

**FACTORS INFLUENCING MARKETING OF SOFT DRINKS PRODUCTS: A  
CASE STUDY OF RIFT BOTTLERS ELDORET**

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## ABSTRACT

The study sets out to establish the factors affecting marketing of products in Rift- valley Bottlers Company. These are specifically demographic, natural environmental, economic situation, technological and political legal, social cultural and stakeholders. The study was based on the social actors and ideological theoretical models. The literature was reviewed and case study methods adopted the research process. Questionnaires were employed in the actual collection of the data and finding resented in form of tables, charts and graphs. The major findings of the study showed that factors affecting marketing include: worldwide population growth, i.e. depletion of major resources: population age mix; ethnic markets; household patterns, i.e. traditional household, singled, separated, etc; shift from mass market to Micro-market; short-age of raw materials; increased pollution level; low, medium and high income earners; high debt to-income ratio which slow expenditure; accelerating pace of technological change; unlimited opportunities for innovation; legislations regulating business; growth of special— interest groups, i.e. consumerist movement; political ideology: existence of subcultures, i.e. teenagers (trendsetters) and internal organizational factors such as the financial position of the organization, product position, product quality, research and development capacity, organizational structure and or paperwork, human resources, condition of state-of-the-art facilities and equipment and corporate image affect marketing of the company's products if this factors are not considered in decision-making-packed marketing studies. The study recommends SWOT analysis the essential preliminary to the formulation of marketing strategies at corporate, business and functional levels of the organization. The researcher suggests that further research be undertaken to determine monetary trends, inflation, strikes, explosive population growth and shortage of key minerals, environmental pollution and technological breakthroughs in order to establish an enhanced searching of the environment for signals that may portent significant charges.