the questionnaire, a list of bakeries in Thika Town was compiled from local business directories and industry

associations. Contact information for bakery owners and managers were obtained, and the questionnaire were distributed either electronically or in paper form, depending on the preferences and accessibility of the respondents. A cover letter explaining the purpose of the study, the importance of their participation, and assurances of confidentiality accompanied the questionnaire.

To ensure a high response rate, follow-up reminders were sent to non-respondents approximately two weeks after the initial distribution. These reminders encouraged participation and address any questions or concerns that respondents may have about the survey.

For the customer interviews, a sampling strategy was employed to select participants who are representative of the bakery's customer base. Customers were approached at the bakery locations or contacted via phone or email, depending on their availability and preference. The semi-structured interviews were scheduled at convenient times for the participants, and each interview was conducted in a quiet and comfortable setting to ensure that participants feel at ease and are able to provide thoughtful responses.

3.8 Piloting Research Instruments

Piloting the research instruments is a crucial step in ensuring the effectiveness and reliability of the tools used for data collection in the study on the influence of brand loyalty on revenue generation among mainstream bakers in Thika Town, Kiambu County. This process involves testing the research instruments—questionnaires and interview guides—on a small sample before their full-scale implementation.

The piloting phase commenced by selecting a representative sample of participants who closely resemble the target population of the main study. This sample included a small number of bakery owners, managers, and customers from Thika Town. The choice of participants for the

pilot test was strategic to ensure that the feedback gathered reflects the views and experiences of those who were eventually involved in the full study.

The primary objective of piloting is to evaluate the clarity, relevance, and comprehensiveness of the research instruments. During this phase, the questionnaires and interview guides were administered to the pilot sample, and their responses were closely monitored. Feedback was solicited from participants regarding the ease of understanding and answering the questions, the relevance of the content, and any difficulties encountered during the process.

For the questionnaire, specific attention was paid to the wording of questions, the logical flow of sections, and the response options provided. Any ambiguities or misinterpretations identified during the pilot was addressed by revising the questions for clarity and ensuring that they accurately capture the intended information on brand loyalty and revenue generation. Additionally, the length of the questionnaire was assessed to ensure that it is manageable and does not cause respondent fatigue.

Similarly, the interview guides were piloted to test the effectiveness of the semistructured questions in eliciting detailed and relevant information. The pilot interviews helped identify any issues with question phrasing or interview structure, allowing for adjustments to improve the depth and quality of the responses. The feedback also assisted in refining the interview guide to better align with the research objectives.

Once the pilot testing is complete, the collected data was analyzed to determine if the instruments are effectively capturing the required information. Adjustments were made based on the findings to enhance the validity and reliability of the instruments. This may involve rephrasing questions, modifying response options, or restructuring the interview guides.

The piloting process was documented thoroughly, including any changes made to the instruments based on pilot feedback. This documentation served as a reference to ensure that the final research instruments are well-tested and optimized for the main study. By rigorously piloting the research instruments, the study aims to achieve a high level of accuracy and reliability in the data collected, ultimately leading to more credible and actionable insights into the influence of brand loyalty on revenue generation in the bakery sector.

3.9 Data Analysis Procedures

The data analysis procedures for examining the influence of brand loyalty on revenue generation among mainstream bakers in Thika Town, Kiambu County, was executed using a combination of quantitative and qualitative methods. This approach provided a thorough understanding of the research objectives and ensure that the findings are robust and insightful.

3.9.1 Quantitative Data Analysis

Quantitative data analysis started with data cleaning and preparation to address any inaccuracies or missing values in the dataset. This step ensures that the data is accurate and complete, providing a solid foundation for further analysis. Once the data is cleaned, descriptive statistics were utilized to summarize the key characteristics of the respondents and the variables related to brand loyalty and revenue generation. This includes calculating measures such as means, medians, modes, standard deviations, and frequency distributions, which offer an overview of the general trends and patterns within the data.

The descriptive analysis, inferential statistics were applied to explore the relationships between brand loyalty and revenue generation. Correlation analysis was used to assess the strength and direction of the relationship between brand loyalty metrics and revenue outcomes. Regression analysis further examined how well brand loyalty predicts revenue generation while controlling

for other relevant factors. This helped determine the impact of brand loyalty on revenue generation in a more detailed manner.

Data visualization played a crucial role in presenting the findings clearly and effectively. Graphs, charts, and tables were employed to illustrate key results, making it easier to identify and interpret patterns and trends. Tools such as bar graphs, pie charts, and scatter plots were used to visually represent the data, facilitating comparisons and highlighting significant findings.

Statistical analysis were performed using software such as SPSS (Statistical Package for the Social Sciences) or Excel. These tools assisted in handling and analyzing large datasets efficiently, providing robust statistical outputs that were crucial for drawing accurate conclusions.

3.9.2 Qualitative Data Analysis

Qualitative data analysis involved several key steps to ensure a comprehensive examination of the open-ended responses collected through interviews and surveys. The process began with transcription, where all recorded interviews were transcribed verbatim to accurately capture the participants' responses. This transcription served as the basis for further analysis.

The next step was coding, where the transcribed data was systematically tagged with labels representing different aspects of the research focus. This coding process helps in organizing the data and identifying key themes, patterns, and categories related to brand loyalty and revenue generation.

Once coding is complete, thematic analysis was conducted to group codes into broader themes. These themes reflected common topics or issues raised by participants and provided insights

into the underlying factors and experiences associated with brand loyalty. The analysis focused on understanding how these themes relate to revenue generation.

The final stage of qualitative analysis involved interpreting the identified themes to provide a deeper understanding of how brand loyalty impacts revenue generation. This interpretation considered the context and nuances of the participants' responses, offering a richer perspective on the qualitative aspects of the research.

3.10 Ethical Considerations

In conducting research on the influence of brand loyalty on revenue generation among mainstream bakers in Thika Town, Kiambu County, ethical considerations are paramount to ensure the study is conducted with integrity and respect for participants. Adherence to ethical standards safeguards the credibility of the research and protects the rights and well-being of those involved.

The gathering of informed consent from each and every participant in this study is a crucial ethical standard that must be adhered to. An explanation that is both clear and thorough of the research aims, methods, and possible implications were presented to each participant prior to their participation in the study (before they actually take part in the study). An informed consent form, which the participants were asked to read and sign, were used to communicate this information to them. This form provided an explanation of the objectives of the research project, the specifics of their involvement, any possible hazards, and the advantages of taking part in the study. Participants acknowledged that they have been fully informed and are aware of their rights by completing the form, which constituted their agreement to engage willingly from their own free will.

Confidentiality and privacy are essential ethical factors that must be taken into account in order to adequately safeguard the information of participants. Every single piece of information that is gathered was held in the strictest confidence, and an individual's identity were concealed. In order to protect individuals' privacy, the process of data analysis included the removal or coding of any personal identifiers. The fact that this is done guarantees that any reports or publications that are produced as a consequence of the study did not divulge the identities of any participants or sensitive information. In addition, the data was kept safely in individual files that are secured by a password, and only approved members of the study team had access to them.

Every single participant in the research was doing it on their own will. It was made clear to participants that they have the ability to withdraw from the research at any time and without incurring any penalties doing so. In the event that a participant decides to withdraw from the research, their data was subtracted from the investigation, and they were not expected to offer any explanations for their decision to leave. This guarantees that participants are able to make choices on their participation in the study after feeling comfortable and having the freedom to do so.

The study was carried out with the greatest care in order to prevent the volunteers from experiencing any kind of bodily injury or pain. The research steered clear of questions that are invasive or sensitive, since they have the potential to create emotional or psychological discomfort. Every effort was made to mitigate any possible hazards that may be connected with participation, and appropriate actions were taken to address any concerns that may surface over the course of the research.

MKU Ethical approval and Introduction Letter were sought from a relevant review board to ensure compliance with research standards. The study also sought approval from NACOSTI. The implementation of this approach guaranteed that the study design is in accordance with

ethical standards and that all processes are in accordance with the criteria that have been set for the conduct of ethical research. The approval process included an evaluation of the study technique, methods for obtaining permission, and safeguards to protect the welfare and anonymity of participants.



CHAPTER FOUR

RESEARCH FINDINGS AND DISCUSSIONS

4.0 Introduction

This chapter presents the analysis and interpretation of the data gathered in response to the study's objectives. The aim of the research was to explore the factors influencing revenue generation among mainstream bakers in Thika Town, Kenya, with a focus on nutritional value, pricing, baker experience, and the role of customer satisfaction in mediating the relationship between brand loyalty and revenue generation. The findings are organized thematically according to the study objectives, providing a detailed understanding of how each factor contributes to the overall performance of bakeries in terms of revenue. The discussions also compare these findings with existing literature, highlighting both consistencies and deviations.

4.1 Response Rate

The study had a target sample size of 217 respondents. However, 191 respondents successfully participated in the study, resulting in a response rate of 88.0%.

4.2 Demographic Study

This section consists gender, age and years of operation.

4.2.1 Gender

The study revealed that the majority of respondents were male, with 116 (60.7%) participants. In comparison, 75 (39.3%) were female. This indicates a gender imbalance in the study, with a higher frequency of male respondents.

Table 3: Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	116	60.7	60.7	60.7
	Female	75	39.3	39.3	100.0
	Total	191	100.0	100.0	

4.2.2 Age

The study revealed that 54 (28.3%) of the respondents were aged between 20 and 30 years, representing a significant presence of younger individuals in the baking industry. Additionally, 40 (20.9%) of the participants were between 41 and 55 years, while 18 (9.4%) were above 56 years, indicating a smaller representation of older individuals. The study further found out that the majority of the respondents, 79 (41.4%), were between 31 and 40 years, highlighting that this age group forms the largest portion of mainstream bakers in Thika Town.

Table 4: Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20 -30 years	54	28.3	28.3	28.3
	31 - 40 years	79	41.4	41.4	69.6
	41 - 55 years	40	20.9	20.9	90.6
	Above 56 years	18	9.4	9.4	100.0
	Total	191	100.0	100.0	

4.2.3 Years of Operation

The study revealed that 71 (37.2%) of the respondents had been operating for less than 1 year, indicating a considerable number of new entrants into the baking industry in Thika Town. Additionally, 58 (30.4%) of the participants had been in operation for 1 to 3 years, showing a strong presence of relatively new businesses. The study further found out that 24 (12.6%) of the respondents had been operating for 4 to 6 years, while 38 (19.9%) had been in business for more than 6 years. The majority of respondents, 71 (37.2%), were those with less than 1 year of experience, suggesting that the industry is attracting many new bakers.

Table 5: Years of Operation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 1 year	71	37.2	37.2	37.2
	1 - 3 years	58	30.4	30.4	67.5
	4 - 6 years	24	12.6	12.6	80.1
	More than 6 years	38	19.9	19.9	100.0
	Total	191	100.0	100.0	

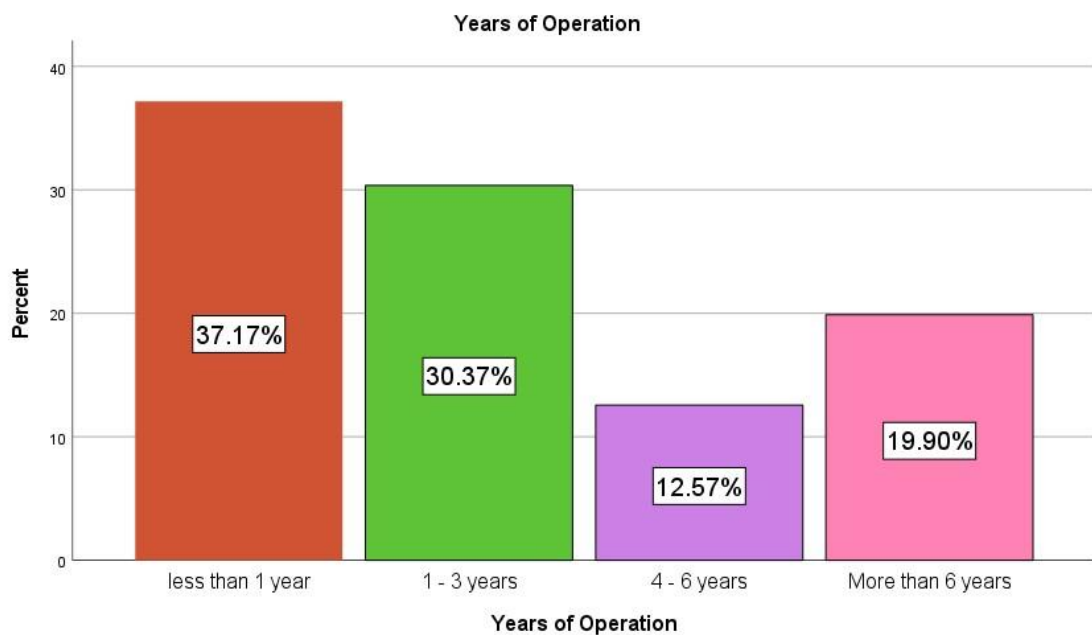


Figure 2: Years of Operation

4.2.4 Size of Bakery (Number of Employees):

The study revealed that 49 (25.7%) of the respondents operated bakeries with fewer than 30 employees, indicating a smaller segment of the industry with relatively smaller operations. The study further found out that the majority of respondents, 142 (74.3%), operated bakeries with 31 employees or more. This suggests that larger bakeries, in terms of workforce size, dominate the mainstream baking industry in Thika Town.

Table 6: Size of Bakery (Number of Employees):

	Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	under 30 years	49	25.7	25.7	25.7
	31 years and above	142	74.3	74.3	100.0
	Total	191	100.0	100.0	

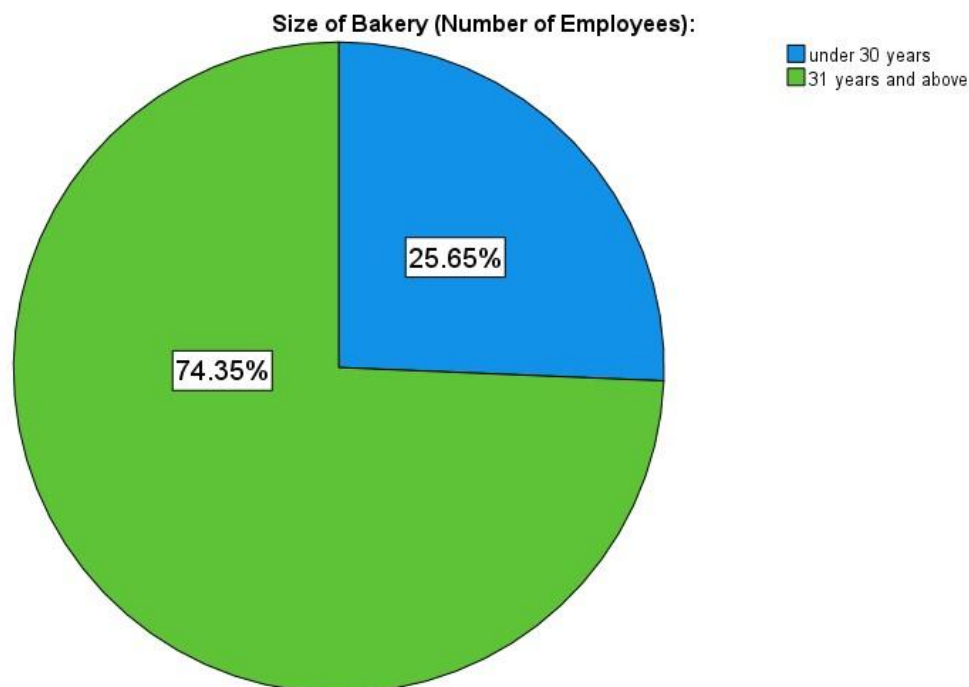


Figure 3:Size of Bakery (Number of Employees):

4.3 Impact of nutritional value on revenue generation

The study sought to assess the impact of nutritional value on revenue generation of bread among mainstream bakers in Thika Town, Kenya. The results presented in Table 7 illustrate various aspects related to brand loyalty and its influence on revenue generation. The analysis shows that respondents indicated a strong belief in the contribution of brand loyalty to revenue, with a mean score of 4.01 reflecting a standard deviation of 1.32 for the statement, "Brand loyalty significantly contributes to increased revenue for my bakery." This suggests that bakers recognize the importance of maintaining loyal customers for enhancing their revenue streams. Furthermore, the statement "A large proportion of my total revenue comes from repeat customers" received a mean score of 4.27 reflecting a standard deviation of 1.10, indicating that a significant amount of revenue is derived from returning customers. The study found that respondents rated their ability to measure the impact of brand loyalty on sales performance with a mean of 4.03

reflecting a standard deviation of 1.24, suggesting a positive correlation between brand loyalty assessment and financial outcomes. The statement regarding the positive effect of changes in brand loyalty strategies on revenue scored a mean of 4.14 reflecting a standard deviation of 1.15, indicating that bakers believe strategic adjustments can enhance revenue. However, the allocation of marketing budget towards building brand loyalty received a lower mean score of 2.35 reflecting a standard deviation of 1.74, which suggests that there may be limited investment in loyalty programs despite the recognized importance of brand loyalty, the majority of respondents emphasized the critical role that nutritional value and brand loyalty play in driving revenue generation within their bakeries, highlighting a strong relationship between customer retention and financial success.

Table 7: Impact of nutritional value on revenue generation

	N	Minimum	Maximum	Mean	Std. Deviation
Brand loyalty significantly contributes to increased revenue for my bakery.	191	1.00	5.00	4.0052	1.32386
Loyal customers frequently return to make repeat purchases at my bakery.	191	1.00	5.00	3.7120	1.39012
A large proportion of my total revenue comes from repeat customers.	191	2.00	5.00	4.2723	1.09986
I effectively measure the impact of brand loyalty on my sales performance.	191	1.00	5.00	4.0262	1.23729
Changes in my brand loyalty strategies have positively affected my revenue.	191	2.00	5.00	4.1361	1.15271
A substantial percentage of my marketing budget is allocated to building brand loyalty.	191	1.00	5.00	2.3455	1.74295
Valid N (listwise)	191				

4.4 Influence of pricing on revenue generation

The study sought to assess the influence of pricing on revenue generation of bread among mainstream bakers in Thika Town, Kenya. The results presented in Table 8 indicate several aspects related to pricing strategies and their impact on customer loyalty and revenue generation. The study found that respondents believe in the effectiveness of their engagement methods, with a mean of 4.21 reflecting a standard deviation of 1.27 of the respondents who indicated that effective methods are used to engage with customers and build their loyalty. This suggests that bakers prioritize customer interaction as a key component of their pricing strategy. Additionally, the study revealed that ensuring product quality is crucial for maintaining brand loyalty, with a mean of 4.16 and a standard deviation of 1.49 of the respondents supporting this statement. Customer service was rated highly, with the study further revealing a mean of 4.25 and a standard deviation of 1.22 of the respondents who believe that customer service plays a significant role in brand loyalty strategies. This underscores the perception that excellent customer service is integral to effective pricing strategies and customer retention. However, the study found that while bakers regularly offer promotions or discounts to retain loyal customers, this received a lower mean of 3.37 with a standard deviation of 1.38 of the respondents, suggesting a moderate approach to pricing incentives.

The use of loyalty programs was also noted, with the study revealing a mean of 3.23 and a standard deviation of 1.37 of the respondents who indicated that a loyalty program is in place to reward frequent customers. This indicates that although some bakers have implemented loyalty programs, there is room for improvement in terms of their effectiveness and uptake. Lastly, the study found that actively seeking customer feedback to enhance loyalty experience received a mean of 3.33 with a standard deviation of 1.38 of the respondents, which implies that while bakers are interested in customer opinions, the process may not be as robust as it could be. The findings suggest that while mainstream bakers in Thika Town acknowledge the importance of pricing strategies and customer loyalty, there is a need for more aggressive and structured approaches to promotions and loyalty programs to maximize revenue generation.

Table**8: Influence of pricing on revenue generation**

	N	Minimum	Maximum	Mean	Std. Deviation
I use effective methods to engage with customers and build their loyalty.	191	1.00	5.00	4.2147	1.27362
Ensuring the quality of my products is crucial for maintaining brand loyalty.	191	1.00	5.00	4.1571	1.49259
Customer service plays a significant role in my brand loyalty strategies.	191	1.00	5.00	4.2461	1.22138
I regularly offer promotions or discounts to retain loyal customers.	191	1.00	5.00	3.3665	1.37715
My bakery has a loyalty program in place to reward frequent customers.	191	1.00	5.00	3.2251	1.36752
I actively seek feedback from customers to improve their loyalty experience.	191	1.00	5.00	3.3298	1.38454
Valid N (listwise)	191				

4.5 Impacts of baker experience on revenue generation

The study sought to assess the impacts of baker experience on revenue generation of bread among mainstream bakers in Thika Town, Kenya. The results presented in Table 9 highlight several dimensions of customer perceptions regarding loyalty and satisfaction in relation to their bakeries. The study found that respondents feel their bakery values their loyalty as a customer, with a mean of 2.32 and a standard deviation of 1.54 of the respondents indicating this sentiment. This relatively low score suggests

that bakers may need to enhance their efforts to acknowledge and appreciate customer loyalty. Additionally, the study revealed that the loyalty rewards offered by bakeries are perceived as unsatisfactory, with a mean of 2.51 and a standard deviation of 1.59 of the respondents supporting this finding. This indicates a need for bakeries to improve their loyalty reward programs to better meet customer expectations. The study found that the quality of the products is essential for customer retention, with a mean of 2.40 and a standard deviation of 1.55 of the respondents agreeing that this quality keeps them coming back to their bakery. However, the study further revealed that communication regarding loyalty programs and offers is lacking, as indicated by a mean of 2.27 and a standard deviation of 1.43 of the respondents who stated that their bakery regularly communicates about these initiatives. This gap suggests that better communication strategies could foster greater customer engagement. In terms of customer service satisfaction, the study found a mean of 2.65 with a standard deviation of 1.60 of the respondents indicating dissatisfaction with the customer service provided by their bakery. This underscores the importance of improving service delivery as a way to enhance overall customer experience and retention. The study revealed that the loyalty initiatives of bakeries do not fully meet customer expectations, with a mean of 2.69 and a standard deviation of 1.51 of the respondents agreeing with this statement. This finding emphasizes the need for bakeries to reassess their loyalty programs to ensure they align with customer needs and expectations. The findings suggest that while there are various factors related to baker experience influencing revenue generation, there are significant areas for improvement in customer loyalty recognition, satisfaction with rewards, communication, service delivery, and loyalty initiatives among mainstream bakers in Thika Town.

9: Impacts of baker experience on revenue generation

Table

	N	Minimum	Maximum	Mean	Std. Deviation
I feel that my bakery values my loyalty as a customer.	191	1.00	5.00	2.3194	1.54156
The loyalty rewards offered by my bakery are satisfactory.	191	1.00	5.00	2.5079	1.58569
The quality of the products keeps me coming back to my bakery.	191	1.00	5.00	2.4031	1.54912
My bakery regularly communicates with me about loyalty programs and offers.	191	1.00	5.00	2.2670	1.42788
I am satisfied with the customer service provided by my bakery.	191	1.00	5.00	2.6545	1.60459
The loyalty initiatives of my bakery meet my expectations.	191	1.00	5.00	2.6859	1.51336
Valid N (listwise)	191				

4.6 Mediating effect of customer satisfaction on the relationship between brand loyalty and revenue generation

The study sought to analyze the mediating effect of customer satisfaction on the relationship between brand loyalty and revenue generation among mainstream bakers in Thika Town, Kenya. The results presented in Table 10 shed light on various factors influencing brand loyalty and customer satisfaction, and their subsequent impact on revenue generation. The study found that limited resources significantly hinder the ability of bakers to effectively implement brand loyalty strategies, as indicated by a mean of 4.29 and a standard deviation of 1.13 of the respondents. This suggests that resource constraints are a critical barrier to enhancing brand loyalty, thereby affecting overall

revenue generation. The study revealed that difficulty in tracking and analyzing customer loyalty data impacts bakers' efforts, with a mean of 3.90 and a standard deviation of 1.35 of the respondents acknowledging this challenge. This finding highlights the importance of data analytics in fostering customer loyalty and enhancing revenue streams. The study found that competition from other bakeries adversely affects customer retention and loyalty, as evidenced by a mean of 3.92 and a standard deviation of 1.37 of the respondents. This competitive landscape indicates that bakeries must adopt effective strategies to differentiate themselves and retain their customer base. The study further revealed that inconsistent product quality negatively impacts customer loyalty, with a mean of 4.27 and a standard deviation of 1.15 of the respondents supporting this assertion. This underscores the necessity for bakeries to maintain high standards of product quality to foster loyalty and, ultimately, revenue.

Moreover, the lack of staff training on customer engagement was identified as a significant factor affecting brand loyalty, with a mean of 3.91 and a standard deviation of 1.35 of the respondents indicating that insufficient training hampers effective customer interaction. High turnover rates among staff also negatively affect customer service and loyalty, with a mean of 3.87 and a standard deviation of 1.38 of the respondents recognizing this issue. This finding emphasizes the need for bakeries to invest in staff retention and training to enhance customer service. The findings suggest that while various factors influence the relationship between brand loyalty, customer satisfaction, and revenue generation, significant challenges such as resource limitations, competition, inconsistent product quality, and inadequate staff training need to be addressed by mainstream bakers in Thika Town to improve their financial performance.

10: Mediating effect of customer satisfaction on the relationship between brand loyalty and revenue generation

Table

	N	Minimum	Maximum	Mean	Std. Deviation
Limited resources hinder my ability to effectively implement brand loyalty strategies.	191	1.00	5.00	4.2932	1.13226
Difficulty in tracking and analyzing customer loyalty data impacts my efforts.	191	1.00	5.00	3.9005	1.34773
Competition from other bakeries affects customer retention and loyalty.	191	1.00	5.00	3.9215	1.36848
Inconsistent product quality affects customer loyalty.	191	2.00	5.00	4.2723	1.14672
Lack of staff training on customer engagement affects brand loyalty.	191	1.00	5.00	3.9110	1.35236
High turnover rates among staff affect customer service and loyalty.	191	1.00	5.00	3.8691	1.37979
Valid N (listwise)	191				

4.7 Performance

The study sought to assess the performance of bakeries in Thika Town, particularly in relation to the impact of brand loyalty on revenue generation. The results summarized in Table 11 provide insights into how loyal customers influence the financial outcomes of bakeries. The study found that the revenue of bakeries has consistently increased due to loyal customers, with a mean of 4.29 and a standard deviation of 1.07 of the respondents affirming this positive trend. This indicates that loyal customers play a critical role in driving revenue growth for bakeries. Additionally, the study revealed that brand loyalty significantly contributes to boosting bakery sales, as indicated by a mean of 3.97 and a standard deviation of 1.29 of the respondents. This underscores the importance of fostering strong customer relationships to enhance sales performance.

Furthermore, the study found that repeat customers contribute to a major portion of monthly revenue, reflected in a mean of 3.79 and a standard deviation of 1.38 of the respondents. This finding emphasizes the necessity for bakeries to focus on customer retention strategies, as loyal customers are essential for sustaining revenue. The study further revealed that loyal customers frequently recommend the bakery, leading to increased sales, as shown by a mean of 4.27 and a standard deviation of 1.16 of the respondents. This word-of-mouth marketing is invaluable for attracting new customers and enhancing revenue streams. Moreover, brand loyalty has been instrumental in helping bakeries maintain a stable revenue stream, with a mean of 4.40 and a standard deviation of 1.00 of the respondents supporting this assertion. This stability is crucial for the long-term sustainability of bakery operations. Lastly, the study found that revenue generation is positively impacted by the bakery's loyal customer base, evidenced by a mean of 4.05 and a standard deviation of 1.30 of the respondents recognizing this relationship. The findings indicate that brand loyalty is a key driver of revenue generation for bakeries in Thika Town, highlighting the need for effective strategies to build and maintain strong relationships with customers.

11: Performance

N	Minimum	Maximum	Mean	Std. Deviation
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Table

Our bakery's revenue has consistently increased due to loyal customers.	191	2.00	5.00	4.2880	1.07400
Brand loyalty plays a significant role in boosting our bakery's sales.	191	1.00	5.00	3.9738	1.28733
Repeat customers contribute to a major portion of our monthly revenue.	191	1.00	5.00	3.7853	1.38069
Loyal customers frequently recommend our bakery, leading to more sales.	191	2.00	5.00	4.2670	1.16389
Brand loyalty has helped our bakery maintain a stable revenue stream.	191	2.00	5.00	4.4031	.99989
Revenue generation is positively impacted by our bakery's loyal customer base.	191	1.00	5.00	4.0471	1.29894
Valid N (listwise)	191				

4.8 Inferential Statistics

4.8.1 Regression

The study found that the model demonstrates a strong correlation, with an RR value of 0.770, indicating a robust linear relationship between the independent variables and the dependent variable of revenue generation. The R2R2 value of 0.593 suggests that approximately 59.3% of the variance in revenue generation can be explained by the predictors included in the model. This signifies that the selected factors have a substantial impact on the revenue outcomes for bakeries in Thika Town. The adjusted R2R2 value of 0.585 further supports the model's effectiveness, accounting for the number of predictors used in the analysis. The standard error of the estimate is reported as 3.14658, which reflects the average distance that the observed values fall from the

regression line, the change statistics indicate a significant increase in R² (0.593) when incorporating the independent variables into the model, with an FF change of 67.842, suggesting that the overall model is statistically significant in explaining revenue generation. The degrees of freedom for the FF statistic is 4, indicating the number of predictors. These findings imply that the combined effects of nutritional value, pricing strategies, baker experience, and customer satisfaction significantly contribute to revenue generation in the bakery sector in Thika Town, highlighting the importance of these factors for enhancing business performance.

Table 12: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	F	df1
1	.770 ^a	.593	.585	3.14658	.593	67.842	4
a. Predictors: (Constant), Mediating effect, Impacts of baker experience, Influence of pricing, Nutritional value							

4.8.2 ANOVA

The ANOVA results indicate that the regression model explains a substantial portion of the variance in revenue generation, with a total sum of squares of 4,528.398. Among this, the regression sum of squares is 2,686.816, with a mean square of 671.704. This signifies that the predictors, namely, the mediating effect of customer satisfaction, impacts of baker experience, influence of pricing, and nutritional value, collectively contribute significantly to variations in revenue generation. The F statistic of 67.842 is quite high, suggesting that the overall regression model is statistically significant. The associated significance value (p-value) is reported as .000, which is below the conventional alpha level of 0.05. This indicates strong evidence against the null hypothesis, affirming that at least one of the predictors in the model has a significant effect on revenue generation. The residual sum of squares is 1,841.582, with a mean square of 9.901, reflecting the variability not explained by the model. The degrees of freedom for the regression is 4, while the residual degrees of freedom is 186, leading to

Table

a total of 190 degrees of freedom for the analysis, the ANOVA findings confirm that the regression model is effective in



predicting revenue generation among bakers in Thika Town, thereby highlighting the critical roles of the examined factors. This statistical significance emphasizes the importance of strategically addressing nutritional value, pricing, baker experience, and customer satisfaction to enhance revenue outcomes in the bakery industry.

Table 13: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2686.816	4	671.704	67.842	.000 ^b
	Residual	1841.582	186	9.901		
	Total	4528.398	190			

a. Dependent Variable: Revenue Generation

b. Predictors: (Constant), Mediating effect, Impacts of baker experience, Influence of pricing, Nutritional value

4.8.3 Coefficients

The coefficients provide essential information on the contribution of each predictor variable to the revenue generation among mainstream bakers in Thika Town. The constant term (intercept) is 6.903, indicating the expected value of revenue generation when all independent variables are held at zero. This baseline provides a reference point for interpreting the effects of the predictor variables. Regarding the predictors, the study revealed that nutritional value has a positive and significant impact on revenue generation, with an unstandardized coefficient of 0.462 and a standardized beta of 0.479. The t-value of 5.937 and a significance value (p-value) of .000 indicate that this relationship is highly significant, suggesting that improvements in nutritional value can significantly enhance revenue.

On the other hand, the influence of pricing showed a positive but not statistically significant effect on revenue generation, with an unstandardized coefficient of 0.089 and a p-value of .156. This indicates that while pricing might have some impact, it does not reach the conventional level of statistical significance, implying that it may not be a crucial factor in this context. The impacts of baker experience yielded an unstandardized

coefficient of 0.032, with a p-value of .498, further revealing that baker experience does not significantly contribute to revenue generation. This suggests that variations in baker experience among the respondents did not correlate strongly with differences in revenue outcomes. The mediating effect of customer satisfaction had a notable positive influence on revenue generation, with an unstandardized coefficient of 0.206 and a standardized beta of 0.261. The t-value of 3.917 and a significance value of .000 indicate a strong and significant relationship. This underscores the importance of customer satisfaction as a mediating factor in enhancing the relationship between brand loyalty and revenue generation. The analysis of the coefficients demonstrates that nutritional value and the mediating effect of customer satisfaction are significant contributors to revenue generation among bakers in Thika Town. In contrast, the influence of pricing and baker experience did not show significant effects within the scope of this study.

Table 14: Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error			
1	(Constant)	6.903	1.160		5.949	.000
	Nutritional value	.462	.078	.479	5.937	.000
	Influence of pricing	.089	.063	.092	1.424	.156
	Impacts of baker experience	.032	.047	.036	.678	.498
	Mediating effect	.206	.053	.261	3.917	.000

4.8.4 Correlations

The study found significant correlations among the variables related to revenue generation of bread among mainstream bakers in Thika Town, as summarized in Table 15. There is a strong positive correlation between nutritional value and revenue generation ($r = 0.743$, $p < 0.001$), indicating that higher nutritional value is associated with increased revenue for bakeries. This underscores the importance of nutritional aspects in driving sales. Additionally, the influence of pricing shows a positive correlation with revenue generation ($r = 0.568$, $p < 0.001$). While significant, this

correlation is weaker than that of nutritional value, suggesting that pricing strategies contribute to revenue but may not be as impactful as the nutritional quality of the products. Furthermore, the impacts of baker experience have a moderate positive correlation with revenue generation ($r = 0.369$, $p < 0.001$), indicating that baker experience influences revenue, though the effect is less pronounced compared to nutritional value and pricing. A significant positive correlation also exists between the mediating effect of customer satisfaction and revenue generation ($r = 0.659$, $p < 0.001$), highlighting the role of customer satisfaction in enhancing revenue. This suggests that satisfied customers are more likely to contribute to higher sales. The correlations among the independent variables reveal significant relationships. For instance, nutritional value shows a strong positive correlation with the mediating effect ($r = 0.710$, $p < 0.001$) and a moderate correlation with the influence of pricing ($r = 0.684$, $p < 0.001$), indicating that improvements in nutritional value could enhance customer satisfaction and influence pricing strategies. Overall, the analysis revealed that nutritional value has the strongest correlation with revenue generation, followed by the mediating effect of customer satisfaction. These findings suggest that bakers in Thika Town should prioritize enhancing the nutritional quality of their products and focus on customer satisfaction strategies to maximize revenue generation.

Table 15: Correlations

		Nutritional value	Influence of pricing	Impacts of baker experience	Mediating effect	Revenue Generation
Nutritional value	Pearson Correlation	1	.684**	.451**	.710**	.743**
	Sig. (2-tailed)		0.000	0.000	0.000	0.000
	N	191	191	191	191	191
Influence of pricing	Pearson Correlation	.684**	1	.396**	.512**	.568**
	Sig. (2-tailed)	0.000		0.000	0.000	0.000
	N	191	191	191	191	191
Impacts of baker experience	Pearson Correlation	.451**	.396**	1	.308**	.369**
	Sig. (2-tailed)	0.000	0.000		0.000	0.000
	N	191	191	191	191	191
Mediating effect	Pearson Correlation	.710**	.512**	.308**	1	.659**
	Sig. (2-tailed)	0.000	0.000	0.000		0.000
	N	191	191	191	191	191
Revenue Generation	Pearson Correlation	.743**	.568**	.369**	.659**	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	
	N	191	191	191	191	191

** . Correlation is significant at the 0.01 level (2-tailed).

4.8.5 Reliability

The study revealed strong reliability of the measurement instruments used, as indicated in Table 16. The Cronbach's Alpha value was found to be 0.849, demonstrating a high level of internal consistency among the items measured. When based on standardized items, the Cronbach's Alpha slightly increased to 0.854. With a total of five items assessed, these statistics suggest that the items used in the study effectively capture the

intended constructs, indicating that the measurement tools are reliable for assessing the relevant variables in the context of revenue generation among mainstream bakers in Thika Town, Kenya.

Table 16: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.849	.854	5

4.8.6 ANOVA with Friedman's Test

The study conducted a Friedman's test to evaluate the differences among multiple related groups, as detailed in Table 17. The results indicate significant variability between the items measured, with a Friedman's Chi-Square value of 416.244 and a significance level of 0.000, which confirms that there are statistically significant differences among the items. The sum of squares between items was 12,203.357, with a mean square of 3,050.839. The Kendall's coefficient of concordance WW was calculated to be 0.310, suggesting a moderate level of agreement among the raters regarding the ranked items. The grand mean of the overall data was 21.7613, providing insight into the central tendency of the responses across the different measures. These findings highlight the importance of assessing the impact of different variables on revenue generation in the context of the study.

Table 17: ANOVA with Friedman's Test

	Sum of Squares	df	Mean Square	Friedman's ChiSquare	Sig
Between People	16930.766	190	89.109		
Within People					
Between Items	12203.357 ^a	4	3050.839	416.244	.000
Residual	10195.443	760	13.415		
Total	22398.800	764	29.318		
Total	39329.566	954	41.226		
Grand Mean = 21.7613					

a. Kendall's coefficient of concordance W = .310.

4.9 Discussion of Findings

4.9.1 Impact of nutritional value on revenue generation

The desire to create, protect, and enhance brand loyalty is a crucial strategic move for bread processors. According to Nyatangi and Gitau (2019), a brand serves as an identifier of the producer of a good or service, influencing consumers to develop positive associations and react favorably toward specific bread products based on their ingredients and marketing strategies. This aligns with the findings from Eglite and Kunkulberga (2017) and Wambugu and Musyoka (2022), which emphasize the significance of nutritional value in helping bakers maintain competitiveness in today's health-conscious market. Nutritional value is increasingly linked to consumers' health and well-being, allowing bakers to position their products effectively. While previous studies focused on brand personality and consumer choices in Nairobi, the current study narrows its focus to brand loyalty among mainstream bakers in Thika Town, utilizing a similar descriptive research design and convenience sampling, with correlation analysis employed to assess relationships between independent and dependent variables.

Nutritional value plays a pivotal role in fostering brand attachment, enhancing the success of bread products, and ultimately driving revenue through increased sales. Key factors influencing nutritional value include ingredients, brand perception, and the quality associated with the bread. As Nyatangi and Gitau (2019) suggest, the nutritional composition of bread helps consumers identify and connect with specific brands. Consumers tend to form strong associations with products that offer health benefits, such as lower cholesterol levels, as noted by Okoth (2019). However, while Okoth's study centered on service quality in bread distribution within Nairobi's Central Business District, the current research shifts its focus to brand loyalty in Thika Town, Kiambu County. The study's findings regarding the impact of nutritional value on revenue generation among mainstream bakers in Thika Town, as presented in Table 7, underscore the significance of brand loyalty in enhancing revenue. Respondents exhibited a strong belief in the contribution of brand loyalty to revenue, with a mean score of 4.01 and a standard deviation of 1.32 for the statement that "brand loyalty significantly contributes to increased revenue for my bakery." This indicates that bakers recognize the necessity of fostering customer loyalty to enhance revenue streams. Additionally, a mean score of

4.27 (standard deviation of 1.10) for the statement "A large proportion of my total revenue comes from repeat customers" emphasizes that returning customers significantly contribute to the financial success of the bakeries.

Furthermore, respondents rated their ability to measure the impact of brand loyalty on sales performance with a mean score of 4.03 and a standard deviation of 1.24, suggesting a positive correlation between brand loyalty assessment and financial outcomes. The statement regarding the positive effects of changes in brand loyalty strategies on revenue received a mean score of 4.14 (standard deviation of 1.15), indicating that bakers believe strategic adjustments in brand loyalty can lead to increased revenue. However, the allocation of the marketing budget towards building brand loyalty received a significantly lower mean score of 2.35 (standard deviation of 1.74). This suggests that despite recognizing the importance of brand loyalty, bakers may not be investing sufficiently in loyalty programs. The majority of respondents emphasized the critical role that nutritional value and brand loyalty play in driving revenue generation, highlighting a strong relationship between customer retention and financial success, the findings reinforce the literature's emphasis on the importance of nutritional value and brand loyalty in the bread market, indicating that bakers who prioritize these aspects can improve customer retention and revenue generation effectively.

4.9.2 Influence of pricing on revenue generation

The study by Eglite and Kunkulberga (2017) established that the price of bread significantly influenced bread purchases, revealing that bread quality, price confidence, and consumer behavior collectively affected consumption across diverse consumer groups in Latvia. Price emerged as a primary factor, raising questions about whether similar dynamics exist in Kenya. Additionally, the study noted that tastier bread, attributed to its nutritional composition, increased overall consumption. While Eglite and Kunkulberga employed a mixed-methods approach with regression analysis, the current study intends to utilize a quantitative approach, specifically correlation analysis, to examine the relationship strength among study variables. Wanjuu et al. (2019) also highlighted a significant correlation between bread price and consumer loyalty, indicating that even with a focus on puree bread made from potatoes, overall bread pricing influenced consumption and, consequently, sales volume for bakers. Their findings revealed that 94% of respondents considered ingredients and price as the leading factors in their purchasing decisions, suggesting that pricing plays a crucial role in the

consumer decision-making process. While Wanjuu et al. conducted interviews with consumers at Tuskys supermarket (now defunct), the current study plans to administer questionnaires to consumers of leading bread brands in Thika Town. According to Ilboudo et al. (2022) and Shiundu et al. (2019), bread price consistently ranked as the top factor influencing consumption, with nutritional value following closely. The significant negative relationship observed between price and food products reinforces the expectation that similar trends would be present in the bread market. The current study aimed to assess the influence of pricing on revenue generation among mainstream bakers in Thika Town, Kenya. Results presented in Table 8 highlighted various aspects related to pricing strategies and their impact on customer loyalty and revenue generation. The respondents expressed confidence in the effectiveness of their engagement methods, reflected in a mean of 4.21 and a standard deviation of 1.27, indicating that bakers prioritize customer interaction as a critical component of their pricing strategy. Additionally, ensuring product quality emerged as vital for maintaining brand loyalty, with a mean of 4.16 and a standard deviation of 1.49.

Customer service was rated highly, with respondents giving a mean of 4.25 and a standard deviation of 1.22, underscoring the perception that excellent customer service is integral to effective pricing strategies and customer retention. However, while bakers regularly offered promotions or discounts to retain loyal customers, this aspect received a lower mean of 3.37 and a standard deviation of 1.38, suggesting a moderate approach to pricing incentives. The study also noted the implementation of loyalty programs, with a mean of 3.23 and a standard deviation of 1.37, indicating that although some bakers have established loyalty programs, there remains significant room for improvement regarding their effectiveness and uptake. Finally, the study found that actively seeking customer feedback to enhance the loyalty experience yielded a mean of 3.33 and a standard deviation of 1.38. This suggests that while bakers express interest in customer opinions, the feedback process could be more robust, the findings suggest that while mainstream bakers in Thika Town recognize the importance of pricing strategies and customer loyalty, there is a need for more aggressive and structured approaches to promotions and loyalty programs to maximize revenue generation. These insights resonate with the literature, reinforcing the idea that pricing, product quality, and effective customer engagement are crucial elements for sustaining consumer loyalty and improving sales in the competitive bread market.

4.9.3 Impacts of baker experience on revenue generation

The study on puree bread indicated that the duration of bakers' existence significantly influenced the quality and processing of bread brands. Kaunda (2017) expanded on this by examining product development and bakers' experience in processing baked goods. Brandt (2019) further emphasized that a baker's experience in product development directly impacts consumer perception, which can enhance brand loyalty over time. The findings suggested that bakers continuously improved their ingredients to align with consumer preferences, thus fostering reliability on specific types of bread. Supporting this notion, Afkar et al. (2020) and Nahar et al. (2019) observed that bakers began closely monitoring the salt and heat levels during the baking process over time. This responsiveness to consumer preferences and changes illustrates how the longevity of mainstream bakers can provide a competitive advantage over newer entrants in the market. Pashaei et al. (2022) noted that bakers' experience led to improved nutritional value in bread products, which better met customer expectations. However, these studies primarily focused on bakers' experiences outside of Kenya and did not capture consumer perspectives.

In light of this context, the current study aimed to investigate whether bakers' experience influenced consumer loyalty to their preferred bread during purchases, specifically among mainstream bakers in Thika Town, Kenya. The findings presented in Table 9 highlight customer perceptions regarding loyalty and satisfaction. It was found that respondents felt their bakery valued their loyalty, evidenced by a mean of 2.32 and a standard deviation of 1.54. This relatively low score suggests that bakers need to enhance their recognition of customer loyalty. Moreover, the loyalty rewards provided by bakeries were perceived as unsatisfactory, with a mean of 2.51 and a standard deviation of 1.59, indicating a need for bakeries to improve their loyalty programs. The importance of product quality for customer retention was underscored, as indicated by a mean of 2.40 and a standard deviation of 1.55. This finding aligns with earlier studies that suggested that experienced bakers could better ensure product quality due to their extensive knowledge and practices developed over time.

The study also revealed gaps in communication about loyalty programs, as shown by a mean of 2.27 and a standard deviation of 1.43, highlighting the need for bakeries to adopt better communication strategies to foster customer engagement. Additionally, customer satisfaction with service delivery was found to be lacking, with a mean of 2.65 and a

standard deviation of 1.60, emphasizing the need for improvements in customer service to enhance overall customer experience and retention, the study revealed that loyalty initiatives from bakeries did not fully meet customer expectations, with a mean of 2.69 and a standard deviation of 1.51. This underscores the necessity for bakeries to reassess their loyalty programs to ensure they align with customer needs and preferences. Overall, the findings indicate that while baker experience influences revenue generation, there are significant areas for improvement in customer loyalty recognition, satisfaction with rewards, communication, service delivery, and loyalty initiatives among mainstream bakers in Thika Town.

4.9.4 Mediating effect of customer satisfaction on the relationship between brand loyalty and revenue generation

The study highlighted the significant relationship between various factors affecting revenue generation among mainstream bakers in Thika Town, Kenya. Firstly, bakers with more years of operation tended to develop stronger customer loyalty, which contributed to increased revenue. This was evident in the findings related to brand loyalty, where loyal customers significantly enhanced revenue. Additionally, the majority of bakers employed 31 or more staff members, suggesting that larger bakeries may have had greater production capacity and a more extensive customer base, leading to higher revenue generation. The importance of nutritional value was underscored by its strong correlation with revenue generation, indicating that bakers emphasizing nutritional quality were likely to achieve better financial outcomes. Furthermore, customer satisfaction played a mediating role in the relationship between brand loyalty and revenue generation, reinforcing the need for exceptional product quality and consistent customer experiences. Challenges such as limited resources hindered the implementation of effective brand loyalty strategies, which were critical for retaining customers in a competitive landscape. Additionally, insufficient staff training impacted customer engagement and loyalty, underscoring the necessity for stable and well-trained staff to foster positive customer interactions, addressing these barriers through investments in product quality, staff training, and customer engagement strategies was essential for bakers to enhance customer satisfaction, strengthen brand loyalty, and ultimately improve revenue generation.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.0 Introduction

This chapter summarizes the main findings of the research, linking them to the study's goals. It highlights the important insights about how pricing and nutritional value affect brand loyalty and revenue generation among mainstream bakers in Thika Town, Kenya. Additionally, the chapter presents the conclusions drawn from the findings and offers practical recommendations for bakers and others in the bread industry. By discussing the implications of the study, this chapter aims to contribute to the understanding of brand loyalty and revenue growth in the baking sector and suggest ways for future research and improvements.

5.1 Summary of Findings

5.1.1 Influence of Pricing on Brand Loyalty and Revenue Generation

The research highlighted that pricing strategies are fundamental in shaping consumer behavior and brand loyalty in the bakery industry. The study found that most respondents recognized the effectiveness of their pricing methods, with a mean score indicating that engagement with customers through pricing is a priority for bakers. This signifies that bakers are aware that how they price their products can either attract or repel customers, directly affecting customer loyalty. A notable finding was that product quality remains a critical factor influencing customer loyalty alongside pricing. Respondents indicated that competitive pricing, combined with high-quality bread, enhances customer satisfaction and retention. This aligns with previous research, which suggested that consumers are willing to pay more for products they perceive as high-quality, indicating that bakers must balance their pricing strategies with product quality to foster loyalty.

However, the study also pointed out a gap in the regular offering of promotions and discounts, which received a lower mean score from respondents. This suggests that while bakers do engage in promotional activities, their approach might be limited or not as aggressive as it could be. The moderate scores related to promotional efforts indicate that there is room for improvement in developing more effective pricing incentives to build customer loyalty. Additionally, the analysis indicated a direct relationship between pricing strategies and revenue generation. Respondents acknowledged that a significant portion of their revenue stems from loyal customers who repeatedly purchase their

products. The study emphasizes that effective pricing not only attracts new customers but also retains existing ones, contributing significantly to a bakery's revenue stream. As such, bakers in Thika Town are encouraged to adopt a comprehensive pricing strategy that incorporates regular promotions, discounts, and quality improvements to enhance customer loyalty and drive revenue growth.

5.1.2 To Examine the Effect of Nutritional Value on Brand Loyalty:

Nutritional value emerged as a significant factor influencing consumer preferences and brand loyalty among bakers in Thika Town. The study indicated that respondents strongly believed that bread with higher nutritional content increased the likelihood of consumers choosing that particular brand. This highlights a growing trend among consumers who are becoming more health-conscious and are prioritizing the nutritional benefits of the food they consume. The findings further suggest that bakers who emphasize nutritional value in their products are likely to experience higher levels of customer loyalty. This is particularly relevant in today's market, where consumers are increasingly seeking healthier options.

The study aligns with previous research indicating that products perceived to be healthier often enjoy stronger customer loyalty and higher sales. Moreover, the study revealed that the association between nutritional value and brand loyalty extends beyond just the ingredients. Respondents indicated that the perception of quality associated with nutritious bread leads to positive brand associations. This suggests that bakers should focus not only on the nutritional content but also on marketing these benefits effectively to build a strong brand image.

Additionally, the relationship between nutritional value and revenue generation was evident, as customers who are loyal to a brand are more likely to return for repeat purchases, thus increasing sales. The findings imply that bakers should invest in product development to enhance the nutritional value of their offerings while communicating these benefits to consumers effectively. By doing so, bakers can create a competitive advantage that fosters customer loyalty and contributes to increased revenue.

5.1.3 Impact of Bakers' Experience on Brand Loyalty and Revenue Generation:

The study revealed that bakers' experience significantly affects their ability to build customer loyalty and generate revenue. Respondents indicated that more experienced bakers are often better equipped to understand consumer preferences and deliver high-quality products, which in turn fosters brand loyalty. This correlation suggests that experience in the bakery industry contributes not only to improved product quality but also to better customer interactions. Experienced bakers tend to have a deeper understanding of the market dynamics, allowing them to anticipate customer needs and preferences. This insight enables them to innovate and adapt their products accordingly, thereby enhancing customer satisfaction. The study underscores the importance of leveraging experience to improve product offerings and customer service, which are vital components in building brand loyalty.

The findings also highlighted that repeat customers are a significant source of revenue for bakers. Respondents reported that a large proportion of their sales come from loyal customers, reinforcing the idea that maintaining a solid customer base is crucial for financial success. The study emphasizes that bakers should recognize the value of customer relationships and prioritize strategies that enhance loyalty. However, while experience is a critical factor, the study suggests that continuous training and development are necessary for bakers to stay updated with industry trends and consumer preferences. Investing in the professional growth of bakers can lead to enhanced skills and knowledge, further improving the quality of products and services offered. By nurturing their experience and expertise, bakers can create a loyal customer base that significantly contributes to revenue generation.

5.1.4 Mediating effect of customer satisfaction on the relationship between brand loyalty and revenue generation

This study explored the mediating role of customer satisfaction in the relationship between brand loyalty and revenue generation among mainstream bakers in Thika Town, Kenya. The findings highlighted the importance of customer satisfaction as a key driver that influences how brand loyalty translates into financial performance. It was confirmed that brand loyalty significantly contributes to revenue generation, with respondents indicating a strong belief that loyal customers are more likely to make repeat purchases, thus enhancing overall sales. The data showed a positive correlation between brand

loyalty and revenue, suggesting that bakeries with a higher level of customer loyalty tend to experience better financial outcomes. Customer satisfaction emerged as a crucial factor mediating this relationship. The research found that when customers are satisfied with their experiences, ranging from product quality to customer service, they are more likely to remain loyal to a brand. Satisfied customers not only return for future purchases but also contribute to positive word-of-mouth marketing, further expanding the customer base. The findings revealed both direct and indirect effects of brand loyalty on revenue generation through customer satisfaction. While brand loyalty directly influenced revenue, the presence of customer satisfaction strengthened this relationship. Specifically, satisfied customers demonstrated higher levels of loyalty, which in turn led to increased revenue for the bakeries. This suggests that customer satisfaction acts as a facilitator that enhances the impact of brand loyalty on financial performance.

The study also underscored the importance of delivering exceptional customer experiences to foster both satisfaction and loyalty. Respondents indicated that positive interactions with the bakery, such as friendly service, consistent product quality, and attention to customer feedback, play a vital role in enhancing customer satisfaction. As bakers focus on improving the overall customer experience, they are likely to see a corresponding increase in brand loyalty and, ultimately, revenue generation. The findings recommend that bakers in Thika Town prioritize strategies that enhance customer satisfaction to leverage the benefits of brand loyalty. This includes investing in quality improvements, customer service training, and actively seeking customer feedback to ensure their needs are met. By creating a strong focus on customer satisfaction, bakers can strengthen the bond between brand loyalty and revenue generation, leading to sustainable business growth, this study provides compelling evidence that customer satisfaction mediates the relationship between brand loyalty and revenue generation among mainstream bakers in Thika Town. By emphasizing customer satisfaction, bakers can cultivate brand loyalty, which significantly contributes to their financial success. The findings highlight the need for bakeries to adopt a customer-centric approach, ensuring that satisfied customers are at the core of their business strategies.

5.2 Conclusion of The Study

The study concluded that there is a strong positive correlation between the nutritional value of bread and revenue generation. Bakers who prioritize high-quality and nutritious ingredients are more likely to attract health-conscious consumers, leading to increased

sales. This focus on nutritional quality not only enhances product appeal but also fosters customer loyalty. The findings underscore the importance of promoting the health benefits of bread to consumers, which can provide bakers with a competitive edge and contribute positively to their financial outcomes in the marketplace.

The study concluded that pricing strategies are a crucial determinant of revenue generation. Bakers who implement competitive pricing and promotional offers tend to attract more customers and encourage repeat purchases. Transparent and consistent pricing builds trust with customers, which is essential for developing strong brand loyalty. The findings highlight the need for bakers to create pricing strategies that are not only appealing to consumers but also sustainable for their business operations, ensuring long-term profitability in the competitive baking industry.

The study concluded that the experience of bakers significantly affects revenue generation. Experienced bakers demonstrate a better understanding of market trends, customer preferences, and effective baking techniques, which contribute to higher product quality and customer satisfaction. Their ability to innovate and adapt to changing consumer demands correlates closely with their level of experience. This emphasizes the importance of investing in training and professional development for bakers, as enhancing their skills can lead to improved revenue generation and overall business success.

The study concluded that customer satisfaction serves as a significant mediator between brand loyalty and revenue generation. Satisfied customers are more likely to remain loyal to a brand and make repeat purchases, which significantly impacts revenue streams. The findings indicate that prioritizing customer satisfaction through quality products and excellent service is essential. By improving the overall customer experience, bakers can enhance brand loyalty and drive revenue growth, thereby establishing a more sustainable business model.

5.3 Recommendations of The Study

The study recommended that bakers should prioritize the use of high-quality and nutritious ingredients in their bread production. This can be achieved by sourcing locally produced grains and other healthy components, which not only improve the nutritional profile of the products but also promote local agriculture. Additionally, bakers should

actively communicate the health benefits of their products through marketing strategies, as this can attract health-conscious consumers and increase sales.

The study recommended that bakers adopt competitive pricing strategies that reflect the quality and nutritional value of their bread while remaining affordable for consumers. It is essential to regularly analyze market prices and customer purchasing behavior to adjust pricing accordingly. Offering promotions, discounts, and loyalty programs can also incentivize repeat purchases and strengthen customer loyalty. Bakers should ensure transparency in their pricing to build trust and foster long-term relationships with their customers.

The study recommended that bakery owners invest in training and professional development for their bakers. Workshops and training programs focusing on the latest baking techniques, market trends, and customer service skills can enhance the bakers' experience and improve product quality. By empowering bakers with knowledge and skills, businesses can adapt to changing consumer preferences and improve their overall performance in the market.

The study recommended that bakers should prioritize customer satisfaction by providing excellent service and high-quality products. Implementing feedback mechanisms, such as surveys and suggestion boxes, can help bakers understand customer preferences and areas for improvement. By actively engaging with customers and responding to their needs, bakers can foster a loyal customer base, which is crucial for sustained revenue generation. Additionally, ensuring consistent product quality and prompt service will enhance the overall customer experience.

5.4 Recommendations for Further Studies

The study recommended Further studies should investigate the factors influencing consumer preferences and purchasing decisions regarding bread. Understanding how demographic factors, lifestyle choices, and health consciousness impact consumer behavior can provide bakers with insights to tailor their products and marketing strategies effectively.

The study recommended Further studies conducting longitudinal studies could offer valuable insights into how market trends and consumer preferences evolve over time. This approach would help bakers anticipate changes in the industry and adapt their strategies accordingly, ensuring long-term sustainability and growth.

The study recommended Further studies to explore the role of technology in the baking industry, particularly how automation and digital tools affect production efficiency, quality control, and customer engagement. Investigating the integration of technology in bakery operations can reveal innovative practices that enhance revenue generation.



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APPENDIXES

Appendix I: Letter Of Introduction

Dear Sir/Madam,

Re: RE: REQUEST TO FILL QUESTIONNAIRE FOR RESEARCH PURPOSE

I hope this letter finds you in good health. I am Antony Kioko Nzuki, currently pursuing a Master's of Student, Business administration degree in Business administration degree at Mount Kenya University. As part of the requirements for my degree, I am conducting a research study titled "Influence of Brand Loyalty on Revenue Generation Among Mainstream Bakers in Thika Town, Kiambu County, Kenya."

The primary objective of this research is to investigate how brand loyalty impacts revenue generation within the baking industry in Thika Town. The study seeks to provide insights that could enhance understanding of brand loyalty's role in financial performance and inform better business practices within the sector.

I am reaching out to request permission to collect data from your esteemed institution for this study. Participation would involve filling out a questionnaire and potentially engaging in interviews about your experiences and perceptions regarding brand loyalty and its effects on revenue generation.

Please be assured that all information gathered will be treated with the utmost confidentiality and used exclusively for academic purposes. Your cooperation in this study will be invaluable and greatly appreciated, contributing significantly to the successful completion of my research.

Should you require any further details or wish to discuss this request, please do not hesitate to contact me. I am more than willing to provide any additional information and address any queries you may have.

Thank you for considering this request. I look forward to your positive response. Yours faithfully,

Antony Kioko Nzuki

Master's Student, business administration

Mount Kenya University



Appendix II: Study Questioner

1. Position in the Bakery:

- Owner
- Manager
- Sales Staff
- Other (Please specify): _____

2. Years of Operation:

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

3. Size of Bakery (Number of Employees):

- 1-10
- 11-20
- 21-30
- More than 30

Section B: Brand Loyalty

5. How would you rate the importance of brand loyalty in your bakery's operations?

- Very Important
- Important
- Neutral
- Less Important
- Not Important

6. What strategies do you use to build brand loyalty among your customers?

(Select all that apply)

- Quality of Products
- Customer Service
- Pricing
- Promotions and Discounts
- Customer Feedback and Engagement
- Other (Please specify): _____

7. How often do you engage with customers to gather feedback on your brand?

- Regularly
- Occasionally
- Rarely
- Never

8. How would you rate the level of customer loyalty to your brand?

- Very High
- High
- Moderate
- Low
- Very Low

Section C: Revenue Generation

9. What is the main source of revenue for your bakery?

- Direct Sales
- Wholesale
- Online Sales
- Other (Please specify):

10. **How has brand loyalty impacted your revenue generation in the past year?**
- Significantly Increased
 - Increased ○ No Change ○ Decreased
 - Significantly Decreased
11. **What is the average percentage of revenue generated from repeat customers?** ○ Less than 25% ○ 25%-50% ○ 51%-75% ○ More than 75%
12. **How do promotional activities and discounts influence your revenue?**
- Significantly Increase Revenue
 - Increase Revenue ○ No Impact ○ Decrease Revenue ○ Significantly Decrease Revenue

Section D: Challenges and Opportunities

13. **What challenges do you face in building and maintaining brand loyalty?**
(Select all that apply) ○
- Competition
 - Market Saturation
 - Customer Expectations
 - Product Quality
 - Pricing Strategies
 - Other (Please specify):

14. **What opportunities do you see for enhancing brand loyalty and increasing revenue?** (Select all that apply) ○
- Expanding Product Range
 - Improving Customer Service
 - Increasing Marketing Efforts
 - Enhancing Online Presence
 - Strengthening Customer Relationships

Table 1: Influence of Brand Loyalty on Revenue Generation

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Brand loyalty significantly contributes to increased revenue for my bakery.	[]	[]	[]	[]	[]
Loyal customers frequently return to make repeat purchases at my bakery.	[]	[]	[]	[]	[]

A large proportion of my total revenue comes from repeat customers.	[]	[]	[]	[]	[]
I effectively measure the impact of brand loyalty on my sales performance.	[]	[]	[]	[]	[]
Changes in my brand loyalty strategies have positively affected my revenue.	[]	[]	[]	[]	[]
A substantial percentage of my marketing budget is allocated to building brand loyalty.	[]	[]	[]	[]	[]

Table 2: Strategies to Build Brand Loyalty

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I use effective methods to engage with customers and build their loyalty.	[]	[]	[]	[]	[]
Ensuring the quality of my products is crucial for maintaining brand loyalty.	[]	[]	[]	[]	[]
Customer service plays a significant role in my brand loyalty strategies.	[]	[]	[]	[]	[]
I regularly offer promotions or discounts to retain loyal customers.	[]	[]	[]	[]	[]
My bakery has a loyalty program in place to reward frequent customers.	[]	[]	[]	[]	[]
I actively seek feedback from customers to improve their loyalty experience.	[]	[]	[]	[]	[]

Table 3: Customer Perception of Brand Loyalty

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
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I feel that my bakery values my loyalty as a customer.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The loyalty rewards offered by my bakery are satisfactory.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The quality of the products keeps me coming back to my bakery.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My bakery regularly communicates with me about loyalty programs and offers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am satisfied with the customer service provided by my bakery.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The loyalty initiatives of my bakery meet my expectations.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>


Table 4: Challenges in Maintaining Brand Loyalty

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Limited resources hinder my ability to effectively implement brand loyalty strategies.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Difficulty in tracking and analyzing customer loyalty data impacts my efforts.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Competition from other bakeries affects customer retention and loyalty.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Inconsistent product quality affects customer loyalty.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lack of staff training on customer engagement affects brand loyalty.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
High turnover rates among staff affect customer service and loyalty.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Revenue Generation

Statement	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
Our bakery's revenue has consistently increased due to loyal customers.					
Brand loyalty plays a significant role in boosting our bakery's sales.					
Repeat customers contribute to a major portion of our monthly revenue.					
Loyal customers frequently recommend our bakery, leading to more sales.					
Brand loyalty has helped our bakery maintain a stable revenue stream.					
Revenue generation is positively impacted by our bakery's loyal customer base.					

Appendix III: Introduction Letter



Mount Kenya University

DIRECTORATE OF GRADUATE STUDIES

MBA/2021/78399

14th October, 2024

National Commission for Science Technology & Innovation (NACOSTI)
Off Waiyaki Way, Upper Kabete,
P.O Box 30623- 00100
NAIROBI, KENYA

Dear Sir/Madam,

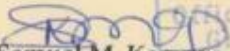
RE: ANTONY KIOKO NZUKI – REGISTRATION NO. MBA/2021/78399

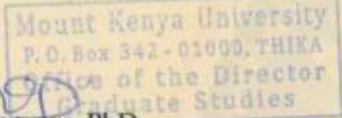
The purpose of this letter is to introduce the above named student who is pursuing **Master of Business Administration** in the department of **Accounting and Finance** in the school of **Business and Economics**.

The title of the research is **“Influence of Brand Loyalty on Revenue Generation Among Mainstream Bakers in Thika Town, Kiambu Kenya.”** It has been cleared by the University’s Ethics Review Committee (Certificate attached) and now has to proceed to the field to collect data between **October, 2024 and December, 2024.**

Any assistance accorded to the student will be highly appreciated.


Thank you.


Dr. Samuel M. Karenga, PhD
Director, Graduate Studies
Enc.


Mount Kenya University
P.O. Box 342-01000, THIKA
Office of the Director
Graduate Studies

Main Campus, General Kago Road, P.O. Box 342-01000 Thika.
Cell: +254 709 153 000 / +254 709 153 200

Appendix IV: ERC Certificate from MKU


Mount Kenya University

REF: MKU/ISERC/4494 Date: 12 October 2024
TO: ANTONY KIOKO NZUKI
REG: MBA/2021/78399

Dear Sir/Madam,

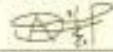
RE: INFLUENCE OF BRAND LOYALTY ON REVENUE GENERATION AMONG MAINSTREAM BAKERS IN THIKA, TOWN, KIAMBU KENYA

This is to inform you that **Mount Kenya University** has reviewed and approved your above research proposal. Your application approval number is **3216**. The approval period is **12/10/2024 - 11/10/2025**.


This approval is subject to compliance with the following requirements;

- i. Only approved documents including informed consents, study instruments, MTA will be used
- ii. All changes including amendments, deviations and violations are submitted for review and approval by **Mount Kenya University**
- iii. Death and life-threatening problems and serious adverse events or unexpected adverse events whether related or unrelated to the study must be reported to **Mount Kenya University** within 72 hours of notification
- iv. Any changes, anticipated or otherwise that may increase the risks or affect the safety or welfare of study participants and others or affect the integrity of the research must be reported to **Mount Kenya University** within 72 hours
- v. Clearance for export of biological specimens must be obtained from relevant institutions
- vi. Submission of a request for renewal of approval at least 60 days prior to expiry of the approval period. Attach a comprehensive progress report to support the renewal
- vii. Submission of an executive summary report within 90 days upon completion of the study to **Mount Kenya University**

Prior to commencing your study, you will be expected to obtain a research license from National Commission for Science, Technology and Innovation (NACOSTI) <https://research-portal.nacosti.go.ke> and also obtain other clearances needed.

Yours sincerely,


Dr. Alfred Owino, PhD
Chairman, Mount Kenya University ISERC


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Appendix V: Approval from NACOSTI

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Appendix VII: Study Area Map

