

**FACTOR THAT AFFECT CONSUMER BUYING BEHAVOUIR**

**A CASE STUDY OF WRIGELY E.A. LTD**

**BY**

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**ADMISSION NUMBER: BCOM (DL) 212/0346**



**RESEACH PROJECT SUBMITTED IN PARTIAL FULFILLMENT OF  
THE REQUIREMENTS FOR THE AWARD AF BACHELORS OF  
COMMERCE DEGREE OF MOUNT KENYA UNIVERSITY.**

**MARCH 2014**

## ABSTRACT

This research project is carried out with the main aim of trying to find the possible factors that affect consumers buying behavior of the WRIGELY E.A LIMITED. The research is carried out through random sampling with questionnaires as the instruments for gathering the data.

The sample size is about 150 customers of the company

The data collected is analyzed through the use of quantitative analysis and present its finding inform of tables and chart of findings, answering the research questions and in conclusions the researcher finds that the personal factors of the consumer and also physiological factors plays a big roll to make it possible for the products to gain a market share. The researcher recommend on the best way of how the company many deal with the same issue again in near future.