

**FACTORS AFFECTING THE DEMAND OF NATUROPATHY
SERVICES IN URBAN CENTRES IN KENYA:**

**A CASE OF MASSAGE THERAPY BUSINESSES IN NAIROBI
COUNTY**

LYDIA WANJIRU KANIU

MBA/NRB/101/00003

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ABSTRACT

Small and Medium Enterprises are a vibrant and growing sector in most economies around the world. Economic conditions have spurred the rise of Small and Medium Enterprises over the last 10-15 years as seen in Africa, UK, US, Europe, Australasia. Many factors may affect the success of a Naturopathy business which falls under the above category. In this study, the emphasis was on one branch of Naturopathy called body massage Therapy.

The study report is on findings on factors that affect the demand for naturopathy services. The study was informed Ansoff's growth matrix, Endogenous growth theory, Resource-Advantage theory and Hertzberg's two factor theory.

The study adopted a descriptive approach and the population integrated all cadres of employees in the body massage businesses based in Nairobi County. Both secondary and primary data was used. The data collected was purely quantitative and was analyzed by descriptive analysis. The findings were presented using tables and charts.

The study generated various findings. Massage therapy services are expensive which explains why prospective clients shy away from therapy centers. The various aspects of pricing are areas of concern that apparently impact negatively on the demand in clientele base. It was established that the general public has a negative attitude towards massage therapy and the business is stunted by negative perception among different people who view it as immoral and sex related thus giving the venture a negative publicity and sometimes negative advertising. Massage therapy which is both an Art and Science has few qualified therapists. It emerged that where ethical codes and policies are lacking or inadequate, there is unprofessional client-employee relationship.