



Factors Explaining Purchase Choices of Packaged Child Food in Kenya and Benin

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Background

Malnutrition is often caused by caring practices that are not clearly linked to income.



Study areas

- Marsabit, Kenya
- Parakou, Nikki & Banikoara, Benin



Objectives

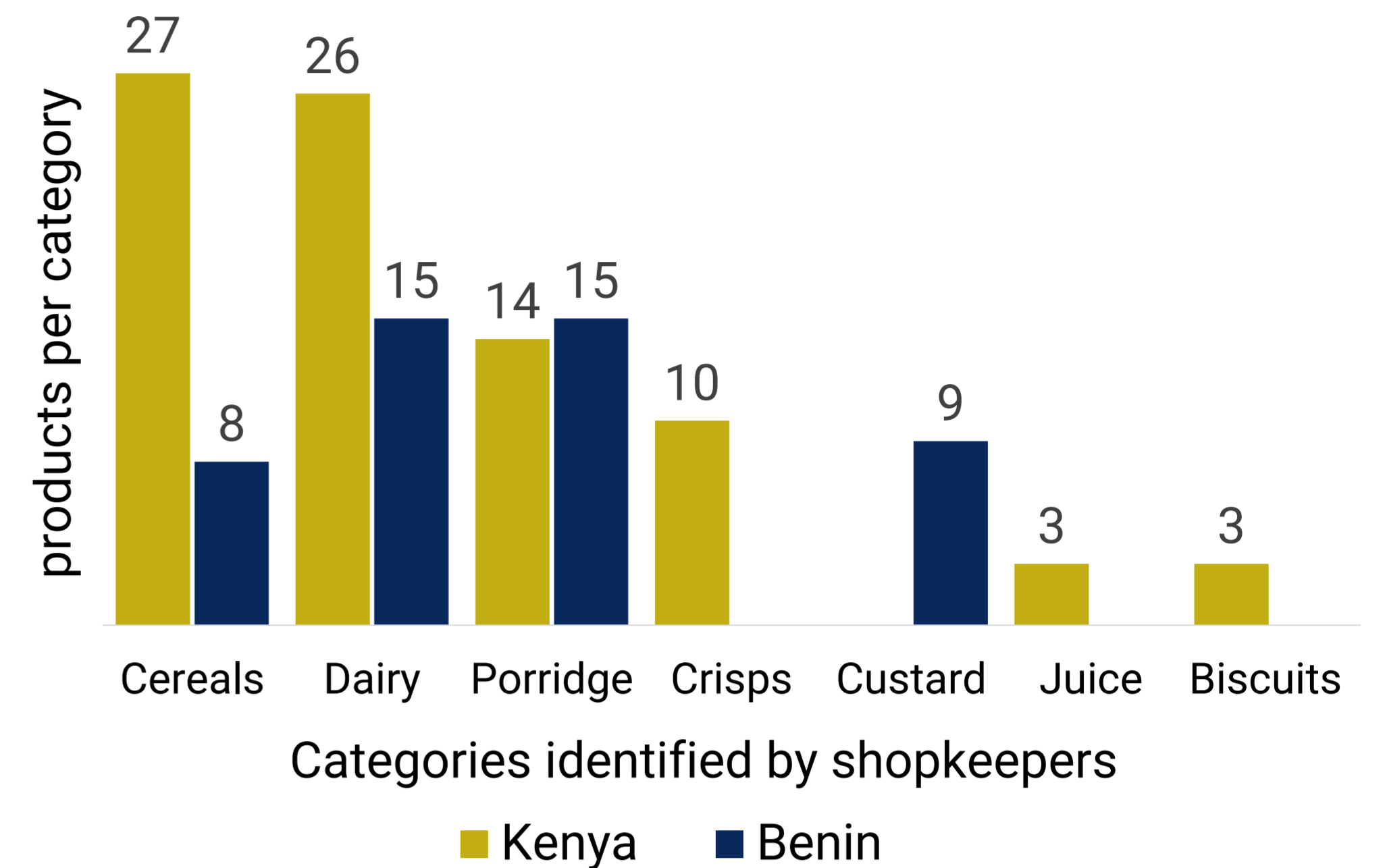
Understanding the dynamics of nutritional decision-making in child-feeding practices, including parental purchase criteria.

Methods

Computer-assisted personal interviews with shopkeepers; Identification of categories of child food products, best-selling and unpopular products, assessment about the reasons why customers like or dislike the products.



Categories of Child Food Items

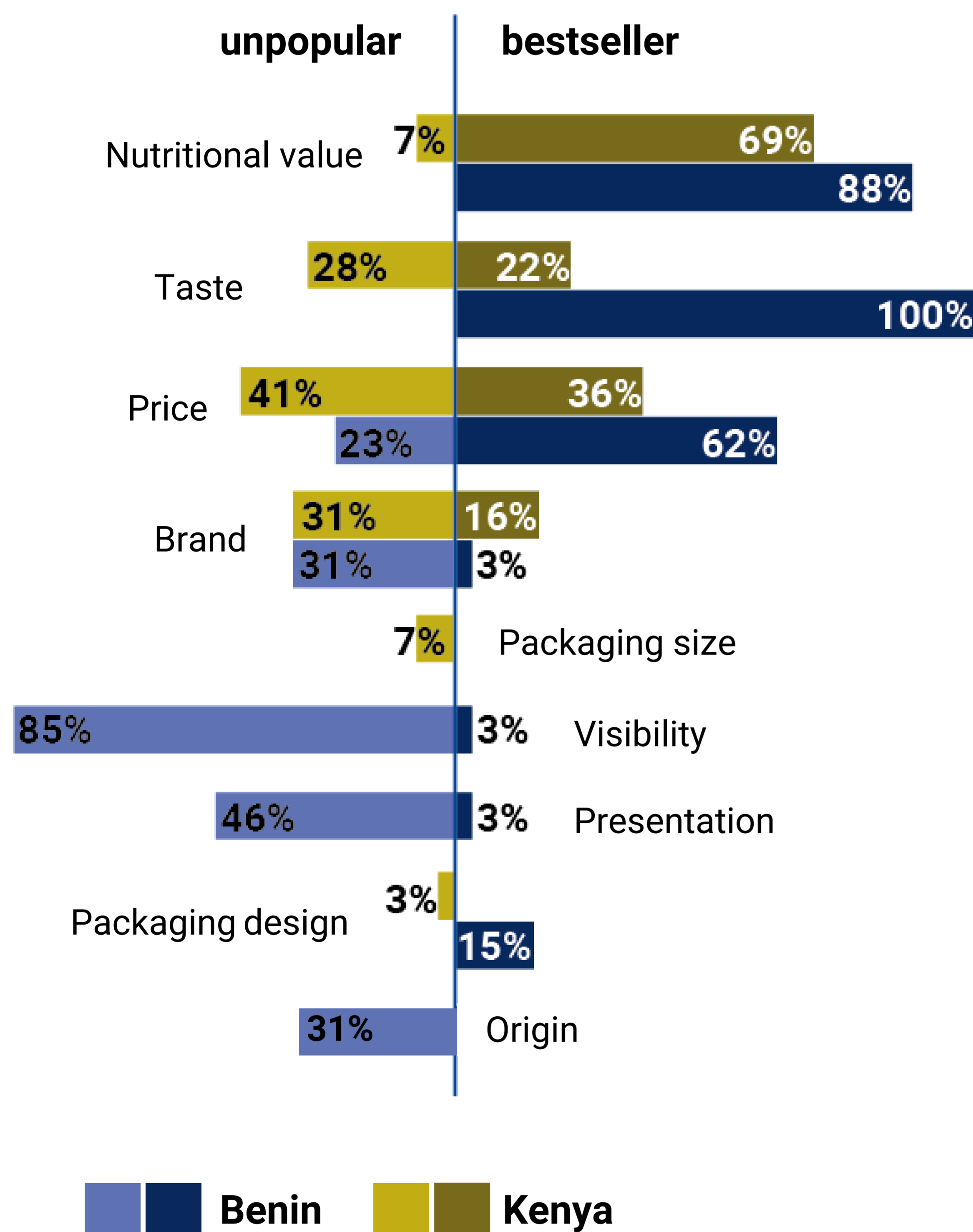


Results and Discussion*

* Results Discussion

Reasons given

Frequency of reasons given to explain why a product is unpopular or a bestseller



Nutritional value
most frequent reason influencing purchase decisions
but awareness of healthy diet does not lead to results

Brand
lack of purchasing power
-> inability of replacing dissatisfactory products
-> reliance on known & trusted brands

possible reasons
lack of / incomplete information

difficulties bcs of low literacy
prominent health claims

Taste
very important purchase criterion
but best-sellers are bought not only but also because of their taste

Price
very important purchase and rejection criterion
even in subsistence marketplaces, nutritional value is rated more important than price

Visibility & Presentation
purchase decisions are strongly influenced by the (lack of) visibility and presentation of products

Packaging Size & Design
refers in some cases to re-usable packaging containers
refers to large and expensive packaging units but not always clear, what shopkeepers had in mind

Origin
mistrust in local products due to insufficient marketing initiatives



Affordability: imported baby food
1/2 of inhabitants of Marsabit County, Kenya, can not afford a single daily serving of either baby formula or baby cereals for their infants
1/3 of Beninese parents cannot afford two full meals of baby formula or baby cereals per day
Baby formula and cereals manufactured by multinationals are for many parents unaffordable; locally manufactured alternatives are not available.

Conclusion

Main reasons influencing purchase decisions in Northern Benin and Northern Kenya.



Presentation, packaging design and informational cues

The results suggest, that the purchase decisions are influenced by underlying, subconscious reasons such as the packaging design of child feeding products, even when 'packaging' was rarely mentioned as a motive.

Further research directly involving customers of child food is therefore necessary to gain a deeper understanding of the influence of packaging elements on purchase decisions in Sub-Saharan Africa.



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